



Region 6

Educational Conference & Exposition

September 25-26, 2009



DoubleTree Hotel Sonoma Wine Country
Rohnert Park, California



ASSOCIATION OF LEGAL ADMINISTRATORS®

The Source of Legal Management Information and Knowledge

Dear Valued Business Partner:

On behalf of the **Region 6** Management Team of the Association of Legal Administrators (ALA), we are pleased to invite you to participate in our **2009 Educational Conference & Exposition**. The conference will be held September 25-26, 2009, at the DoubleTree Hotel Sonoma Wine Country, Rohnert Park, CA. This Exhibitor Prospectus outlines the opportunities available to exhibitors at this conference.

As a participant in this conference, you will have the opportunity to interact face-to-face with legal administrators and other law firm management professionals from 13 chapters in Region 6. This conference is expected to attract more than 170 ALA members from Arizona, California, Nevada and New Zealand. Your company's representatives will have ample time throughout the conference to inform attendees about your products and services in the Exhibit Hall, and during other networking and social activities.

Please take a moment to review the options and select the opportunity that best fits your organization. Once you have determined which exhibitor level and sponsorship opportunity meets your company's marketing objectives, please complete the application form, enclose your payment, and submit by mail or fax as directed on the application form. **ONLINE registration is available for conference exhibitors and sponsors.** Register today by visiting our Web site at www.alanet.org/region6, and click on the Exhibitors tab near the top. If you have any questions, please contact me at smorris@allenmatkins.com or (415) 273-7452.

On behalf of the Region 6 Management Team and the more than 1700 members of Region 6, thank you for your continued support. Your participation enables us to consistently offer successful and informative conferences that provide legal professionals with information and knowledge to more efficiently run their offices. We look forward to seeing you at the DoubleTree Hotel Sonoma Wine Country.

Sincerely yours,

Steven M. Morris, CLM
Allen Matkins Leck Gamble
Mallory & Natsis LLP
Region 6 Projects Officer

ALA Region 6 Management Team Contact Information

Judith A. Hissong, CLM **Director**

Solomon Grindle Silverman & Spinella, PC
Suite 300
12651 High Bluff Drive
San Diego, CA 92130-2023
Phone (858) 793-8500 x 226
Fax (858) 793-8263
judy@sgsslaw.com

Timora A. Cereghino, CLM **Communications Officer**

Santoro Driggs Walch Kearney
Holley & Thompson
3rd Floor
400 S. 4th St.
Las Vegas, NV 89101
Phone (702) 791-0308
Fax (702) 791-1912
tcereghino@nevadafirm.com

Wendy S. Sweet, CLM **Education Officer**

Jackson Lewis, LLP
Suite 2500
725 S. Figueroa St.
Los Angeles, CA 90017-5408
Phone (213) 630-8232
Fax (213) 630-8296
sweetw@jacksonlewis.com

Steven M. Morris, CLM **Projects Officer**

Allen Matkins Leck Gamble
Mallory & Natsis LLP
12th Floor
Three Embarcadero Center
San Francisco, CA 94111
Phone (415) 273-7452
Fax (415) 837-1516
smorris@allenmatkins.com

Steven D. Wingert, CLM **At-Large Director**

Marshall Gerstein & Borun, LLP
6300 Sears Tower
233 W. Wacker Drive
Chicago, IL 60606-6357
Phone (312) 423-3448
Fax (312) 474-0448
swingert@marshallip.com

■ ABOUT THE ASSOCIATION OF LEGAL ADMINISTRATORS

Founded in 1971, the Association of Legal Administrators (ALA) is the premier management resource for the legal profession. It is the largest international association providing support, high-quality education, and services to professionals involved in the management of **law firms, corporate legal departments, and government legal agencies**. With more than 10,000 members in 30 countries, ALA represents legal administrators who are leaders and industry experts on legal management issues such as **finance, human resources, systems and technology, facilities, marketing, and practice management**.

ALA's mission is to promote and enhance the competence and professionalism of all members of the legal management team, improve the quality of management in law firms and other legal service organizations, and represent professional legal management and managers to the legal community and to the community at large.

Region 6 encompasses Arizona, California, Nevada, and New Zealand. Region 6 has more than 1,700 members and 13 chapters.

■ EXHIBITION FACTS

History has shown that those companies that invest more in their marketing and trade show efforts during economic downturns remain profitable. Now is the time to keep your name in front of your target markets. Consider these facts:

- There is substantial savings by doing business under one roof.
- Exhibitions allow you to make contact with multiple new — and potential — customers in a single trip.
- 82% of attendees are interested in products/services marketed at exhibits, according to the Center for Exhibition Research (CEIR).
- Over 80% of ALA attendees are decision makers, and the rest recommend products and services for their law firms, according to ALA research.

CEIR also reports the following decision makers' perceptions of exhibits:

- 89% of attendees say that exhibitions keep them up-to-date on the latest trends and developments in their industry.
- 88% say that exhibitions save company time by bringing many vendors under one roof at the same time.
- 86% say exhibitions help their company make decisions about what products/services to buy.
- To decision makers, exhibitions continue to rank in value above sales calls and trade publications as one of the most useful sources of purchasing information.
- On average, it takes only 1.6 sales calls to close a sale from an exhibition, compared to 3.7 sales calls to close a sale without an exhibition lead.

■ CONFERENCE LOCATION



Surrounded by two 18-hole PGA Certified championship golf courses, the Tuscan-designed **DoubleTree Hotel Sonoma Wine Country** is located in central California wine country, a one-hour drive from the San Francisco Golden Gate Bridge and 20 minutes from the Sonoma County Airport.

Sonoma Valley is known for its unique relationship with Sonoma Mountain which protects the area from the wet and cool influence of the nearby Pacific Ocean. The Sonoma Mountains to the west help protect the valley from excessive rainfall. The cool air that does affect the region comes northward from San Pablo Bay through the Carneros region and southward from the Santa Rosa plain. Sonoma Valley has played a significant role in the history of California wine. Grapes were planted in Sonoma County at Fort Ross as early as 1812.

■ REGION 6 PREVIOUS ATTENDEE FIRMS AND EXHIBITORS

ATTENDEE COMPANIES

ACLU Drug Law Reform Project
Adler & Colvin
Aldrich & Bonnefin, PLC
Allen Matkins Leck Gamble Mallory & Natsis, LLP
Archer Norris
Bingham McCutchen, LLP
Boies Schiller & Flexner, LLP
Boutin Gibson Di Giusto Hodell, Inc.
Bozicevic Field & Francis, LLP
Bradford & Barthel, LLP
Briscoe Ivester & Bazel, LLP
Brownstein Hyatt Farber Schreck, LLP
Burnham Brown
Cardinal & Stachel, PC
Carlsmith Ball, LLP
Carlton DiSante & Freudenberger LLP
Carroll Burdick & McDonough, LLP
Casey Gerry Schenk Francavilla Blatt & Penfield, LLP
Coblentz Patch Duffy & Bass, LLP
Collins Collins Muir & Stewart, LLP
Combs Law Group, PC
Craddick Candland & Conti
Craig D. Guenther, PC
Dickstein Shapiro, LLP
Entertainment Partners Legal Dept.
Farella Braun + Martel LLP
Firetag Stoss & Dowell, PC
Frاندzel Robins Bloom & Csato, LC
Gabroy Rollman & Bosse, PC
Gibbs Giden Locher Turner & Senet, LLP
Gibson Ferrin & Riggs, PLC
Gipson Hoffman & Pancione
Goodwin Procter LLP
Gordon Silver
Gursey Schneider, LLP
Hewitt & Truskowski
Higgs Fletcher & Mack, LLP
Hinshaw & Culbertson, LLP
Hodel Briggs Winter, LLP
Jackson Lewis, LLP
Jeffer Mangels Butler & Marmaro, LLP
Jones Day
Jones Skelton & Hochuli, PLC
Kegel Tobin & Truce, APC
Kolesar & Leatham, Chtd.
Law Office of M. R. Thompson
Lee Hernandez Kelsey Brooks Garofalo & Blake, APC
Levenbaum & Cohen
Lin & Assoc., PC
Low & Childers, PC
Luce Forward Hamilton & Scripps, LLP
Manning & Marder Kass Ellrod
Ramirez, LLP

Mark Weiner & Associates
McKenna Long & Aldridge LLP
McNamara Goldsmith Jackson & Macdonald, PC
Meyers Nave
Michael Maguire & Assoc.
Milligan Lawless Taylor Murphy & Bailey, PC
Morrison & Foerster, LLP
Morrow & White
Munro Smigliani & Jordan, LLP
Murray & Murray, APC
Newmeyer & Dillion, LLP
Nordman Cormany Hair & Compton, LLP
O'Brien Watters & Davis, LLP
Parker Milliken Clark O'Hara & Samuelian
Paul Hastings Janofsky & Walker, LLP
Phillips Lerner Lauzon & Phillips, LLP
Rehon & Roberts, APC
Resources Law Group, LLP
Rodi Pollock Pettker Christian & Pramov
Samuels Green & Steel, LLP
Santoro Driggs Walch Kearney Holley & Thompson
Schmeiser Olsen & Watts, LLP
Selvin Wraith Halman, LLP
Seyfarth Shaw, LLP
Solomon Grindle Silverman & Spinella, PC
Somach Simmons & Dunn
State Farm Claim Litigation Counsel
Sullivan & Cromwell, LLP
The Boss Law Firm, APLC
Titus Brueckner & Berry, PC
Troutman Sanders, LLP
Waterfall Economidis Caldwell Hanshaw & Villamana
Weil & Drage
Woodruff Spradlin & Smart

EXHIBITORS

ABA Retirement Funds
Adams & Martin Group
Aderant
Afinity, Inc.
Ahern Insurance Brokerage
Ajilon Legal
ALL-STATE LEGAL
Amicus Solutions
Aon Law Firm Solutions
Attorney Resource
BigHand, Inc.
Billback Systems
Black Diamond Services
Blumberg Excelsior
Brand Coffee Service Inc.
Burnett Staffing Specialists
Business Insurance Group

Cardiac Science Corporation
Cash Management Solutions
City National Bank
CompuLaw
Corporate Care
Creative Management Services
Daryl Flood Mobility Solutions
Davidson Legal Staffing
Document Technologies Inc.
Equitrac Corporation
Fidelity National Business Advantage
First Legal Network
Fujitsu Computer Products of America
Gacela Group
Garry L. Johnson & Associates, Principal Life Insurance Company, Great-West Healthcare
Gunlocke
HIRECounsel
IKON Office Solutions
Innovative Computing Systems, Inc.
Insurance Network of America
IST Management Services
JPM Carpet & Upholstery Cleaning
John L. Wortham & Son L.P.
Kastle Systems
Kilpatrick Equipment Company, Inc.
Kraft Kennedy, Inc.
LexisNexis
Ligature, The
Marriott Horseshoe Bay Resort
Narver Insurance
Nationwide Legal, Inc.
NetSimplicity
Oce Business Services
Omega
Orion Law Management
Overnite Express
Paralegal Institute, The
PerfectLaw Software
Pitney Bowes Legal Solutions
Primus Networks
ProVantage Software, Inc.
Quest Personnel Resources, Inc.
Redwood Analytics
Robert Half Legal
Savvy Training & Consulting
Special Counsel
Stuart F. Cooper Co.
Tabs3/PracticeMaster
The Taylor Companies
Thomson Elite
Thomson Reuters
Time Machine Network
U.S. Bank Technology Finance Group
West Financial Group
WORLDOX/World Software

■ ALA 2009 REGION 6 CONFERENCE EXHIBITOR LEVELS AND BENEFITS

The following chart shows the various exhibiting levels and the tangible benefits you will receive for each level. You will have the opportunity to network and promote your products with ALA members for a minimum of four hours and fifteen minutes of dedicated time in the Exhibit Hall, as well as during our Welcome Reception.

As an exhibitor, you are encouraged to participate in the social events, meals, and educational sessions offered at our conference, on a space-available basis. These activities offer you an additional opportunity to build relationships!

EXHIBIT HALL TABLETOP DISPLAY

All Exhibit Hall activity is on Friday, September 25, 2009. **Please note that this is a tabletop exhibit only** and space is limited. You will be provided with one six foot table and two chairs for each tabletop exhibit. The footprint of your exhibit may not exceed the size of a table: 72" x 30" (height not to exceed approximately 5 feet above the table with an 8 foot maximum from the floor to the top of the tabletop exhibit). Please note: Exhibits will be in a tent outside of the ballroom foyer.

EXHIBITOR BENEFITS	PLATINUM \$ 4,250	GOLD \$ 2,750	SILVER \$ 2,000	BRONZE \$ 1,200
Exhibit booth location	Prime*	Deluxe	Good	Standard
Complimentary conference Registration	4 company representatives	3 company representatives	2 company representatives	1 company representatives
Opportunity to purchase additional conference registrations	3	Not available	Not available	Not available
Special acknowledgment in pre-conference brochure (if registration form/payment is received by June 15)	X	X	X	X
Special acknowledgment in conference Final Program if registration form/payment is received by August 21)	X	X	X	X
Company logo on signage	X	Not included	Not included	Not included
Complimentary listing in future issue of <i>ALA News</i>	X	X	Not included	Not included
Exhibitor category ribbon	X	X	X	X
Receive attendee list approximately three weeks prior to conference	X	X	X	X

*Platinum Level Exhibitors may select their table location on a first-come, first-served registration basis.

Complimentary registrations include: Educational sessions (space-available basis), Thursday Welcome Reception, Exhibit Hall badge(s), Friday continental breakfast, lunch, and breaks.

■ SPONSORSHIP OPPORTUNITIES

Extensive recognition and acknowledgement is available through additional sponsorship of events or activities, on a first-come, first-served basis. Co-sponsorships are available for some of the items and are noted in the following chart. In order to sponsor an item, a company must be a Platinum, Gold, Silver or Bronze Level exhibitor **unless the Regional Conference Exhibit Hall is sold out.**

All sponsors will receive acknowledgment in the Final Program and signage recognition at the Region 6 Conference.

<p>Welcome Reception \$2,000 The Welcome Reception is the precursor to the conference and is one of the most highly anticipated events. Attendees will have the opportunity to relax and network with colleagues and conference exhibitors.</p>	<p>Conference Packet \$2,500 Conference packets are distributed to each attendee and contain the final program, schedule of events and other important materials participants will need to know throughout the conference.</p>
<p>Friday Night Wine Tasting \$3,000 The Friday night dinner will include wine tasting, adding to the ambiance of the evening.</p>	<p>Speaker Handout Duplication In Kind Conference handouts are distributed to session attendees. Sponsor will receive recognition in the conference packets.</p>
<p>Keynote Speaker \$2,500 Sponsoring the Keynote speaker whose presentation is targeted to meet your clients' needs is a wonderful way to get your company recognized as a solution provider for a specific issue.</p>	<p>Water Bottles \$1,500 Water bottles are distributed at various sites throughout the conference so attendees can take along beverages into education sessions. Sponsor name and company logo in one-color will appear on the side.</p>
<p>Friday Closing Session Speaker \$1,000 Sponsoring the Friday Closing Session Speaker whose presentation is targeted to meet your clients' needs is a wonderful way to get your company recognized as a solution provider for a specific issue.</p>	<p>Tote Bags \$5,000 Looking for the ultimate in name recognition? The sponsor's name and logo will appear on tote bags given to attendees when they check in at registration.</p>
<p>Saturday Closing Session Speaker \$1,250 Sponsoring the Saturday Closing Session Speaker whose presentation is targeted to meet your clients' needs is a wonderful way to get your company recognized as a solution provider for a specific issue.</p>	<p>Wallet-Style Badge Holders \$2,000 The wallet-style name badge holder is a high-visibility sponsorship item. The sponsor's company logo will be featured on the outside of the holders and company name will appear on the lanyard.</p>
<p>Friday Continental Breakfast \$1,500 A continental breakfast is offered to all conference attendees.</p>	<p>Luggage Tags \$1,500 Keep your company name in thoughts of attendees long after conference is over with identification luggage tags.</p>
<p>Friday Morning Beverage Break \$750 A morning coffee break is offered to all conference attendees and is served in the Exhibit Hall.</p>	<p>T-Shirts \$2,500 Keep your company name in thoughts of attendees long after conference is over with t-shirts with your company logo.</p>
<p>Friday Afternoon Beverage Break \$750 An afternoon coffee break is offered to all conference attendees and is served in the Exhibit Hall.</p>	<p>Signage \$2,000 or In Kind Increase your visibility at the conference by becoming a signage sponsor. Signage is located throughout the event, helping attendees locate sessions and sites.</p>
<p>Friday Exhibit Hall Lunch \$2,000 (2 available) A buffet lunch is offered to all conference attendees and served in the Exhibit Hall.</p>	<p>Session Speaker \$1,000 Sponsor a speaker at one of our educational sessions that provide solutions to a variety of legal issues administrators encounter.</p>
<p>Saturday Continental Breakfast \$1,000 A continental breakfast is offered to all conference attendees.</p>	<p>Notepads \$1,000 Attendees will receive notepads to assist with taking notes during sessions.</p>
<p>Saturday Morning Beverage Break \$750 A morning coffee break is offered to all conference attendees.</p>	<p>Pens \$1,000 Attendees will receive pens to assist with taking notes during sessions.</p>

ALA REGIONAL EXHIBIT RULES AND REGULATIONS

Eligibility to Exhibit – This ALA Regional Exposition is an extension of the educational programs of Association of Legal Administrators (ALA). In order for your application to be accepted by ALA, your products and services must be related to the legal profession and you must be in good financial standing with ALA.

Contract for Space – The information contained in the Exhibit Space Application, the Rules and Regulations, and the confirmation packet constitute a contract for the right to use the space allocated. In the event of fire, strikes, or other unavoidable occurrences rendering the exhibit space unfit for use, provisions will be made for the Exposition to be held elsewhere. ALA shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

Subletting or sharing of exhibit space is not permitted at ALA regional conferences.

Exhibit Space Rental – This is a tabletop show only. The footprint of your exhibit may not exceed the size of a table: 72" x 30" (height not to exceed 5 feet above the table with an 8 foot maximum from floor to the top of the tabletop exhibit). Anyone who brings a large booth that does not fit on a tabletop will be asked to dismantle. Vendors requesting multiple tables must purchase at least one table at the Platinum or Gold exhibit level. The tabletop display must be manned during all of the exhibit hours and representatives manning the tabletop display must be bona fide employees or distributors of the Exhibitor or members of his/her family. A company can have their table removed to put a piece of machinery or furniture (copier, desk, etc.) in its place if that piece of machinery or furniture is manufactured or sold by the company. It must conform to the dimensions of the table and be approved prior to the conference.

Cancellation of Space – All cancellations must be made in writing to the Association of Legal Administrators by the exhibitor. If a cancellation of the exhibit contract is received 30 days prior to the scheduled start date of the exposition, 50% of the exhibit cost will be refunded. Should the exhibiting company cancel within 30 days of the scheduled start date of the exposition, ALA reserves the right to retain all rental paid by the canceling exhibitor. The same terms apply to the reduction of exhibitor level (i.e. Platinum to Bronze level). If a reduction notice is received 30 days prior to the scheduled start date of the exposition, 50% of the exhibit cost will be refunded. Should the exhibiting company reduce exhibitor level within 30 days of the scheduled start date of the exposition, ALA reserves the right to retain all rental paid by the exhibitor.

ALA reserves the right to restrict exhibits that for any reason become objectionable and also to prohibit or evict any exhibit that may detract from the general character of the exposition. This reservation includes persons, materials, conduct, printed matter, or anything of a character that may be objectionable for the exhibition as a whole. In the event of such restriction or eviction, ALA will not be liable for any refunds for rentals or other exhibit expenses.

Exhibitor's Authorized Representatives – The Exhibit Hall is limited to individuals, business firms, and manufacturers that have contracted and paid for tabletop exhibits. Each exhibitor shall provide ALA with the names and titles of personnel in attendance in the Exhibit Hall on the appropriate exhibitor registration form by the specified date. Said representative shall be authorized to enter into such service contracts as may be necessary on behalf of the exhibiting company, for which the exhibitor shall be responsible.

The exhibitor and representatives are required to wear ALA identification badges while in the Exhibit Hall and while attending all ALA conference-related events. The badges are not transferable, and the Association reserves the right to withdraw the use of the badge used to gain admission to the Exhibit Hall by any person other than the one for whom it was issued. The exhibitor shall keep at least one attendant at its tabletop exhibit during the hours the Exhibit Hall is open. No one under the age of 18 will be allowed in the Exhibit Hall. No exceptions will be made.

The Association reserves the right to refuse to admit and eject from the Exhibit Hall, or from any space therein, any objectionable or undesirable person or persons, and on the exercise of this authority the exhibitor, for itself, its employees and agents, hereby waives any right and all claims for damages against the Association.

Liability – Exhibitor/Sponsor agrees that it will indemnify, hold and save ALA and the DoubleTree Hotel Sonoma Wine Country whole and harmless of,

from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against ALA and its agents or the DoubleTree Hotel Sonoma Wine Country on account of injury or damage that may be incident to, arise out of, or be caused either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the Exhibitor or any of its agents, employees, guests, patrons, invitees, or any other person entering upon the premises leased with the expressed or implied invitation or permission of the Exhibitor/Sponsor.

In addition, the Exhibitor/Sponsor covenants and agrees that in case ALA or the DoubleTree Hotel Sonoma Wine Country shall be made a party to any litigation against the Exhibitor/ Sponsor, the Exhibitor/ Sponsor shall and will pay all costs and expenses including reasonable attorney's fees and court costs and expenses incurred by or imposed by ALA or its agents, the DoubleTree Hotel Sonoma Wine Country by virtue of such litigation. Exhibitors/Sponsors are required to carry and maintain liability insurance. The Exhibitor understands that neither ALA nor the DoubleTree Hotel Sonoma Wine Country maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Shipping & Receiving – Exhibitors are responsible for any shipping/receiving and handling fees that the DoubleTree Hotel Sonoma Wine Country may charge to ship and/or distribute boxes to their respective tabletop displays. Boxes may not be shipped to the hotel more than 72 hours prior to the start of the exposition.

Security – Every reasonable precaution will be taken to protect property during the conference. However, neither ALA nor the management of DoubleTree Hotel Sonoma Wine Country is responsible for the safety of the property of Exhibitors/ Sponsors from theft, damage by fire, vandalism or other causes.

Individual Tabletop Display Security – Individual tabletop display security is available for an additional fee to Exhibitors/Sponsors, and it is strongly advised that additional insurance be carried for theft or damage to their personal property which such property is located at or is in transit to or from the site.

Food and Beverage – All food and beverage items that an exhibitor has at the table MUST receive prior approval from the DoubleTree Hotel Sonoma Wine Country catering staff. Please contact ALA's Manager, Exhibits & Sponsorships, at ALA headquarters (847) 267-1374 or exhibits@alanet.org for the hotel contact. No alcoholic beverages may be served from the tabletop exhibit.

Helium Balloons/Confetti – No helium balloons or confetti are allowed in the Exhibit Hall.

Exhibit Tabletop Display Dismantle – Exhibitors may not dismantle prior to the designated time. If an exhibitor is found in violation, that exhibitor's participation in future ALA conferences may be denied.

Vendor Attendance – Vendor attendance at Regional Conferences is not permitted unless a vendor has purchased an exhibit table. Exception for sponsorship may only be authorized by ALA if the Exhibit Hall is sold out of exhibit space.

Legal Administrator Attendance – Every legal administrator in attendance must qualify for ALA membership and be registered for the conference. There are no complimentary "Exhibits Only" passes at the Regional Conferences for legal administrators.

Selling of Products and Services – The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. There are to be no retail sales on the show floor resulting in the exchange of currencies. No firm or organization, individual or company without an assigned tabletop exhibit or special ALA approval will be permitted to solicit business or distribute promotional materials within the Exhibit Hall. Any infringements of this rule will result in the prompt removal of the person(s) from the Hall, and Exhibitors waive any and all rights for claims against ALA arising out of the enforcement of this rule.

Distribution of Printed Materials and Canvassing by Industry – Canvassing in any part of the facilities used by ALA is strictly forbidden, and anyone doing so will be requested to leave. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is pre-approved by ALA.

Sponsorships – All sponsorships are assigned on a first-come, first-served basis. All sponsorship payments are nonrefundable.

■ IMPORTANT DATES

June 15	Deadline for exhibitor name to appear in pre-conference print brochure
July 6	Vendor "information package" distributed to exhibitors
August 21	Deadline for exhibitor name and description to appear in conference program packet
September 25	Exhibitor registration, set up, and 2009 Region 6 Educational Conference Exhibit Hall Open

You may post drawing prize winners during the 12:30 – 2:30 p.m. Lunch/Break in the Exhibit Hall. All Platinum Exhibitors will be given time at the end of this session to publicly present their drawing prize winners.

■ TENTATIVE SCHEDULE FOR EXHIBIT HALL DAY

THURSDAY, SEPTEMBER 24

5 – 7 p.m.	Welcome Reception (Exhibitors are encouraged to attend)
------------	--

Thursday evening is open for attendees to enjoy the unique venues available in the Sonoma County area and open for exhibitor hospitality events.

FRIDAY, SEPTEMBER 25

7 – 9 a.m.	Exhibitor Registration and Tabletop Display Setup (Displays must be set up by 9 a.m.)
7:30 – 8 a.m.	Continental Breakfast
8 – 9:15 a.m.	Welcome & Keynote Speaker (Exhibitors welcome to attend on a space-available basis)
9:15 a.m. – 2:30 p.m.	Exhibit Hall Open
9:15 – 11:30 a.m.	Exhibit Hall Beverage Break
11:30 a.m. – 12:30 p.m.	Educational Sessions
Beginning at Noon	Lunch in Exhibit Hall for Exhibitors
12:30 – 2:30 p.m.	Lunch in Exhibit Hall for Attendees & Exhibitors' Raffles
2:30 – 3:45 p.m.	Educational Sessions
2:30 – 4 p.m.	Exhibitor Tabletop Displays Dismantled
4 – 5:30 p.m.	Closing General Session and ALA Update (Exhibitors welcome to attend on a space-available basis)

SATURDAY, SEPTEMBER 26

7 – 8 a.m.	Continental Breakfast – Roundtable Discussions
8:15 – 10:45 a.m.	Educational Sessions
11 a.m. – 12:15 p.m.	General Session

ASSOCIATION OF LEGAL ADMINISTRATORS 2009 REGION 6 EDUCATIONAL CONFERENCE & EXPOSITION, ROHNERT PARK, CA

1. REMEMBER: You can register online at www.alanet.org/region6.

Company Name: _____ Date: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Contact: _____ Web site: _____

Phone: _____ Fax: _____ E-mail: _____

2. EXHIBITOR LEVEL (A)

Choose Your Exhibitor Level

- Platinum — \$4,250 US Gold — \$2,750 US Silver — \$2,000 US Bronze — \$1,200 US

3. SPONSORSHIP OPPORTUNITIES (B)

First preference for sponsorships will go to registered exhibitors. Sponsorships will be allocated subject to availability based on the date your completed registration form and payment are received, and is nonrefundable.

Item	US	Item	US
<input type="checkbox"/> Welcome Reception	\$2,000	<input type="checkbox"/> Conference Attendee Information Packet	\$2,500
<input type="checkbox"/> Friday Night Wine Tasting Event	\$3,000	<input type="checkbox"/> Speaker Handout Duplication	In Kind
<input type="checkbox"/> Friday Keynote Address	\$2,500	<input type="checkbox"/> Water Bottles	\$1,500
<input type="checkbox"/> Friday Closing Session Speaker	\$1,000	<input type="checkbox"/> Tote Bags	\$5,000
<input type="checkbox"/> Saturday Closing Session Speaker	\$1,250	<input type="checkbox"/> Wallet-style Name Badge Holders	\$2,000
<input type="checkbox"/> Friday Continental Breakfast	\$1,500	<input type="checkbox"/> Luggage Tags	\$1,500
<input type="checkbox"/> Friday Morning Beverage Break	\$750	<input type="checkbox"/> T-Shirts	\$2,500
<input type="checkbox"/> Friday Afternoon Break	\$750	<input type="checkbox"/> Signage	\$2,000 or In Kind
<input type="checkbox"/> Friday Exhibit Hall Lunch (2 available)	\$2,000	<input type="checkbox"/> Session Speaker	\$1,000
<input type="checkbox"/> Saturday Continental Breakfast	\$1,000	<input type="checkbox"/> Notepads	\$1,000
<input type="checkbox"/> Saturday Morning Beverage Break	\$750	<input type="checkbox"/> Pens	\$1,000
		TOTAL (A + B)	\$ _____

PAYMENT POLICY: To be considered, applications must be accompanied by a check payable to Association of Legal Administrators or credit card (Visa, MasterCard or American Express) for the full amount.

Method of payment: Visa MasterCard American Express Check payable to ALA

SEND TO:

Region 6 Exhibitor Registration
ALA
P.O. Box 95583
Chicago, IL 60694-5583

Credit Card Information:

Name on Card: _____

Street Address: _____

Zip/Postal Code: _____

Or :

Fax to Region 6 Exhibitor Registration
(847) 267-1329

Card No.: _____ Exp. Date: _____

E-mail to exhibitorregistration@alanet.org

Signature: _____

Deadline: In order to receive name recognition in the pre-conference brochure, the deadline for registration is **June 15**. A conference information packet will be mailed to you by **July 6**. Participant lists will be mailed by **September 4**. For more information, contact: Steven Morris, Region 6 Projects Officer, at smorris@allenmatkins.com or (415) 273-7452.

It is understood that this application will become a binding contract upon acceptance by ALA and incorporated into this contract are the attached terms, conditions, rules and regulations. This application will be returned to you if not properly signed.

Authorized Applicant Signature _____ Please print name _____ Title _____ Date _____