



2018

Business Partner Sponsorship Program

BUSINESS PARTNER PROGRAM

ALAMN would like to thank the Business Partners in our community for their continued support of our Chapter. ALAMN membership recognizes that collaborating with Business Partners is an indispensable resource ensuring that our organization continues to flourish. As law firm decision-makers, we know that the right products and services are key components to successful legal administration and that our Business Partners play a vital role in the management and daily functions in our firms.

ALAMN is committed to the continued cultivation of positive, mutually beneficial relations with Business Partners who serve the legal community.

A strength of ALAMN is its strong relationship with Business Partners that support and service its member firms. Without the support of these Business Partners, ALAMN would not be able to provide our members with the quality education programs offered at the local level. These include the speakers at our monthly meetings, seminars, the annual educational conference, and the publication of our monthly newsletter, *The Verdict*.

WELCOME

Dear Current and Potential ALAMN Sponsors:

The Association of Legal Administrators Minnesota ("ALAMN") is one of the largest chapters of the Association of Legal Administrators ("ALA"), an international organization with almost 10,000 members. ALAMN has more than 235 members drawing from 115 law firms in the Twin Cities and surrounding areas. Your sponsorship offers an opportunity for your organization to connect with the decision makers at these law firms.

ALAMN is a strong and vital chapter, supported by active members and current Business Partner Sponsors. Through the support of our Sponsors, we are able to offer affordable award-winning educational programs, provide scholarships for Education Conferences, and actively participate in various charitable organizations.

Please review the 2018 Business Partner Sponsorship Program for important deadlines and changes. The ALAMN Sponsor Year at a Glance on page 3 has critical dates for enrollment and participation in 2017 and 2018. Please note that our Annual Conference will be held on **Thursday, March 1, 2018**, at the Renaissance Minneapolis Hotel, the Depot.

On **Monday, November 6, 2017**, CDT, online registration for Superior sponsors will be accepted from 11:00 a.m. – 12:00 p.m. Registration for other sponsorship levels opens at 1:00 p.m., until sponsorship levels fill. See page 9 for more details.

We welcome new and returning Business Partner Sponsors. You will find it is a mutually rewarding partnership.



PLEASE CONTACT THE BUSINESS PARTNER & CONFERENCE COMMITTEE (BPCC) WITH ANY QUESTIONS.

Tracey Grill, Co-Chair
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Patti Ploehn, Co-Chair
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ALAMN SPONSOR YEAR AT A GLANCE

11/06/2017	Sponsorship Program registration begins at 11:00 a.m. for Superior and 1:00 p.m. for all other levels
11/22/2017	End of Early Bird Discount Registration Period <i>(early bird discount does not apply to introductory level sponsorship)</i>
01/15/2018	Verdict advertising materials due
01/15/2018	Updates to ALAMN Online Membership Profile due
01/20/2018	Response to Exhibitor Information Packet due <i>(includes booth staff registration, identification of prize donation(s), and submission of company description for inclusion in Conference marketing materials)</i>
03/01/2018	28th Annual ALAMN Educational Conference & Exposition at Renaissance Minneapolis Hotel, the Depot
July 2018	Summer Social Event
October 2018	Fall Social Event

BUSINESS PARTNERS OF ALAMN BENEFIT IN THE FOLLOWING WAYS

- You will be seen as an industry expert or thought leader in your field;
- You will have valuable face time with our members to find out what our law firms need;
- You will achieve name recognition with our members;
- and even more: Little extras to increase your contacts and bring us all closer together.

New “Featured” Benefits

“Foot in the Door”

Sometimes all it takes is an introduction to the right person. Harnessing the influence of our membership, we're offering opportunities for you to get your "foot in the door" with decision makers.

At the **Superior and Mille Lacs levels**, this will take the form of a lunch or other round table discussion with top decision makers. You give us your wish list of firm decision makers and we do the inviting.

At the **Superior, Mille Lacs, and Minnetonka levels**, you'll be invited to take part in a networking event to which law firm decision makers have been invited. We want to help you make those connections that are valuable to you.

Showcase your expertise as a thought leader

At the **Superior level**, you'll have an opportunity to submit an RFP for an educational session which would be presented to members during the sponsorship year.

At the **Superior, Mille Lacs, and Minnetonka levels**, you'll also have the opportunity to submit a presentation for a “Business Matters” session at the annual Educational Conference.

Name Recognition – Advertising Opportunities

Video introduction: at the **Superior level**, you will have the opportunity to post a video to the ALAMN website (subject to guidelines for length, content, etc.) which introduces our membership to your organization.

Your company logo: will be included on the website's front page at the **Superior, Mille Lacs, and Minnetonka levels**.

Social Media: we'll follow your company and highlight our **Superior** sponsor.

Face Time: Opportunity to interact directly with ALAMN members at social and networking events, conferences, and special Business Partner exhibitions and events.

WHO GETS TO KNOW YOU WHEN YOU PARTNER WITH ALAMN?

In a nutshell:
ALAMN 2018 DEMOGRAPHICS

238 members
representing 115 law firms

MANAGEMENT POSITIONS WITHIN ALAMN

Principal Administrator
45%

Financial Manager
17%

Human Resources
16%

Technology Manager
11%

Practice Manager
6%

Facilities Manager
3%

Marketing Manager
2%

HIGHLIGHTS OF ALAMN EVENTS AND SPONSOR NETWORKING OPPORTUNITIES

ALAMN Educational Conference

(All Sponsor Levels)

- Full-day educational conference and exposition on March 1, 2018
- 100 or more ALAMN attendees
- Multiple opportunities for direct interaction with attendees throughout the day

ALAMN Educational Events

(Open to Some Sponsor Levels)

- Monthly general meetings attended by an average of 50 Members
- Monthly special interest group meetings (large firm, small firm, HR, IT, etc.)
- Leadership event for Managing Partners and Members in fall

Community and Social Events

(All Sponsor Levels)

Upcoming community service projects

- Happy Hour Squared
- Simpson Shelter
- People Serving People
- Cookie Cart
- Baby Blankets

Examples of fall and summer social events with Members and Sponsors

- Bauhaus Brewery
- Jax Café
- Hell's Kitchen
- Orchestra Hall
- Shindig Event Center

Communication Tools

- *The Verdict* – Bi-Monthly electronic newsletter sent to all Members, all Sponsors, and ALA officers.
- ALAMN website – www.ala-mn.org, including Sponsor online Directory.
- ALAMN Membership Directory online
- Monthly e-mail news with information targeted to Business Partners.

Other Networking Opportunities

- Lunch or Dinner with ALAMN Board of Directors (Superior)
- Business Partner Advisory Council – Superior & Mille Lacs, 3 Minnetonka, and 2 Itasca, based on application process
- Networking Event

ALAMN MEMBERSHIP BY FIRM SIZE

1-9 attorneys	11%
10-18 attorneys	14%
19-30 attorneys	20%
31-74 attorneys	27%
75-149 attorneys	12%
150+ attorneys	16%

YOUR SPONSORSHIP DOLLARS AT WORK:

More than 85% of your sponsorship dollars are used to provide educational opportunities and for charitable/community service efforts. In addition, ALAMN Members and Business Partners contributed over 800 hours to community service projects and collected thousands of dollars of cash and goods.

QUESTIONS?

Tracey Grill
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or

Patti Ploehn, CLM
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2018 SPONSORSHIP BENEFITS

INTRODUCTORY - \$1,500

(Open to new Business Partners in the first year of sponsorship only)

- **SAME BENEFITS AS ITASCA**

ITASCA - \$3,000

(Unlimited)

- Listing in Business Partner online directory at www.ala-mn.org
- Online access to Annual Membership Directory
- Listing as sponsor in newsletter *The Verdict*
- Invitation to Summer Social Event (2 representatives)
- Invitation to Fall Social Event (2 representatives)
- Use of ALAMN Business Partner logo for marketing materials
- Host ALAMN-endorsed social or educational event
- Voluntary participation in Community Service Events
- Single exhibit booth (8'x10'); up to two representatives at Educational Conference
- Complete Excel® mailing list of Educational Conference attendees
- Acknowledgement in Educational Conference promotional materials
- Opportunity to apply for Business Partner Advisory Council (BPAC)
- Invitation to Networking Event (2 representatives)
- Invitation to ALAMN President's Reception at ALA Conference, if attending

MINNETONKA: \$7,500

(Limit of 15)

- **SAME BENEFITS AS ITASCA – PLUS:**
- Logo on front page of website
- "Foot in the Door" – social or networking event
- Present a "Business Matters" discussion during Annual Conference
- Up to four representatives at Educational Conference
- Quarter-page ad in *The Verdict*
- Invitation to Summer and Fall Socials (4 representatives)

MILLE LACS: \$10,000

(Limit of 4)

- **SAME BENEFITS AS MINNETONKA – PLUS:**
- Double exhibit booth (8'x20') instead of single; up to five representatives at Educational Conference
- Half-page ad in *The Verdict* (instead of quarter page)
- Attendance at and introduction of speaker at one monthly general meeting (2 representatives)
- Lunch with members of BPC (2 representatives)
- Recognition as scholarship sponsor for ALA Conference
- Automatic member of Business Partner Advisory Council (BPAC)
- Profile of one local representative in *The Verdict*
- Three "Foot in the Door" meetings with decision makers
- Guaranteed opportunity to present at one monthly meeting (SIG or Committee)

SUPERIOR: \$15,000

(Limit of 1)

- **SAME BENEFITS AS MILLE LACS except general monthly meeting attendance and Lunch with BPC – PLUS:**
- Premium double exhibit booth location; up to 6 representatives at Educational Conference
- Brief address during Educational Conference General Session
- Representatives (2) at Conference registration booth
- Attend new member social gathering, if held (2 representatives)
- Sole sponsor of Leadership Event (with Managing Partners); introduce speaker (up to 5 representatives)
- Full page ad in *The Verdict* (instead of half page)
- Dinner or lunch with ALAMN Board of Directors (2 representatives)
- Recognition as scholarship sponsor for ALA National Conference attendee
- Invitation to Summer and Fall Socials (5 representatives)
- WiFi sponsor at Educational Conference & Exposition
- Guaranteed opportunity to submit a Conference Educational Session RFP
- Post a video to the ALAMN website
- Five "Foot in the Door" meetings with decision makers
- Brief address during Annual Conference General Session

2018 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,000	INTRO \$1,500
EDUCATIONAL CONFERENCE BENEFITS					
Exhibit booth(s) (8x10)	Double Premium Location	Double	Single	Single	Single
Representatives in exhibit booth	6	5	4	2	2
Complete Excel® list of conference attendees	✓	✓	✓	✓	✓
Acknowledgment in conference promotional materials	✓	✓	✓	✓	✓
Opportunity to present breakout session speaker	✓	✓			
Brief address during General Session	EXCLUSIVE				
Opportunity to present a "Business Matters" and/or Table Top discussion session during exhibit hall time	✓	✓	✓		
Guaranteed opportunity to submit a Conference Educational Session RFP for consideration by the conference committee	EXCLUSIVE				
WiFi Sponsor	EXCLUSIVE				
Ability to send representatives to the keynote and breakout sessions.	✓	✓	✓	✓	✓
MARKETING BENEFITS					
Listing as Sponsor in <i>The Verdict</i>	✓	✓	✓	✓	✓
Logo on front page of website	STATIC	ROLLING	ROLLING		
Use of ALAMN Business Partner logo for Marketing materials	✓	✓	✓	✓	✓
Listing with contact and business information in Online Membership Directory	✓	✓	✓	✓	✓
Access to searchable Online Membership Directory	✓	✓	✓	✓	✓
Ad size in <i>The Verdict</i> for a year (6 issues)	Full Page	1/2 Page	1/4 Page		
Recognition as a scholarship sponsor	✓	✓			
Profile of one local representative in <i>The Verdict</i>	2	1			
Post a video to the ALAMN website (Subject to guidelines for length, etc.)	EXCLUSIVE				
Provided a download of membership directory in Excel format	Quarterly	Twice a year	Once a year	Once a year	Once a year
Opportunity to provide an article for <i>The Verdict</i>	✓	✓	✓	✓	✓

2018 SPONSORSHIP BENEFITS

BENEFITS	SUPERIOR \$15,000	MILLE LACS \$10,000	MINNETONKA \$7,500	ITASCA \$3,000	INTRO \$1,500
MEMBER NETWORKING ACTIVITIES					
Voluntary participation in Community Service Events	✓	✓	✓	✓	✓
Social Media Announcements/Profile Highlights	✓	✓	✓	✓	✓
Assigned an ALAMN 'Buddy'	✓	✓	✓	✓	✓
Assigned a Board Member Liaison	✓	✓	✓	✓	✓
"Foot in the Door" - up to 5 meetings with decision makers at firms on your wish list	5 MEETINGS	3 MEETINGS			
"Foot in the Door" - social or networking event with invitation sent to firms you designate	✓	✓	✓		
Invitation to Summer and Fall Social Events	5 REPS	4 REPS	4 REPS	2 REPS	2 REPS
Invitation to Networking Event	2 REPS	2 REPS	2 REPS	2 REPS	2 REPS
Invitation to ALAMN President's Reception at ALA International Conference (local representative(s) only)	✓	✓	✓	✓	✓
Guaranteed opportunity to present at one monthly meeting (SIG or Committee)	✓	✓			
Opportunity to present at one monthly meeting (SIG or Committee)			✓	✓	✓
Host ALAMN-endorsed social or educational event	✓	✓	✓	✓	✓
Sole Sponsor of Leadership Event (with Managing Partners); introduce speaker	EXCLUSIVE				
Attend new member social gathering, if held (2 representatives)	EXCLUSIVE				
Dinner or Lunch with ALAMN Board of Directors (2 representatives)	EXCLUSIVE				
Participation on Business Partner Advisory Committee (BPAC)	✓	✓	APPLY	APPLY	APPLY
Attendance at and introduction of speaker at 1 monthly meeting	✓	✓			

ALAMN 2018 BUSINESS PARTNER SPONSORSHIP REGISTRATION, PRICING, AND IMPORTANT DATES

Monday, November 6, 2017, CDT

- Superior Sponsors online registration will be accepted from 11:00 a.m. to 12:00 p.m.
- The drawing for the Superior level sponsorship will take place at 12:05 p.m.
- Starting at 1:00 p.m., online registration will be accepted for all other levels.
- Selections for all other levels will be made on a first-come, first-served basis.
- Contact Karleen Schmidt (kschmidt@intrinxec.com) or Shelly Losinski (slosinski@intrinxec.com) at IntrinXec if you require an invoice. American Express | Visa | MasterCard | Discover

ALAMN Sponsorship Levels

***** Receive a 5% discount if you pay in full by 11/22/2017 *****

Please select from one of the following sponsorship packages:

Superior \$15,000 (\$14,250 if paid in full by 11/22/2017)
(Limit of 1)

Mille Lacs \$10,000 (\$9,500 if paid in full by 11/22/2017)
(Limit of 4)

Minnetonka \$7,500 (\$7,125 if paid in full by 11/22/2017)
(Limit of 15)

Itasca \$3,000 (\$2,850 if paid in full by 11/22/2017)
(Unlimited)

Intro \$1,500 (First-time business partners only.)
(Unlimited)

Full payment for all levels is due no later than 1/15/2018.

Please review the Exhibitor Rules and Regulations (<https://alamn.memberclicks.net/conference-rules>). All Exhibiting Sponsors must abide by these rules and understand that failure to follow the Exhibitor Rules and Regulations may result in the termination of your right to exhibit.

**CLICK TO
REGISTER ONLINE**

QUESTIONS AND ADDITIONAL INFORMATION CONTACT:

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or

Shelly Losinski
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ALAMN

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BUSINESS PARTNER & CONFERENCE COMMITTEE

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and

Patti Ploehn, CLM, Co-Chair
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IN APPRECIATION

ALAMN would like to thank the following 2017 Sponsors.
We sincerely appreciate your support of our organization!

PLATINUM



Emergent Networks

GOLD

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Marco, Inc

SILVER

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Our sponsorship of ALAMN has benefited us by providing us with insight into the legal industry. Through events that are held we've been able to interact with team members, whether it is administrators, Directors, or C-level individuals.

BRET ROBERTS

Emergent Networks LLC
2017 Platinum Sponsor

QUESTIONS?

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