

2017

LMA Southwest Region
Conference



THE WESTIN DENVER DOWNTOWN
OCTOBER 26-27, 2017



2017 LMA Southwest Region Conference Sponsorship Opportunities

The inaugural LMA Southwest Region Conference is dedicated to helping law firm professionals advance their careers by providing a premier forum to learn from and network with thought leaders and colleagues.

We invite you to support 2017 LMA Southwest Region Conference, to be held on October 26th and 27th, at the Westin Hotel in downtown Denver. This will be the largest annual gathering of legal marketers in the Southwest, bringing together members from Arizona, Colorado, Louisiana, New Mexico, Oklahoma, Texas and Utah as well as other parts of the United States and Canada.

The conference agenda is still in development, but it will include a nationally known and renowned keynote speaker as well as sessions that cover key topics from the LMA Body of Knowledge including: Business Development, Technology, Strategic Planning, Business of Law, and Research/Analytics.

We anticipate more than 120 attendees from the Southwest region. Those attendees that are in-house legal marketing professions range from entry-level specialists to senior leaders from law firm marketing and business development departments. More than a quarter of those attendees are CMOs or heads of the department who are responsible for the development and management of marketing policy and strategy in their law firms and companies. Nearly half are marketing managers. And the remaining quarter is a mix of coordinators/specialists. Other attendees include consultancies and service providers.

A conference sponsorship is an excellent way to showcase your company with this LMA network of more than a thousand professionals from across the Southwest region. This year's conference sponsorship opportunities include a variety of options, from conference-level to event-specific branding. In particular, we are excited to offer three Thursday evening sponsorships that feature food and beverage pairings with local favorites produced by Colorado distilleries, wineries and breweries. We are also offering certain sponsors an opportunity to provide product demonstrations during the program. Finally, we are creating an incentive program to drive traffic to each of the sponsor exhibits or personnel. Our goal is to make your sponsorship experience as valuable as possible.

If you are interested in supporting the 2017 LMA Southwest Region Conference, please contact us via the email below.

SPONSORSHIP

For sponsorship inquiries please email us at:
LMASWSponsorships@legalmarketing.org


GENERAL INQUIRIES

For general inquiries please email us at:
LMASWConference@legalmarketing.org

ONLINE

www.legalmarketing.org/southwest
Hashtag - #LMASW17
Twitter - @LMASouthwest

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	CONFERENCE SPONSORSHIPS			EVENT SPONSORSHIPS						HIGH VISIBILITY SPONSORSHIPS		
	PLATINUM	GOLD	SILVER	WHISKEY AND FOOD PAIRING	WINE AND FOOD PAIRING	BEER AND FOOD PAIRING	FRIDAY LUNCH	FRIDAY BREAKFAST	FRIDAY COFFEE BREAK	WI-FI	CONFERENCE BAG	NAME BADGE
2017 LMASW Investment level	\$4,000	\$3,000	\$2,000	\$3,000	\$3,000	\$3,000	\$1,500	\$1,500	\$1,000	\$3,500	\$1,500	\$1,500
Number Available	1*	Unlimited	Unlimited	1	1	1	2**	2**	2**	1	1	1
Category Exclusive Sponsorship	✓			✓	✓	✓				✓		
Room key branding	✓											
Logo featured on presentation materials	✓											
Recognition prior to keynote speaker presentation	✓	✓								✓		
Logo featured on Thursday evening menus	✓			✓	✓	✓						
Logo featured on conference room wall (Gobo lighting)	✓	✓		✓	✓	✓				✓		
Logo on conference bag	✓	✓	✓									
Product demonstration opportunity	✓	✓		✓	✓	✓				✓		
Attendee list and contact information in advance	✓	✓	✓	✓	✓	✓				✓		
Advertisement in program guide	✓ Full Page	✓ Half Page	✓ Quarter Page	✓ Half Page	✓ Half Page	✓ Half Page	✓ Quarter Page	✓ Quarter Page	✓ Quarter Page	✓ Full Page	✓ Quarter Page	✓ Quarter Page
Complimentary registration for attendees	✓ Three	✓ Two	✓ One	✓ Two	✓ Two	✓ Two	✓ One	✓ One	✓ One	✓ Two	✓ One	✓ One
One 6 ft. table for displaying promotional materials	✓ Inside Mtg Room	✓ Inside Mtg Room	✓ Inside Mtg Room	✓ In Lobby	✓ In Lobby	✓ In Lobby				✓ In Lobby		
Raffle prize contribution (location and time TBD)	✓	✓	✓	✓	✓	✓				✓		
Logo on pre-conference event communications	✓	✓	✓	✓	✓	✓				✓		
Logo on conference signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Distribution of promotional materials or gifts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

SOLD OUT!

*Offers exclusivity by industry category of sponsor. **Sponsorship can be exclusive by purchasing all units available.

- \$2,000 is the minimum investment to receive the attendee list and contact information in advance of the conference, receive an exhibit table and be included in the pre-conference event communications. Exhibit table space is limited and will be offered on a first-come, first-serve basis.
- "Early Bird Pricing" discounts for sponsor commitments on the following schedule: June 30 - 10% off
- Wi-Fi password can be the sponsor's choice.
- For sponsors interested in exclusivity, please contact LMASWSponsorships@legalmarketing.org.