



**2022** VIRTUAL CONFERENCE:   
**TRENDING TOPICS IN**  
**LEGAL ADMINISTRATION**

**November 2–3**  
**10 a.m. Central**

**SPONSORSHIP**  
**PROSPECTUS**

# 2022 VIRTUAL CONFERENCE: TRENDING TOPICS IN LEGAL ADMINISTRATION

November 2–3

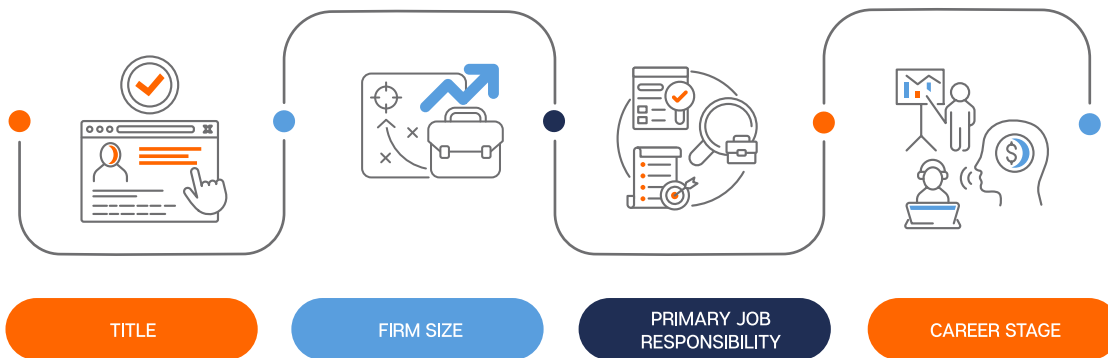
## Take Advantage of These Exclusive Sponsorship Opportunities to Maximize Your Visibility to Legal Management Decision Makers!

ALA's 2022 Virtual Conference: Trending Topics in Legal Administration will offer exciting sessions (two morning and two afternoon sessions each day) that will cover applicable knowledge to help legal administrators fine-tune their professional skillset in the following categories: information technology, human resources skills, legal industry trends and business ethics.

Reach out today to build a sponsorship package that elevates your business to the fullest potential!

### ATTENDEE DEMOGRAPHICS

Attendees broken down by:



For more detailed attendee demographics, visit [alanet.org/attendee-demographics](http://alanet.org/attendee-demographics).

### Virtual Conference Bag

The Virtual Conference Bag offers you the opportunity to deliver your content directly to participants and members. Each exhibiting company will receive a dedicated space on a customizable interactive landing page where they can share videos, PDF files, special offers, polls and raffles. It's a way to get your message front and center to our audience in a dynamic way.

The Virtual Conference Bag will be shared with conference participants and the entire Association mailing list for maximum reach. Exhibitors will receive detailed reporting on interactions with their content and all leads generated through their sign-up forms.

# Sponsorship Packages

## PLATINUM SPONSORSHIP – \$5,000

### Virtual Conference Bag Placements

- Three placements in the **Virtual Conference Bag** — **one (1) premier placement** (*top of page, three times size of standard placement*) and **two (2) standard placements** for added reach
- Placements can include promotional video, images, promotional documents or links to a website or landing page
- Option to include a lead-generating call to action
- Includes two organizer-deployed chat messages with direct link to your virtual bag placement

### Attendees Access

- Title sponsorship of **one session**
- Full-access registration badges for six (6) staff members or customers, eligible for eight (8) CEUs

### Direct Marketing

- Opportunity to greet Virtual Conference attendees for up to five minutes prior to a session on November 2 or 3
- Three (3) email blasts to conference attendees and ALA members to promote participation in the conference. (*Email content is subject to approval by ALA and sent by ALA staff.*)
- Access to pre- and post-show attendee mailing list (name, title, company name, mailing address)

### Brand Presence

- Digital advertising on conference slides before and at the close of sessions
- Company logo, link and caption on Virtual Conference website as Platinum Sponsor
- Logo, link and 25-word caption on outbound conference emails to attendees
- Top logo placement in the Virtual Conference Bag

## GOLD SPONSORSHIP – \$2,500

### Virtual Conference Bag Placements

- Two placements in the **Virtual Conference Bag** — **one (1) premier placement** (*top of page, 3 times larger than the standard placement*) and **one (1) standard placement** for added reach
- Placements can include promotional video, images, promotional documents or links to a website or landing page
- Option to include a lead-generating call to action such as a giveaway or attendee raffle
- Includes one organizer-deployed chat message with direct link to your Virtual Conference Bag placement

### Attendees Access

- Title sponsorship of **one session**; opportunity to address participants at opening of sponsored sessions (live or recorded)
- Full access registration badges for four (4) staff members or customers, eligible for eight (8) CEUs

### Direct Marketing

- Two (2) email blasts to conference attendees and ALA members to promote participation in the conference. (*Email content is subject to approval by ALA and sent by ALA staff.*)
- Access to pre- and post-show attendee mailing list (name, title, company name, mailing address)

### Brand Presence

- Digital advertising on conference slides before and at the close of sessions
- Logo, link and caption on Virtual Conference website
- Top logo placement in the virtual event lobby

# Sponsorship Packages

## SILVER SPONSOR – \$1,500

### Virtual Conference Bag Placements

- One (1) standard placement in the Virtual Conference Bag
- Placements can include promotional video, images, promotional documents or links to a website or landing page
- Option to include a lead-generating call to action

### Attendees Access

- Full-access registration badges for two (2) staff members

### Direct Marketing

- Access to pre- and post-show attendee mailing list (name, title, company name, mailing address)

### Brand Presence

- Digital advertising on conference slides before and at the close of sessions
- Logo, link and caption on Virtual Conference website
- Logo placement in the Virtual Conference Bag



**CONNECT WITH  
DECISION MAKERS**



**BUSINESS  
OPPORTUNITIES**



**MAXIMIZE YOUR  
VISIBILITY**

# A La Carte Sponsorship Options

Additional sponsorship opportunities to showcase your business in a unique way to attendees! Please note: The following list is subject to availability. Please contact [marketing@alanet.org](mailto:marketing@alanet.org) to confirm availability and discuss tailored sponsorship packages or other ideas on how to best promote your company best.

## ATTENDEE GIFT BAG – \$2,500

Connect with virtual attendees by sending a meaningful token to their mailing addresses post conference! ALA staff will arrange a mailing of a sponsor selected gift item to each attendee's physical address. (Cost of gift and shipping not included.)

## VIRTUAL HAPPY HOUR ENTERTAINMENT – \$2,000 *(limited to 2)*

- Acknowledgement during happy hour entertainment introduction on November 2 or 3
- Logo or banner placement during happy hour
- Logo placed in happy hour reminder/invitation emails
- Access to pre- and post-show attendee mailing list (name, title, company name, mailing address)

## PEP-IN-YOUR-STEP MORNING WORKOUT – \$1,500 *(limited to 1)*

Support attendees in setting the right tone for learning and growth with an exciting and energetic virtual morning workout on November 2 and 3. The Pep-In-Your-Step Morning Workout sponsors will have their linked logo included in promotional and confirmation emails, and logo displayed during the online workout session.

Act now — the conference is just weeks away! Contact [marketing@alanet.org](mailto:marketing@alanet.org) for more information.

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