

YOUR PATHWAY TO PARTNERSHIP

Sponsorship & Exhibit Opportunities

LEGALMARKETINGASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

LMA 2022

STRETCH BEYOND, TOGETHER.

Annual Conference

March 21 – 23 • 2022

ARIA Resort • Las Vegas

REACH LEGAL MARKETING DECISION MAKERS... LIVE AND IN PERSON

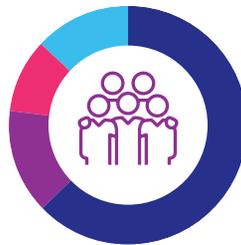
The LMA Annual Conference is the largest global event focused exclusively on the legal marketing and business development profession. For the past 37 years, this event brings together CMOs to entry-level specialists from firms of all sizes to advance thought leadership in the field and make valuable connections with solution providers, consultants and fellow legal marketers.

Attendees By Job Title



- **32%** Director/Officer
- **33%** Manager
- **17%** Coordinator/Assistant
- **9%** Specialist/Strategist
- **9%** Other (Analyst, Attorney, Event Planner, Administrator, etc.)

Attendees By Industry



- **63%** Law Firms
- **14%** Legal & Professional Services
- **10%** Marketing & PR Firms
- **13%** Other (Insurance, Publishing, Education, Financial Services, etc.)

Attendees by Law Firm Size*

*By number of employees



Explore Your Pathway to Partnership Success at #LMA22

This prospectus is a taste of what can be available to you as a partner of the 2022 LMA Annual Conference. Just as we are committed to supporting the unique needs of LMA's members, we are committed to creating the right partnership package that help solve your strategic business development and brand awareness needs.



Expand your business opportunities by becoming a sponsor or exhibitor at the 2022 LMA Annual Conference. Contact LMA Director of Sales **Kathy Sveen** via **email** or phone **(+1 312 673 5635)** to explore opportunities with LMA that support your business objectives.



WHAT:
2022 LMA Annual Conference

WHEN:
Monday, March 21 – Wednesday, March 23

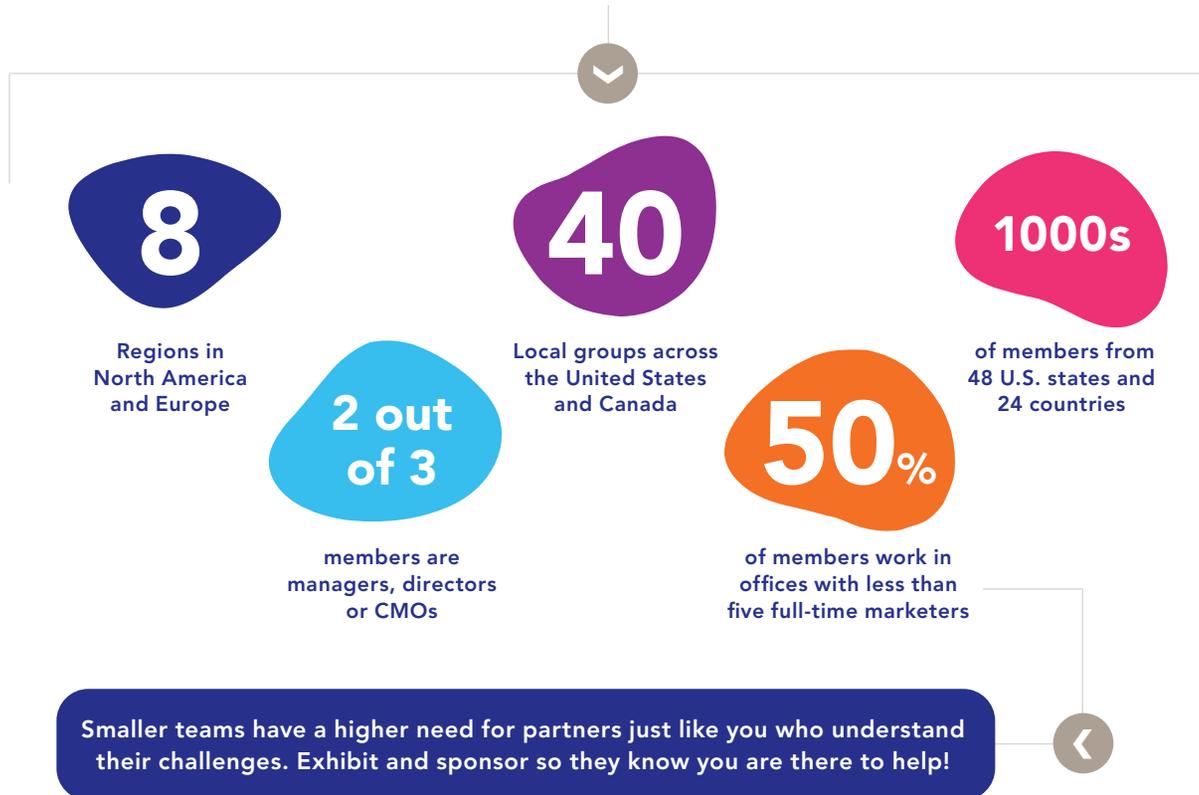
WHERE:
ARIA Resort
Las Vegas

THE PREEMINENT LEGAL MARKETING EVENT BY THE LEADING PROFESSIONAL ASSOCIATION



The 2022 LMA Annual Conference event also has the distinction of being connected to the leading organization for thousands of legal marketing and business development professionals worldwide: the Legal Marketing Association.

While LMA's global footprint continues to grow, our presence in North America is unmatched – with more than 90% of the largest 200 U.S. law firms employing an LMA member. By partnering with LMA, our reach is your reach.



If you are looking for a few large firms, or some small to mid-size firms- to do business with, and round out your portfolio, we have you covered!

WHAT CAN YOU EXPECT

Join the LMA Community to Stretch Beyond



Focused on the theme of *Stretch Beyond, Together*, the 2022 LMA Annual Conference will foster a connective and collaborative environment with educational content that will move the industry forward and provide meaningful opportunities to stretch beyond current thinking and capabilities for the benefit of firms and clients.

A Modern Approach to an Exhibit Marketplace

INNOVATIVE FLOOR PLAN LAYOUT WITHIN THE LMA EXHIBIT MARKETPLACE



We're committed to bringing you a refreshing outlook on the traditional Exhibit Hall with socially distanced demo theaters, flexible exhibitor and sponsorship packages as well as exciting draws to the Exhibit Marketplace. Pick from a designed turnkey pod or a traditional booth to maximize your presence within the hall.

MORE IMPACTFUL BRANDING OPPORTUNITIES



Take advantage of fresh, high-visibility opportunities to put your message and/or brand in front of your target audience, such as the Well-Being Break sponsorships for an experiential take on branding.

SAFE NETWORKING



Connecting with attendees is critical for your sales goals. Our layout and approach creates more "breathing space" between exhibitor spaces to help make attendees feel more comfortable and more likely to engage you and your team onsite.



COMMITTED TO SAFETY

We are highly attuned to safety and peace of mind as core focus areas for a successful event. We are developing protocols and procedures based on the advice of health authorities and event best practices to provide a safe, invigorating experience for all.

EXPAND YOUR REACH TO A DIVERSITY OF FIRMS

The LMA Annual Conference is attended by legal marketing and business development professionals from the world's leading law firms, regional firms and specialty firms – all looking for finding partners that understand and respond to their support needs. Here is a sample of firms represented over the past three years.

Morgan Lewis & Bockius LLP	Bilzin Sumberg Baena Price & Axelrod LLP	Crowell & Moring LLP	Capes Sokol	Orrick Herrington & Sutcliffe LLP
Benesch	Fairfield & Woods PC	BakerHostetler	Stradling Yocca Carlson & Rauth PC	Spiegel Sohmer
Vinson & Elkins LLP	Stroock & Stroock & Lavan LLP	Tucker Ellis LLP	Modrall Sperlberg Law Firm	Norton Rose Fulbright
Stark & Stark	Herzog Fox & Neeman Law Office	Manning Fulton & Skinner PA	Seward & Kissel LLP	Bradley Arant Boult Cummings LLP
Farr Law Firm	Bingham Greenebaum Doll LLP	Hudson Cook LLP	Pepper Hamilton LLP	McNees Wallace & Nurick LLC
Hunton Andrews Kurth LLP	Davis Wright Tremaine LLP	Arnold & Porter	Jenner & Block	Reed Smith LLP
Goulston & Storrs PC	Burke Williams & Sorensen LLP	Kutak Rock LLP	Kutak Rock LLP	Buchanan Ingersoll & Rooney PC
Roper Greyell LLP	Kirton McConkie	Weintraub Tobin	Gislaso & Hunter	Troutman Pepper
White & Case LLP	Davis Brown Law Firm	Rinke Noonan Ltd.	Kramer Levin Naftalis & Frankel LLP	Miller Nash Graham & Dunn LLP
Brenner Saltzman & Wallman LLP	Fisher & Phillips LLP	Litchfield Cavo LLP	Willms & Shier Environmental Lawyers LLP	Fried Frank
Lawson Lundell LLP	Covington & Burling LLP	Richards Buell Sutton LLP	De Brauw Blackstone Westbroek	Baker Botts
Shumaker Loop & Kendrick LLP	Allen Matkins	Kubicki Draper	Maslon LLP	Bennett Jones
Connell Foley LLP	Carlton Fields	Kirkland & Ellis	Harter Secrest & Emery LLP	Winston & Strawn
Thompson Coburn LLP	KMK Law	Whiteford Taylor & Preston LLP	Wilkinson Barker Knauer LLP	Parker Poe
Burch Porter & Johnson PLLC	Kahn Dees Donovan & Kahn LLP	Hahn Loeser & Parks LLP	Jackson Lewis	K & L Gates
Porter Hedges LLP	Borden Ladner Gervais LLP	Bookoff McAndrews PLLC	Lewis Rice LLC	Jackson Walker
Johnston Allison & Hord PA	Bond Schoeneck & King PLLC	Morville Abramowitz Grand Iason & Anello PC	Lenczner Slaght	Greenberg Traurig
Lathrop Gage LLP	Venable LLP	Smith Gambrell & Russell LLP	Pritzker Hageman PA	DLA Piper
Reynolds Mirth Richards & Farmer LLP	Franklin & Prokopik PC	Taylor English Duma LLP	Stern & Eisenberg	Kelley Kronenberg
Baker & McKenzie LLP	Norris McLaughlin	Hogan Lovells	Cairncross & Hempelmann	Davis Polk & Wardwell LLP
Beveridge & Diamond PC	Warner Norcross + Judd LLP	Allen & Gooch	Akin Gump Strauss Hauer & Feld LLP	Fasken
Lowndes Drosdick Doster Kantor & Reed	Baker Donelson	Crowe & Dunlevy PC	Wilson Elser	Steptoe & Johnson
Dykema Gossett PLLC	McDonald Hopkins LLC	Keating Muething & Klekamp PLL	Best & Krieger LLP	Vedder Price
Grupo Legal Integrado	Freeborn & Peters LLP	Seyfarth Shaw LLP	Cohen Seglias Pallas Greenhall & Furman PC	Husch Blackwell
Marsh Rickard & Bryan PC	Baker McKenzie	Smith Currie & Hancock	Thompson Hine LLP	Dechert LLP
Simmons Perrine Moyer Bergman PLC	Schwebel Goetz & Sieben	Stoel Rives LLP	Ricigliano & Fliopei PC	McDermott Will & Emery LLP
Torkin Manes LLP	Pearl Cohen Zedek Latzer Baratz	Nilan Johnson Lewis PA	Jones Day	Neal Gerber & Eisenberg LLP
McGrath North	Goodwin Procter	WilmerHale	Pillsbury Winthrop Shaw Pittman LLP	Ropes & Gray LLP
Morris Nichols Arsht & Tunnell LLP	Stinson Leonard Street LLP	Frankfurt Kurnit Klein & Selz PC	Latham & Watkins LLP	Snell & Wilmer LLP
Paul Weiss	Kegler Brown Hill & Ritter Co LPA	Robinson & McElwee PLLC	Norton Rose Fulbright Canada	Lewis Roca Rothberger Christie LLP
Godfrey & Kahn SC	GKG Law PC	Miles Mediation & Arbitration	Munck Wilson Mandala LLP	Skadden
Thomas & Associates Law Firm LLC	Maples Group	Williams & Connolly LLP	Cox & Palmer	McGuireWoods LLP
Bressler Amery & Ross P.C.	Brownstein Hyatt Farber Schreck LLP	Blank Rome LLP	Sheppard Mullin	Latham & Watkins LLP
Dentons US LLP	Duane Morris LLP	Miles & Stockbridge PC	Fox Rothschild LLP	Adams and Reese LLP
Sullivan & Worcester LLP	Schwabe Williamson & Wyatt	Blake Cassels & Graydon LLP	Fish & Richardson PC	Polsinelli
Faegre Drinker Biddle & Reath LLP	Jimerson Birr	Wolf Greenfield & Sacks PC	Stubbs Alderton PC	Barnes & Thornburg
Lewis Longman & Walker PA	FisherBroyles LLP	Womble Bond Dickinson	Kerr Russell and Weber PLC	Ogletree Deakins
Bayard PA	Quarles & Brady LLP	Lozano Smith LLP	Mayer Brown	Sidley Austin
Coats Rose PC	Gordon Rees Scully Mansukhani LLP	Nixon Peabody	Eversheds Sutherland (US) LLP	Honigman LLP
Thompson Dorfman Sweatman LLP	Day Pitney LLP	Gunderson Dettmer		Bryan Cave Leighton Paisner LLP
Alexander Holburn Beaudin + Lang LLP	Reinhart Boerner Van Deuren SC	Bracewell LLP		Jones Walker LLP

Customize your exposure and engagement opportunities at the 2022 LMA Annual Conference. Contact LMA Director of Sales **Kathy Sveen** via [email](#) or phone **(+1 312 673 5635)** to explore opportunities with LMA. You can also access the [2022 contract online](#) today.

SPONSORSHIP OPPORTUNITIES FOR EVERY INVESTMENT NEED

To meet the needs of our diverse group of sponsors and exhibitors, we offer varying levels of commitments for you to consider. Let us help find the right level for your business needs.

	Platinum Partner	Gold Sponsor	Silver Sponsor	Exhibitor Kiosk – NEW!	Exhibitor Booth Only
INVESTMENT LEVEL	\$25,000	\$15,000	\$10,000	\$6,500	\$4,500
Exhibit Booth Space in LMA Marketplace	10'x20' Corner Booth or 8'x10' Kiosk <i>(option to upgrade for additional price pending requested size)</i>	10'x10' Inline Booth or 8'x10' Kiosk <i>(option to upgrade for additional price pending requested size)</i>	10'x10' Inline Booth or 8'x10' Kiosk <i>(option to upgrade for additional price pending requested size)</i>	8'x10' Pre-built & Branded Kiosk	10'x10' Inline Booth <i>(includes 1 6' table, 2 chairs, 1D sign, 8'-high back drape, & 3'-high sidewall drape)</i>
Registration Passes – LMA Marketplace Only	4	3	2	2	2
Registration Passes – Full Event <i>(In addition to the LMA Marketplace passes noted above)</i>	3	2	1		
\$200 Discounted Customer Registrations	3	2	1		
Specialty Cocktail Station <i>(Monday Evening Reception)</i>	1				
Specialty Snack Break <i>(Tuesday or Wednesday)</i>	1				
Product Demo Theater Presentation <i>(10 minutes)</i>	1	1			
Passport to Prizes Participation	●	●			
On-site Conference Recognition on Applicable Signage	●	●	●		
Virtual Event Bag Insert	●	●	●	●	
Logo on the LMA Annual Conference Website	●	●	●		
Company Listing in Mobile App	●	●	●	●	●
Mobile App Push Notification (1)	●				
Logo Recognition in the Pre-Event "Pack Your Bags" Email to Attendees	●	●			
Logo Recognition in the Post-Event Thank You Email to Attendees	●	●			
Pre-Event List of Conference Attendees* <i>(Opt-in attendees; to be provided 2 weeks prior to conference)</i>	●	●	●	●	●
Post-Event List of Conference Attendees* <i>(Opt-in attendees; to be provided within 2 weeks post-conference)</i>	●	●	●	●	●

NEW!

These turn-key, pre-branded 8x10 kiosks are all-inclusive and a premium location is guaranteed. With setup and tear down included, all you have to do is show up!

What's included: your organization's branding, two stools, counter space, space for TV monitor and one 10-amp electrical drop.

See the following pages for more specific information about the benefits noted above. *LMA respects the privacy preferences of our attendees. Information for attendees who have not opted in will not be included in the pre-event or post-event lists.

Our team is committed to your success. Contact LMA Director of Sales **Kathy Sveen** via [email](#) or phone **(+1 312 673 5635)** to discuss which opportunities may best support your success – or secure your spot today via the [online contract](#).

À LA CARTE SPONSORSHIPS



Amplify your visibility at the 2022 LMA Annual Conference through these additional à la carte sponsorship opportunities.



Sponsorships can increase booth traffic up to **104%**!
Center for Exhibition Industry Research (CEIR)

	Available Quantity	Investment
BRAND VISIBILITY OPPORTUNITIES		
Virtual Bag Insert		\$1,500
Passport to Prizes Participation	20	\$1,500
Mobile App Push Notification	3	\$2,500
Mobile App Rotating Banner	5	\$2,500
Directional Footprints	3	\$3,000
Product Demo Theater Presentation <i>(10 minutes each, maximum)</i>	Schedule TBD	\$4,500
Ribbon Wall Sponsor	1	\$5,000
Conference Wi-Fi	1	\$9,000
Conference Lanyards	1	\$10,000
Digital Marketing Sponsor <i>(Exclusive sponsorship of the conference mobile app and one (1) rotating banner ad)</i>	1	\$13,000
Registration Bags	1	\$14,000
Mini Hand Sanitizer	1	\$15,500
Hotel Room Keys	1	\$16,000
Hotel Escalator Branding	1	\$17,000

	Available Quantity	Investment
EXPERIENTIAL OPPORTUNITIES		
Hosted Snack Station <i>(Tuesday Afternoon)</i>	2	\$7,500
Hosted Snack Station <i>(Wednesday Morning)</i>	2	\$7,500
Conference Yoga Break	1	\$7,500
Well-Being Break: Trail-Mix Snack Station <i>(Tuesday or Wednesday)</i>	2 (One per day)	\$8,000
Coffee Break Stations <i>(Tuesday or Wednesday)</i>	2 (One per day)	\$8,500
Well-Being Break: Daily Infused or Flavored Water Break <i>(Tuesday or Wednesday)</i>	2 (One per day)	\$9,500
MONDAY RECEPTION		
Hosted Specialty Beer Bar	2	\$9,500
Hosted Specialty Wine Bar	2	\$10,500
Hosted Specialty Cocktail Bar	2	\$11,500
TUESDAY EVENING RECEPTION (EXCLUSIVE)	1	\$20,000

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LEARN MORE ABOUT AVAILABLE SPONSORSHIPS

Coffee Break Stations

(Tuesday or Wednesday)

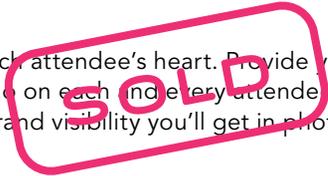
\$8,500 | 1 AVAILABLE PER DAY

Time for a pick-me-up! Your company logo will be displayed on all signage and napkins at the coffee stations.

Conference Lanyards

\$10,000 | EXCLUSIVE

Keep your logo close to each attendee's heart. Provide your logo, and LMA will print it next to the LMA logo on each and every attendee's registration badge lanyard. Just think of the brand visibility you'll get in photos, videos and on social media.



Conference Wi-Fi

\$9,000 | EXCLUSIVE

Attendees love to be connected at all times, and your company can make this happen! This opportunity will include your company on applicable signage as well as the opportunity to create the password for attendees to log in!

Conference Yoga Break

\$7,500 | EXCLUSIVE

Help attendees find their inner Zen by hosting a 30-minute yoga class on Tuesday or Wednesday morning. Time and location to be determined and agreed upon by LMA and the sponsor.

Digital Marketing Sponsor

\$13,000 | EXCLUSIVE

Did someone say exposure? Attendees will download the conference mobile app and see your logo and banner ad front and center! Your company will also be included in all applicable promotions and on-site signage.

Directional Footprints

\$3,000 | 3 AVAILABLE

Literally show attendees to "walk this way" straight to your booth! These single-color floor clings will be branded with your logo and lead from the LMA Marketplace entrance directly to your booth.

Hosted Snack Station *(Tuesday Afternoon)*

\$7,500 | 2 AVAILABLE

Allow attendees to follow their nose to your booth! Host a fun snack station during exhibit hall hours, and feed your favorite legal marketers. Pick from a variety of snack choices offered by the hotel. The price includes 300 servings. Snack station availability is limited to two per day.

Hosted Snack Station *(Wednesday Morning)*

\$7,500 | 2 AVAILABLE

Same as the Tuesday offering but for Wednesday morning!

Hosted Specialty Beer Bar *(Monday Reception)*

\$9,500 | 2 AVAILABLE

Cheers to 2022! Host a specialty beer bar station in or near your booth during Monday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.



**We're
committed
to safety.
LEARN
MORE**

LEARN MORE ABOUT AVAILABLE SPONSORSHIPS (continued)

Hosted Specialty Cocktail Bar (Monday Reception)

\$11,500 | 2 AVAILABLE

Cheers to 2022! Host a specialty cocktail station in or near your booth during Monday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.

Hosted Specialty Wine Bar (Monday Reception)

\$10,500 | 2 AVAILABLE

Cheers to 2022! Host a wine bar stationed in or near your booth during Monday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.

Hotel Escalator Branding

\$17,000 | EXCLUSIVE

Attendees won't be able to miss your company branding on the escalators that lead to and from the floors within the hotel meeting space.

Hotel Room Keys

\$16,000 | EXCLUSIVE

Unlock the ability to have your company's logo or artwork displayed on each attendee's hotel key card at the ARIA Resort – our conference hotel. All you provide is the artwork, and we'll handle the rest.

Mini Hand Sanitizer

\$15,500 | EXCLUSIVE

Help LMA attendees stay healthy by providing attendees with their own pocket-sanitizer. The first 500 attendees will receive their own pocket sanitizer to keep them safe and healthy throughout the event. LMA will order and fulfill this opportunity that will include your logo on all of the mini-bottles.

Mobile App Push Notification

\$2,500 | 3 AVAILABLE

Make sure your announcement is seen by each and every attendee as they use the mobile app – as a traffic driver to your booth, your website, your product demo presentation... whatever is most impactful for your business.

Notifications are limited by character count and subject to review and approval the LMA staff.

Mobile App Rotating Banner

\$2,500 | 5 AVAILABLE

Get noticed! Include your company banner within the LMA mobile app – the number one planning and engagement tool for attendees at conference. Your banner will rotate with four other advertisements and will link directly to your company booth profile.

Passport to Prizes Participation

\$1,500 | 20 AVAILABLE

A crowd favorite! Each attendee will receive a passport as they arrive at the conference and are encouraged to stop at your booth to learn more about how your solutions can help their firms – and to collect stamps for their passport. Be ready to provide a prize at a value of \$100-\$500 for the winner, who you will be able to connect with on the final day of conference.



**Ready
to Take the
Next Step?
Access the
2022 Contract.**

LEARN MORE ABOUT AVAILABLE SPONSORSHIPS (continued)

Product Demo Theater Presentation

\$4,500 | SCHEDULE TBD

Knowledge is power! Grab the attention of attendees by showcasing your best idea, solution or product in 10 minutes or less. These supercharged, quick hit sessions will be presented to attendees in the Product Demo Theater located within the LMA Marketplace during exhibit hours.

Content is subject to review and approval by the LMA staff.

Registration Bags

\$14,000 | EXCLUSIVE

Attendees will carry your logo throughout the conference and beyond on the conference tote bag. Your logo – along with LMA's logo – will be front and center on this conference keepsake. All you'll need to do is provide the logo, and we'll do the rest.

Ribbon Wall Sponsor

\$5,000 | EXCLUSIVE

Show your pride! After getting their registration badge, attendees will grab ribbons for their badges that help describe who they are to the LMA community. Sponsor this wall and receive exclusive branding visibility as well as the opportunity to provide your own ribbon.

Tuesday Evening Reception

\$20,000 | EXCLUSIVE

Help us celebrate! Your logo will be included in all applicable promotions and on-site signage. This sponsorship also includes a customizable cocktail that will be served throughout the reception. As a bonus, your company will also receive 25 drink tickets to give out to your favorite customers or prospects.

Have a wish-list item you would like to sponsor, but don't currently see listed? **Reach out to Kathy.** We can work with you on options, including potentially custom programs that best fit your needs.



Virtual Bag Insert

\$1,500

Make sure your one-page flyer or brochure is seen by attendees in this special section of the mobile app. What used to be printed will now be available at the touch of an icon throughout the conference.

Well-Being Break: Trail Mix Snack Station (Tuesday or Wednesday)

\$8,000 | 1 AVAILABLE PER DAY

Allow attendees to grab a healthy treat by hosting a trail mix station during Marketplace hours at or near your booth. The price includes 300 servings, pre-made and packaged by the hotel. The Trail-Mix Snack Station availability is limited to one per day.

Well-Being Break: Daily Infused or Flavored Water Break (Tuesday or Wednesday)

\$9,500 | 1 AVAILABLE PER DAY

Hydration is key! Allow attendees to grab a refreshing glass of flavored or infused water. Host a flavored or infused water station during Marketplace hours at or near your booth. The price includes 300 servings and is limited to one sponsor per day.



YOU'LL BE IN GOOD COMPANY

Our roster of past conference sponsors is expansive and ever-growing. The value received from sponsors and exhibitors is why our recommitment rate is beyond all industry standards. Thank you to our new and multi-year conference partners!

Chambers
AND PARTNERS

clearlyrated®

@ enable

Foundation
SOFTWARE GROUP

f²
(marketing)

Ghidotti

great jakes★

GrowthPlay

ikaun

intapp™

introhive

LEOPARDSOLUTIONS

LexisNexis®

LEXOLOGY®

one north
A TEKsystems Company

passle

Peppermint
TECHNOLOGY

Poston
COMMUNICATIONS

Qorus

RIGHT
HAT

saturno®

S&P Global
Market Intelligence

THOMSON
REUTERS

vuture

** The above logos represent a sample of partner organizations from the past three years.*

Don't miss your chance to see and be seen at the 2022 LMA Annual Conference.
Access the [2022 LMA Annual Conference Exhibitor and Sponsor Contract](#).

LEGALMARKETINGASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

READY TO TAKE THE NEXT STEP?

*Access the 2022 LMA Annual Conference
Exhibitor and Sponsor Contract*

