



NORTHEAST REGIONAL CONFERENCE

NOVEMBER 10, 2017
Philadelphia Marriott Downtown

#LMANE17
Connect with us in Philadelphia!

Sponsorship Opportunities

Showcase your company this November at the 2017 LMA Northeast Region Annual Conference – the premier gathering for law firm marketing and business development professionals from New England to the Delaware Valley. Your promotional reach will extend even beyond the Northeast Region as attendees and speakers come from across the nation!

Who attends the 2017 LMA Northeast Annual Conference?

- » More than **300** legal and professional services marketing and BD professionals from entry-level to C-level executives;
- » **Executives** in key areas such as event management, pitches and proposals, digital marketing and marketing technology, CRM, mobile app development, graphic design, advertising, media relations and marketing communications and public relations functions; and
- » Decision-makers and **budget owners** with responsibility for marketing and business development spend.

Who should sponsor the 2017 LMA Northeast Annual Conference?

- » **Event Management** – Venues, event management companies, florists, event software, novelty and traditional transportation companies, client gift businesses, caterers
- » **Marketing Communications** – Media relations and marcomm agencies, design firms, printers, translation companies, publications, professional photography, corporate gifts and promotional products
- » **Marketing Technology** – Mobile app developers, CRM vendors, client communication software companies, web conferencing services
- » **Business and Client Development** – Proposal software companies, client feedback providers, BD coaches

For sponsorship questions or suggestions (e.g. Device Charging Station, WiFi Sponsor), please contact Sarah Ryan (SRyan@stark-stark.com).

Sponsor Benefits	Signature	Reception	Lunch	Swag Bag	Keynote	Name Badge	Breakfast	Coffee Break	Session	Exhibit Booth	Support
Investment Amount	\$12,500	\$7,000	SOLD	SOLD	\$2,500	SOLD	\$2,500	\$1,500	\$1,500	\$1,500	\$1,000
Number available	1	1			2		1	2	12	15	∞
One promotional item included in the official “swag bag” provided to attendees	•	•			•		•	•	•	•	•
Purchase additional passes at a 25% discount	•	•			•		•	•	•	•	•
Logo/name placement on conference materials, including website, e-mails, invitation, program, and materials at the conference.	•*	•	•	•	•	•	•	•	•	•	•
Skirted six-foot exhibit table to display products and/or services	•*	•	•	•	•	•	•	•		•	
Advertisement in program guide. Size:	Back Cover	Full page	Half page	Half page	**	**	**	**	**	**	**
Provide welcome remarks (5 minutes)	•										
Provide reception welcome remarks (3 minutes)		•									
Prominent event signage	•	•									
Recognition by the conference moderator			•								
Logo placement alongside LMA Northeast Region conference logo on the swag bag				•							
Introduce the keynote speaker/panel					•						
Prominent display of your logo with the LMA Northeast Region logo on nametags						•					
Prominent signage at breakfast							•				
Prominent signage at the coffee station								•			
Logo/name placement on the first slide of the session’s presentation; introduce session									•		
# of complimentary conference registrations:	4	3	2	2	2	2	2	1	1	1	1
*Priority choice for location selection in the exhibit hall; priority logo placement; logo on all session powerpoint slides ** add an advertisement the program guide: Full page \$400 Half page \$250											

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