

Exhibitor & Sponsorship Prospectus

ALA Region 2
**Conference
& Expo**

***Design Your Pathway
to Success***

October 22–23, 2010

***The Eden Roc,
A Renaissance Beach Resort
Miami Beach, Florida***

www.alanet.org/region2



*Your connection
to knowledge, resources and networking*

ALA Region 2 Conference & Expo

Valued Business Partner,

We'll soon be heading off to the Association of Legal Administrators 2010 Region 2 Conference & Expo on October 22-23, 2010, at The Eden Roc, A Renaissance Beach Resort, in Miami Beach, Florida. Everything you need to become part of the event is inside this Exhibitor Prospectus.

The Region 2 Conference & Expo will provide you, as our business partner, an excellent opportunity to personally connect with legal administrators and functional specialists from law firms, as well as corporate and government legal departments. These individuals are often the ones who determine which goods and services their organizations use for all their legal management needs. Our Exhibit Hall offers an outstanding venue to build those business relationships and have face-to-face time with legal managers. For this reason, our Exhibit Hall space sells out quickly. Ample time will be provided throughout the conference to inform attendees about your products and services in the Exhibit Hall and other networking and social activities.

Please take a moment to review the options available 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. **You can also register for this conference as an exhibitor and sponsor ONLINE. Visit our website at www.alanet.org/region2**, and choose the Exhibitor link. If you have any questions, please contact **Gary Swisher, Region 2 Projects Officer**, at gswisher@hwlaw.com or **813.222.8710**.

On behalf of the more than 2,000 members of Region 2, thank you for your continued support. Your participation enables us to consistently offer thoughtful and informative conferences to provide legal professionals with information and knowledge to efficiently run their offices. We look forward to seeing you in Miami Beach.

Sincerely yours,

Gary Swisher
Region 2 Projects Officer

ABOUT THE ASSOCIATION OF LEGAL ADMINISTRATORS (ALA)

Founded in 1971, the Association of Legal Administrators (ALA) is the premier management network and 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.

The ALA 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 2 includes Alabama, District of Columbia, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and Puerto Rico.

2010-2011 REGION 2 MANAGEMENT TEAM CONTACT INFORMATION

Director

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2010 REGION 2 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 Conference attendees for at least 3.25 dedicated hours in the Exhibit hall.

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

EXHIBITOR BENEFITS	PLATINUM \$4,000	GOLD \$2,900	SILVER \$2,000	BRONZE \$1,100
Exhibit booth location	Prime*	Deluxe	Good	Standard
Complimentary Conference registration** (badge exchanges or swapping not permitted)	4 company representatives	3 company representatives	2 company representatives	1 company representative
Opportunity to purchase additional Conference registrations	3	Not available	Not available	Not available
Special acknowledgment in pre-Conference brochure (if registration/payment is received by <u>July 13</u>)	X	X	X	X
Special acknowledgment in final Conference program (if registration/payment is received by <u>September 14</u>)	X	X	X	X
Include 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 and three weeks post Conference	X	X	X	X

EXHIBIT HALL TABLETOP DISPLAY

The Exhibit Hall will be open to Conference attendees on Friday, October 22, 2010. Please note that this is a tabletop exhibit only and space is limited. You will be provided with one 6' 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' above the table with an 8' maximum from the floor to the top of the tabletop exhibit).

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

**Complimentary registration includes the following: Educational sessions (space-available basis), Welcome Reception, Friday continental breakfast, refreshment breaks and lunch.

2010 REGION 2 CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

Extensive recognition and acknowledgement is available through additional sponsorship of events or activities on a first-come, first-served basis.

<p>Premier Sponsorship — EXCLUSIVE \$10,000 The premier sponsor will receive prominent recognition on the covers of the promotional brochure, final program, signage, website and all e-mail correspondence. The premier sponsor will have two minutes of microphone time to welcome the attendees and will be recognized at the closing session on Saturday.</p>	<p>Signage — Fee or In Kind \$5,000 or In Kind Recognition in the promotional brochure and the final program. Sponsor's logo will appear in the lower right corner of each sign. In Kind sponsor will produce and ship signage per ALA specifications. Conference signage recognizing competitive sponsors will be void of signage sponsor's logo.</p>
<p>Thursday Newcomers Reception \$500 Meet and greet the Region 2 first-time attendees. Sponsor may attend with all booth personnel and provide individual gifts for each attendee or a raffle prize. Sponsor will be recognized during introductions.</p>	<p>Session Handout Duplication — Fee or In Kind \$2,500 or In Kind Recognition in the promotional brochure and the final program. Sponsor's logo will appear in the lower right corner of each session cover sheet (designed by ALA). Handouts recognizing competitive sponsors (only if another business partner sponsors a session) will be void of session handout duplication sponsor's logo.</p>
<p>Thursday Welcome Reception \$3,000 The sponsor of the Welcome Reception will receive recognition in the promotional brochure, the final program, and on signage at the event. Two minutes of microphone time will be given to one representative from the sponsoring company during the event.</p>	<p>Conference Packet \$1,000 Recognition in the promotional brochure and final program. Sponsor may supply ALA with an 8 1/2" x 11" insert for inclusion in the packet (subject to ALA approval). Quantities will be determined by ALA. Conference packets will contain all Conference materials, with the exception of the speaker handouts and are placed into the Conference tote bags.</p>
<p>Friday Refreshment Breaks — each morning or afternoon \$750 Recognition in the promotional brochure, final program and on signage during the break.</p>	<p>Tote Bags \$2,500 Recognition in the promotional brochure and final program. Your one-color logo (white or black based on bag) will be imprinted on bag with ALA logo. Sponsor may provide one piece of marketing collateral to be placed into each attendee's bag. Tote bags will be selected and purchased by ALA.</p>
<p>Friday Continental Breakfast \$1,500 Recognition in the promotional brochure, final program and on signage during the breakfast.</p>	<p>Pens \$750 Recognition in the promotional brochure and final program. Your one-color logo (white or black depending on pen) will be imprinted on the pen and placed into each attendee's tote bag. Pen will be selected and purchased by ALA.</p>
<p>Friday Exhibit Hall Lunch \$5,000 Recognition in the promotional brochure, final program and on signage during the lunch.</p>	<p>Luggage Tags \$1,000 Recognition in the promotional brochure and final program. Your one-color logo will be imprinted on the tags and placed into each attendee's tote bag. Tags will be selected and purchased by ALA.</p>
<p>Saturday Continental Breakfast \$1,500 Recognition in the promotional brochure, final program and on signage during the breakfast.</p>	<p>Wallet-Style Badge Holders \$2,000 Recognition in the promotional brochure and final program. Your one-color logo (white) will be printed on the badge holder and placed into each attendee's tote bag. Badge holders will be selected and purchased by ALA.</p>
<p>Saturday Morning Break \$750 Recognition in the promotional brochure, final program and on signage during the break.</p>	<p>Water Bottles \$1,000 Recognition in the promotional brochure and final program. Your one-color logo will be imprinted on water bottles and placed into each attendee's tote bag. Water bottle will be selected and purchased by ALA.</p>
<p>Keynote Speaker \$2,500 Recognition in the promotional brochure, final program and session signage. Sponsor will be acknowledged from the podium.</p>	<p>Welcome Gift — each \$500 Sponsor(s) provide an imprinted gift — a calendar, USB drive, calculator, etc. — for placement into each attendee's tote bags (pending ALA approval). Quantities will be determined by ALA.</p>
<p>Session Speaker — each \$1,000 Recognition in the promotional brochure, final program and session signage. Sponsor will be acknowledged from the podium.</p>	<p>Pocket Agenda \$500 Recognition in the promotional brochure and final program. Sponsor's one color (black) logo will appear on each pocket agenda. All pocket agendas are included in all participants' registration envelopes.</p>
<p>Saturday Closing Speaker \$1,500 Recognition in the promotional brochure, final program and session signage. Sponsor will be acknowledged from the podium.</p>	

2009 COMBINED REGIONS 1 & 2 ATTENDEE FIRMS AND EXHIBITORS

EXHIBITORS

ABA Retirement Funds	Dataworx Systems Limited	Micro Strategies	Royal Cup Coffee
Ajilon Legal	Document Technologies, Inc. (DTI)	MilliCare Textile and Carpet Care	Schooley Mitchell Telecom
AKA	eFax Coporate - j2 Global Communications	mindSHIFT Technologies	Sunny's Worldwide Chauffeured Transportation
Aon	Eidson Insurance	n Queue Billback LLC.	SunTrust Banks, Inc.
BigHand, Inc.	EMS Software by Dean Evans & Associates	Neopost USA	Swiss Post Solutions, Inc.
Black Diamond Services	Equitrac Corporation	Nuance Communications, Inc.	Tab3 / PracticeMaster
BlueWave Computing	Fiberkraft	Océ Business Services	Thaxton Barclay Group, Inc.
BlumbergExcelsior	Follett Corporation	Omega Legal Systems, Inc.	The Artcraft Company
Capitol Coffee Systems/Flavia	Gunlocke Co.	Omtool, Ltd.	Toshiba Business Solutions
Cardiac Science Corporation	Harper Engraving and Printing Co.	Orion Law Management Systems	Tower Legal Staffing
Cash Management Solutions	Herbert L. Jamison & Co., L.L.C.	Paperhost.com	Tuohy Furniture Corporation
Cepac Inc.	Hershey Entertainment & Resorts	PerfectLaw Software	Tuttle Printing and Engraving
Chateau Elan Winery & Resort	HSBC Bank USA, N.A.	Pitney Bowes Legal Solutions	UGL Unicco
Client Connection	IKON Office Solutions, Inc., a Ricoh Company	Precise Continental	US Bank - Equipment Finance
Clutch Group, LLC	IST Management Solutions	Pritchard & Jerden	Walz Group
CompuLaw	John Hancock	ProLaw, a Thomson Reuters business	William Ives Consulting, Inc./Workshare
Control Systems Copitrac	LAN Associates	RainMaker Software	Worldox / World Software
CoreBanc, Inc.	Law Library Management, Incorporated	REACH Consulting Group	
Creative Management Services	LexisNexis	Rippe & Kingston	
Credit Clearing House	Marsh Global Consumer	Robert Half Legal	

ATTENDEE FIRMS

Abbey Adams Byelick Kiernan Mueller	Epstein Becker & Green, PC	Kopelman and Paige, PC	Rubin & Rudman, LLP
Marone & Samis, LLP	Ettelman & Hochheiser, PC	Kramer Levin Naftalis & Frankel, LLP	Ruden McClosky Smith Schuster & Russell, PA
Adams Coogler Watson Merkel Barry & Kellner, PA	Farah & Farah, PA	Lamberth Cifelli Stokes & Stout, PA	Rutledge Ecenia & Purnell, PA
Akerman Senterfitt	Fay Sharpe, LLP	Landis Rath & Cobb, LLP	Saiber LLC
Alston + Bird LLP	Fields Howell Athans & McLaughlin, LLP	Langlois Kronstrom Desjardins, LLP	Schmeiser Olsen & Watts, LLP
Arnstein & Lehr, LLP	Fish & Richardson, PC	Larsson & Scheuritzel, PC	Schnader Harrison Segal & Lewis, LLP
Ashby & Geddes, PA	Fisher & Sauls, PA	Law Offices of William L. Goldman, PC	Searcy Denney Scarola Barnhart & Shipley, PA
Atlanta ALA	Fisher Tousey Leas & Ball	Leger Robic Richard, LLP	Seyfarth Shaw, LLP
Baker O'Kane Atkins & Thompson	Fitzpatrick Cella Harper & Scinto	Lenhart Obenshain PC	Shapiro Cohen
Baker Ravenel & Bender, LLP	Ford & Harrison, LLP	Lester Schwab Katz & Dwyer, LLP	Shawe & Rosenthal, LLP
Barrett Johnston Parsley	Fowler White Boggs, PA	Littler Mendelson, PC	Sherin and Lodgen LLP
Bass Berry & Sims, PLC	Fox and Fox, LLP	Looney & Grossman, LLP	Shulman Rogers Gandal Pordy & Ecker, PA
Beasley Hauser Kramer Leonard & Galardi, PA	Fox Rothschild, LLP	Lyons Pipes & Cook, PC	Sidley Austin, LLP
Beattie Padovano, LLC	Fraser Milner Casgrain, LLP	Mabel Solicitors	Skadden Arps Slate Meagher & Flom, LLP
Belanger Sauve, SENC	Frost Brown Todd, LLC	Mabry & McClelland, LLP	Skoloff & Wolfe, PC
Berger Singerman, PA	Gadsden Schneider & Woodward, LLP	Marks Gray, PA	Slutzky Wolfe & Bailey, LLP
Bernstein Law Firm, PC	Gelfand & Arpe, PA	MBM Intellectual Property Law, LLP	Smith Debnam Narron Drake
Berrios & Longo Law Offices, PSC	Gesmer Updegrove, LLP	McCurdy & Candler, LLC	Saintsury & Myers, LLP
Bice Cole Law Firm, PL	Goehring Rutter & Boehm	McCurdy & Candler, LLC	Spohrer & Dodd, PL
Bilzin Sumberg Baena Price & Axelrod, LLP	Goetz Fitzpatrick, LLP	McDonnell Boehnen Hulbert & Berghoff LLP	Spotts Fain PC
Bohdan Neswiacheny	Gomel & Davis, LLP	McElroy Deutsch Mulvaney & Carpenter, LLP	Stewart McKelvey
Bondurant Mixson & Elmore, LLP	Goodman McGuffey Lindsey & Johnson, LLP	McFarland Gould Lyons Sullivan & Hogan, PA	Stoel Rives, LLP
Borden Ladner Gervais, LLP	GrayRobinson, PA	McGuireWoods, LLP	Stokes Roberts & Wagner, ALC
Bouvier O'Connor	Greenberg Traurig, LLP	McLain & Merritt, PC	Stuart R. Manoff & Assoc., PA
Bowditch & Dewey, LLP	Greenblum & Bernstein, PLLC	Meyer Suozzi English & Klein, PC	Sturgill Turner Barker & Moloney, PLLC
Bracewell & Giuliani, LLP	Grenen & Birsic, PC	Milberg, LLP	SUGARMAN
Brann & Isaacson	Grimes Goebel Grimes Hawkins	Miller & Martin, PLLC	Sugarman Rogers Barshak & Cohen, PC
Broussard Cullen DeGaulier & Eagan, PA	Gladfelter & Galvano, PL	Mitchell McNutt & Sams, PA	Susman Duffy & Segaloff, PC
Burr & Forman, LLP	Grogan Graffam, PC	Monette Barakett Levesque Bourque & Pedneault	Taylor & Carls, PA
Burton Beytin & McLaughlin, PA	Grower Ketcham Rutherford Bronson Eide & Telan, PA	Moore & Lee, LLP	The Chestnut Law Firm, LLC
Butler Vines & Babb, PLLC	Gullett Sanford Robinson & Martin, PLLC	Moran Kidd Lyons Johnson & Berkson	The Karp Law Firm, PA
Butler Williams & Skilling, PC	Hall Booth Smith & Slover, PC	Morris James, LLP	The Law Firm of Charles D. Jamieson, PA
Butz Dunn & DeSantis	Hamburg Rubin Mullin Maxwell & Lupin	Murphy, PA	The Rack Law Firm, PC
Campbell Campbell Edwards & Conroy, PC	Harman Claytor Corrigan & Wellman	Nabors Giblin & Nickerson, PA	The Steinberg Law Firm, LLP
Carlton Fields, PA	Harris Beach, PLLC	Nelson Mullins Riley & Scarborough, LLP	Thomas LoCicero & Bralow, PL
Caroselli Beachler McTiernan & Conboy	Hatch Little & Bunn, LLP	Norton Hammersley Lopez & Skokos, PA	Tisinger Vance, PC
Cesari & McKenna, LLP	Hausfeld, LLP	O'Bryan Brown & Toner, PLLC	Todd & Weld, LLP
CGA Law Firm, PC	Health Care Group	Office of the Commonwealth's Attorney	Troutman Sanders, LLP
Childs & Halligan, PA	Herold Law, PA	Olive & Olive, PA	True Walsh & Schubert, LLP
City of Tallahassee City Attorney's Office	Hill Ward Henderson	Oliver Maner LLP	Tucker Heifetz & Saltzman, LLP
City of Virginia Beach City Attorney's Office	Hinshaw & Culbertson, LLP	Owens Law Group, PA	Turner Padget Graham & Laney, PA
Cohen Seglias Pallas Greenhall & Furman, PC	Hoffman Warnick, LLC	Pachulski Stang Ziehl & Jones LLP	Tyler Cassell Jackson Peace & Silver, LLC
Coppins & Monroe Adkins Dincman & Spellman, PA	Hoffmann & Baron, LLP	Parker Poe Adams & Bernstein, LLP	Underberg & Kessler, LLP
Coughlin & Gerhart, LLP	Holland & Knight, LLP	Parker Pollard & Brown, PC	Unruh Turner Burke & Frees
Cozen O'Connor	Hottell Malinowski Group	Patterson Belknap Webb & Tyler, LLP	Vaughan Fincher & Sotelo, PC
Crenshaw Ware & Martin, PLC	Houston Harbaugh, PC	Patterson Thuenste Skaar & Christensen, PA	Volpe Bajalia Wickes Rogerson & Wachs
Culp Elliott & Carpenter, PLLC	Howell & Fisher, PLLC	Paulich Slack & Wolff, PA	W. Russell Snyder, PA
Damon & Morey, LLP	Huff Poole & Mahoney, PC	Paxton & Smith, PA	Weil Gotshal & Manges, LLP
Darby & Darby, PC	Hunton & Williams, LLP	Pennington Moore Wilkinson Bell & Dunbar, PA	Weingarten Schurgin Gagnepin & Lebovici, LLP
de la Parte & Gilbert, PA	Icard Merrill Cullis Timm Furen & Ginsburg, PA	Pepper Hamilton LLP	Weintraub Stock, PC
DHL Express	Ingerman & Horwitz, LLP	Pillsbury Winthrop Shaw Pittman, LLP	Wells Marble & Hurst, PLLC
Dickinson & Gibbons, PA	Iseman Cunningham Riester & Hyde, LLP	Posternak Blankstein & Lund, LLP	Whitaker Mudd Simms Luke & Wells, LLC
Dinse Knapp & McAndrew, PC	Jackson Lewis, LLP	Quintairos Prieto Wood & Boyer, PA	White and Williams, LLP
Dinsmore & Shohl, LLP	James Mintz Group	Radey Thomas Yon & Clark	Whiteford Taylor Preston, LLP
Donoghue Barrett & Singal, PC	Jenner & Block, LLP	RatnerPrestia, PC	Wicker Smith O'Hara McCoy & Ford, PA
Drew Eckl & Farnham, LLP	Karl Truman Law Office, LLC	Reed Weitkamp Schell & Vice, PLLC	Williams & Connolly, LLP
Duncan Weinberg Genzer & Pembroke, PC	Katsky Korins, LLP	Richards Layton & Finger, PA	Woods Oviatt Gilman LLP
Edell Shapiro & Finnan, LLC	Kelly Uustal	Robins Kaplan Miller & Ciresi, LLP	Young Williams, PA
Edwards Angell Palmer & Dodge, LLP	Kirwan & Spellacy, PA	Robinson & Cole, LLP	Zukerman Gore Brandeis & Crossman, LLP
	Klausner & Kaufman, PA	Rosen Rosen & Hagood, LLC	
		Rosenthal Levy & Simon, PA	

REGION 2 CONFERENCE & EXPO SPONSORSHIP RULES AND REGULATIONS

Eligibility to Exhibit – This ALA Regional Exposition is an extension of the educational program of the Association of Legal Administrators. 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' above the table with an 8' 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. Business partners requesting multiple tables must purchase at least one table at the Platinum or Gold exhibit level. The tabletop display must be staffed during all of the exhibit hours and representatives staffing 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 will retain all rental paid by the canceling exhibitor. Level reductions will not be refunded.

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.

ALA 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 ALA.

Liability – Exhibitor/Sponsor agrees that it will indemnify, hold and save ALA and The Eden Roc, A Renaissance Beach Resort 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 Eden Roc, A Renaissance Beach Resort 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 Eden Roc, A Renaissance Beach Resort 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 Eden Roc, A Renaissance Beach Resort by virtue of such litigation. Exhibitors/Sponsors are required to carry and maintain liability insurance. The Exhibitor understands that neither ALA nor The Eden Roc, A Renaissance Beach Resort 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 Eden Roc, A Renaissance Beach Resort in Miami Beach 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 the ALA nor the management of The Eden Roc, A Renaissance Beach Resort in Miami Beach 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 Eden Roc, A Renaissance Beach Resort in Miami Beach catering staff. Please contact ALA Manager, Exhibits & Sponsorships, at ALA headquarters 847.267.1374 or e-mail at 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 future participation in ALA conferences may be denied.

Business Partner Attendance – Business partner attendance at Regional Conferences is not permitted unless a business partner has purchased an exhibit table.

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

WHAT YOU NEED TO KNOW ABOUT ALA REGIONAL CONFERENCE ATTENDEES:

- 90%** say the value of their time spent in the Exhibit Hall is good to excellent
- 85%** Have substantial influence, to the final say, in making purchasing decisions
- 80%** acknowledge that the Expo is an important reason to attend the conference
- 67%** note that they spend one to two hours in the Exhibit Hall
- 50%** plan to purchase, within the next year, a product/service that they saw at the Expo

THE EDEN ROC, A RENAISSANCE BEACH RESORT MIAMI BEACH, FLORIDA



The Eden Roc, A Renaissance Beach Resort in Miami Beach, is nearing the final phase of a magnificent and historic \$200 million renovation. The resort overlooks world-renowned Miami Beach where you can bask in the sun at one of four pools or claim a chaise lounge on the beach to watch the waves roll by.

Hotel rates and travel information is available at www.alanet.org/region2. Check back frequently as new information will be added.

IMPORTANT DATES

(subject to change)

Please note all deadlines. Missing a deadline can significantly reduce an Exhibitor's or Sponsor's pre-Conference name recognition and marketing benefits.

- JULY 13:** Exhibitor/sponsor registration deadline for name to appear in pre-Conference print brochure
- AUGUST 3:** Exhibitor "information package" distributed
- SEPTEMBER 14:** Exhibitor/sponsor registration deadline for name and description to appear in final Conference program
- OCTOBER 21** Exhibitor registration and tabletop setup (times to be determined)
- OCTOBER 22:** 2010 Region 2 Conference Exhibit Hall

TENTATIVE CONFERENCE SCHEDULE

Exhibitors are encouraged to attend all social events and educational sessions.

THURSDAY, OCTOBER 21, 2010

- 3:00 – 6:00 p.m.** Exhibitor Registration and Tabletop Setup
- 6:00 – 8:00 p.m.** Welcome Reception — Exhibitors Invited!

FRIDAY, OCTOBER 22, 2010

- 7:00 – 7:45 a.m.** Registration and Continental Breakfast
- 7:00 – 8:45 a.m.** Exhibitor Registration and Exhibit Hall Setup
- 8:00 – 9:15 a.m.** Welcome and Keynote Address
- 8:45 a.m.** Exhibits must be fully set
- 9:30 – 10:45 a.m.** **Exhibit Hall Open**
- 10:45 – Noon** Concurrent Educational Sessions
- Noon – 2:00 p.m.** Lunch in the Exhibit Hall
- 2:00 – 5:00 p.m.** Concurrent Educational Sessions
- 6:00 – 8:00 p.m.** South Florida Chapter Cocktail Reception
(Tickets available for purchase.)

Thursday and Friday evenings (after the receptions) are free for attendees to enjoy the unique venues available in the Miami Beach area, and open for Business Partner-hosted functions.

SATURDAY, OCTOBER 23, 2010

- 7:00 – 7:45 a.m.** Roundtable Connections
- 8:00 – 10:45 a.m.** Concurrent Educational Sessions
- 11:00 a.m. – 12:15 p.m.** Closing General Session and ALA Update

Questions?

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