



2016

ALA INTELLECTUAL PROPERTY CONFERENCE FOR LEGAL PROFESSIONALS

WASHINGTON, DC - SEPTEMBER 15 - 16

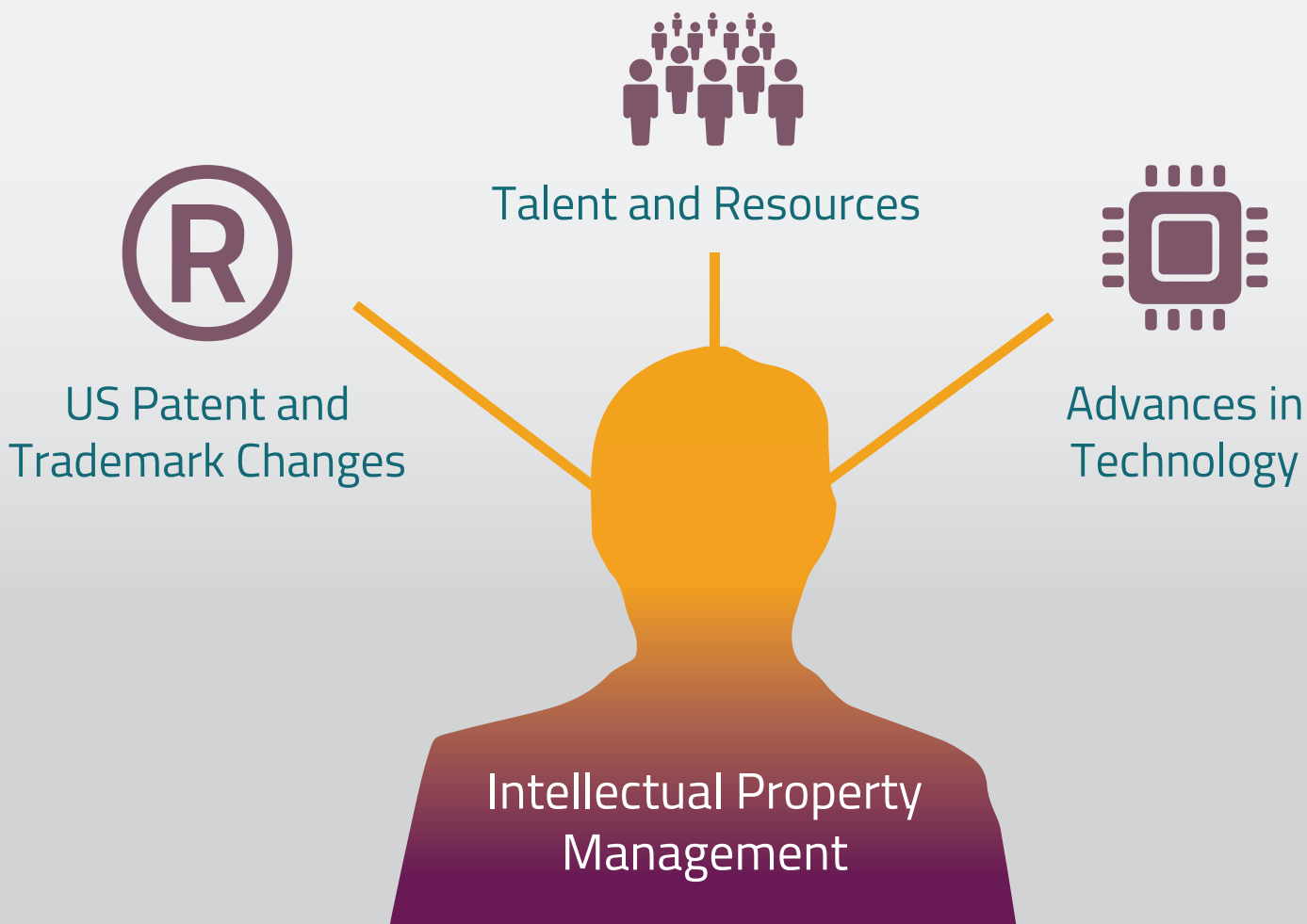
Join ALA for the only IP-focused forum for legal administrators in the nation



THE CAPITAL HILTON
Washington, DC
September 15 - 16



Provide Solutions to our Members Greatest IP Challenges



Tabletop Exhibit

\$2,500

- 2 Registration Badges
- 1 Tabletop Display
- Access to networking events and educational sessions
- Presence on ALA Legal Marketplace IP Conference exhibitor category
- Pre and post-show attendee lists

Sponsorship Opportunities

Hotel Key Card Sponsor

\$5,000

Put your company name and logo into the hand of EVERY attendee staying in the conference hotel.

Tote Bag Sponsor

\$2,500

Greet every attendee with a functional bag that will see use long after the conference concludes.

Badge Holder Sponsor

\$1,500

Gain an impression during every conference conversation.

Pen/Stylus Sponsor

\$750

Start the conversation at the IP Conference and continue it in every attendee's respective law firm.

Attendee Kit Insert

\$500

Get your marketing message across in each and every attendee kit.

App Alert

\$250 (each alert)

Take booth traffic into your own hands with a direct alert to each attendee's smartphone or tablet.



Mark Your
Selections
with an
(X)

Regional Legal
Conference
EAST
September 8-10
Boston, MA



Regional Legal
Conference
WEST
October 6-8
Phoenix, AZ



Regional Legal
Conference
CENTRAL
October 27-29
Indianapolis, IN



IP for Legal
Professionals
IP
September 15-16
Washington, DC



2016 ALA Specialty Conferences Exhibit and Sponsorship Agreement

GOLD
\$4,000

SILVER
\$3,000

BRONZE
\$1,800

**Business Matters
Session** \$1,500
(Limited Availability)

Item Sponsorship
*Write-in Desired
Sponsorship*

Event Sponsorship
*Write-in Desired
Sponsorship*

Event Totals

Item Sponsorship @ \$_____	Item Sponsorship @ \$_____	Item Sponsorship @ \$_____	Item Sponsorship @ \$_____
Event Sponsorship @ \$_____	Event Sponsorship @ \$_____	Event Sponsorship @ \$_____	Event Sponsorship @ \$_____
\$	\$	\$	\$

IP EXHIBITS
\$2,500

Invoice Charge Invoice Charge Invoice Charge Invoice Charge

Premier-Level Exhibitor Options (Discounts available to exhibitors sponsoring all three shows)

GOLD PACKAGE: \$10,000 **SILVER PACKAGE:** \$8,500 **BRONZE PACKAGE:** \$5,400

Total \$ _____ **Signature (X)** _____

Date: _____ **Print Name** _____ **Title:** _____

Contact Information

Booth placement (See floorplan for availability): 1st Choice: _____ 2nd Choice: _____

Company Name: _____

Exhibiting as (if different than company name): _____

Company Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____

Primary Contact Person: _____ Title: _____

Email Address: _____ Phone: _____

Alternate Contact Person: _____ Title: _____

Email Address: _____ Phone: _____

Billing Information

Invoice my company at the provided address. I understand that payment is due upon receipt of invoice. Make checks payable to the Association of Legal Administrators, Attn: Account receivables-ALA, P.O. Box 95583, Chicago, IL 60694-5583, for U.S. Dollars only.

Credit Card:

I authorize ALA to charge \$_____ to the credit card below.

Card Type: **Visa** **MasterCard** **AMEX**

Card Number: _____ Exp: _____ Security Code: _____

Billing Address if different then above: _____

City: _____ State: _____ Zip: _____

Signature (X) _____

Special Instructions: _____

SIGN UP
Please complete, sign, and email
to your Business Development
Representative
OR
Fax to 443-281-0660
Written confirmation will follow

Agreement: It is understood that this application will become a binding contract upon acceptance by ALA, and incorporated into this contract are the following terms, conditions and the Rules and Regulations (found at <https://www.alanet.org/sc/blc/exhibitors/RulesRegulations.pdf>). The individual signing this agreement represents and warrants that he/she is authorized to execute this binding agreement on behalf of the exhibiting company, and should they be removed from their position, the contracting organization is required to fulfill the obligations under this agreement.

Payment Policy: Applications must be accompanied by payment in full. CONTRACTS WILL NOT BE PROCESSED WITHOUT PROPER PAYMENT. No exceptions will be made.

Acceptance: The ALA reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an applicant is not accepted by ALA, all money paid will be returned to the applicant.

Space Assignments: Priority for space assignments is based on date of received agreement (see Rules and Regulations [bit.ly/ACExRules](https://www.alanet.org/sc/blc/exhibitors/RulesRegulations.pdf)).

Cancellations: Up to 50% of this agreement may be cancelled with written notice until 8/8/16. After 8/8/16 all exhibitors or sponsors will be responsible for the full amount and terms of their agreement. Exhibiting company is responsible for payment of the total amount due to ALA as represented in terms of this agreement, regardless of exhibitor attendance or lack of attendance at the events represented in this agreement. All terms, conditions, and Rules and Regulations can be found at (<https://www.alanet.org/sc/blc/exhibitors/RulesRegulations.pdf>).