

# 2012 LEGAL MARKETING ASSOCIATION ANNUAL CONFERENCE

MARCH 14 -16, 2012

GAYLORD TEXAN RESORT, GRAPEVINE, TEXAS

An Introduction to **Sponsorship & Exhibition**



[www.LMAconference.com](http://www.LMAconference.com)

[www.americanconference.com](http://www.americanconference.com)



## About The Annual Conference



The 2012 Legal Marketing Association Annual Conference will be the a third party originally researched event for marketing professionals that is guaranteed to have more learning hours and market responsive topics than in the past. Developed to feature several in-depth tracks including a “CMO only” closed door session, a PR track, real world case studies and almost a dozen sessions led by senior in-house legal marketing professionals, the 2012 Annual Conference will take an exciting, new and unique form as the event responds to a changed business landscape and strong demand from the legal marketing community. Built to attract senior pre-qualified legal marketing professionals, the 2012 Annual Conference will be the only industry event where legal solution providers can meet key decision-makers, influencers and prospects.

## The 2012 Annual Conference Value Statement

Now more than ever the need to demonstrate value is critical for organizations investing in live conferences.

The LMA is committed to delivering superior value to our clients and providing them with quantifiable results associated with many of the benefits associated with sponsoring our premier conference. Below you will find some of the changes we’ve adopted for 2012:

- Personal account management to ensure that you get the right solution to fit your needs.
- Consolidated value-based solutions that remove the “piece meal” approach.
- Originally researched session content & speaker faculty to attract senior attendees.
- More conference learning hours to retain senior delegates.
- Strategic exhibit hall layout to maximize traffic flow.
- Dedicated exhibit hall hours to increase floor attendance.
- Unique and visible sponsor signage to maximize branding opportunities.
- Dedicated sponsor and exhibitor marketing to help drive your clients and prospects to the event.
- Unique VIP sponsorship solutions created to target your key clients and prospects.
- Customized solutions to meet almost any budget and business development objective.

## 2011 Attendance Snapshot

Attended by senior legal marketing and business development professionals from some of the largest and best known law firms in the country, the 2011 LMA Annual Conference attracted the industry leaders and key decision makers from the legal community. Below, please find a brief snapshot of the 2011 attendee demographics:

2011 Attendees by Title



- Manager | 24%
- Director | 34%
- Chief Marketing Officer | 18%
- Miscellaneous | 13%
- Coordinator | 11%

2011 Attendees by Experience



- 10+ years | 22%
- 6-10 years | 30%
- 3-5 years | 35%
- 0-2 years | 13%

2011 Attendees by Industry



- Legal Firm Marketing Professional | 72%
- Legal Solution Provider | 10%
- Consultant | 18%

## Profile of LMA Attendees

Target attendees of the 2012 Annual Conference include but are not limited to:

Law firm marketing professionals including:

- Chief Marketing Officers
- Directors of Marketing
- Director of Business Development
- Marketing Managers
- Marketing Coordinators

Law firm management including:

- Marketing Partner
- Managing Partner
- Attorneys with marketing responsibilities

Solo practitioners and Legal solution providers including:

- President
- Principal
- Vice President
- Director and Manager

## 2012 Business Development Solutions

Below, please find a sample list of the promoted 2012 Annual Conference business development solutions:

- Lead Sponsorship
- Associate Sponsorship
- Exclusive Quick-Start Program Lead Sponsorship
- Gala Sponsor
- Exclusive Welcoming Cocktail Sponsor
- After-Party Reception
- Luncheon Sponsorship
- VIP Breakfast Sponsorship
- Exhibit Hall Breakfast Sponsorship
- Exclusive Dessert Break Sponsorship
- Exclusive Connectivity Sponsor
- Espresso Station Sponsorship
- Exclusive Lanyard Sponsorship
- Hotel Keycard Sponsorship
- Exclusive Pocket Agenda
- Exclusive Show Guide Sponsor
- Exclusive Padfolio Sponsorship
- Premium Exhibition

We work closely with sponsors to create the perfect business development solution catered exclusively to the needs of your organization. We will work with you to engage your long-term strategic goals and translate them into branding, thought leadership or networking solutions that enable you to meet your target audience and derive the most value from your conference experience. To learn more about becoming a member of the 2012 Sponsorship Faculty, please contact:

**Esther Fleischhacker**

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## About the Legal Marketing Association



The Legal Marketing Association (LMA) is a not-for-profit organization dedicated to serving the needs and maintaining the professional standards of the men and women involved in marketing within the legal profession. One of the principal goals of the Legal Marketing Association is to provide to its members vital and timely information on a wide variety of legal marketing issues so that they may grow professionally as well as personally. LMA members immediately gain access to a wealth of resources including national and regional educational programs, Strategies - The Journal of Legal Marketing, a monthly e-newsletter, LMA Web site and online job bank, industry specific market research, timely and provocative white papers and much more. More than networking - LMA provides real tools and a knowledge bank so that members are empowered to build successful practices in today's competitive legal marketplace.

## About the American Conference Institute



American Conference Institute (ACI) provides the business intelligence that senior decision-makers need to respond to challenges both here in the US, and around the world. Staffed by industry specialists, lawyers and other professionals, ACI operates as a think tank, monitoring trends and developments in all major industry sectors, the law, and public policy, with a view to providing information on the leading edge. Headquartered in New York City, ACI – together with its affiliates, The Canadian Institute (Toronto) and C5 (London) – offers over 500 conferences, forums, and summits each year around the globe. Over 25,000 senior business and public sector executives, lawyers and other professionals from the United States, Canada, Europe, Russia and CIS, China, Australia, Asia and Africa will attend our events this year.