

# SPONSORSHIP PROSPECTUS 2011/2012

AUSTRALIAN LEGAL PRACTICE MANAGEMENT ASSOCIATION





## CONTENTS

Sponsorship Application Form	3
Overview	5
National & State Sponsorship Opportunities	6
ALPMA Web Site Sponsorship Opportunities	8
Summit Sponsorship Opportunities	11
Sponsorship Terms & Conditions	24

---

---

### Contact Details

Michael Sugg  
National Business Development  
PO Box 939, Eltham 3095  
T: 02 8060 5956  
F: 03 9432 2058  
E: [m.sugg@alpma.com.au](mailto:m.sugg@alpma.com.au)

Jenny Watson  
PO Box 5044, Alexandra Hills Q 4161  
or DX 40685, Cleveland  
T: 07 3103 5956  
F: 07 3824 1475  
E: [j.watson@alpma.com.au](mailto:j.watson@alpma.com.au)

## SUMMIT 2011/12 SPONSORSHIP OPPORTUNITIES - AT A GLANCE

	10 Seminars	Logo NSW	Logo QLD	Logo SA	Logo VIC	Logo Web State Page	Speaking	Web Name Only
<b>National Sponsorship</b>								
National Corporate Sponsor	*	*	*	*	*	*	*	

<b>State Corporate Sponsor</b>								
New South Wales	*	*				*	*	
Queensland	*		*			*	*	
South Australia	*			*		*	*	
Victoria	*				*	*	*	

<b>State Supporter</b>								
South Australia	*							*
Queensland	*							*

	Booth	Accom	Sponsor Academy	Logo Banner	Logo Home	Logo Summit Page	Speaking	Digivote	USB
<b>SUMMIT 2011</b>									
Platinum Sponsor	2	3	6	*	*	*	*	*	*
Gold Sponsor	2	2	4	*		*		*	*
Silver Sponsor	1.5	1	3	*		*		*	*
Trade Sponsor	1		3			*			*

## SPONSORSHIP APPLICATION FORM

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Postal Address: \_\_\_\_\_

### NATIONAL SPONSORSHIP OPPORTUNITIES

All prices within this document INCLUDE GST

National Corporate Sponsor \$ 27,500.00

### ALPMA WEBSITE SPONSORSHIP OPPORTUNITIES

National Webinar Series \$ 5,500.00

#### Web Banner Advertising

1 Banner \$ 550.00

5 Banners \$ 2,475.00

10 Banners \$ 4,950.00

#### Website Business Directory

Basic Listing \$ 275.00

Company Listing \$ 385.00

Enhanced Company Listing \$ 440.00

Profile Listing \$ 1,100.00

#### Job Bank Advertising

Twelve month Service Agreement \$ 2,200.00

Six Month Service Agreement \$ 1,320.00

Member rate – one off job FREE

Non-Member - rate one off job \$ 275.00

#### ALPMA E-News

1 Box Ad \$ 550.00

5 Box Ads \$ 2,475.00

10 Box Ads \$ 4,950.00

### STATE SPONSORSHIP OPPORTUNITIES

#### Annual Corporate Sponsor

New South Wales \$ 11,000.00

Victoria \$ 8,800.00

Queensland \$ 7,700.00

South Australia \$ 2,750.00

### State Supporter (Only available in Queensland and South Australia)

- |                          |                 |    |          |
|--------------------------|-----------------|----|----------|
| <input type="checkbox"/> | Queensland      | \$ | 1,950.00 |
| <input type="checkbox"/> | South Australia | \$ | 1,100.00 |

### EXTENDED PROFESSIONAL DEVELOPMENT

Workshops 2011 / 2012\*\*

\*\* (anticipated price between \$1,000.00 and \$3,000.00 depending on event and speaker)

- New South Wales Session Sponsor
- Victoria Session Sponsor
- Queensland Session Sponsor

\*\*Yes I am interested in being contacted when the opportunity arises

### Legal Management Summit

- |                          |  |    |           |
|--------------------------|--|----|-----------|
| <input type="checkbox"/> | Platinum Sponsor – Summit (limited to 1) | \$ | 27,500.00 |
| <input type="checkbox"/> | Gold Sponsor – Summit (limited to 2)     | \$ | 16,500.00 |
| <input type="checkbox"/> | Silver Sponsor – Summit (limited to 4)   | \$ | 11,000.00 |
| <input type="checkbox"/> | Trade Exhibitor                          | \$ | 4,950.00  |
| <input type="checkbox"/> | Summit Pen / Highlighter                 | \$ | 2,200.00  |
| <input type="checkbox"/> | Summit Neck Wallet                       | \$ | 4,400.00  |
| <input type="checkbox"/> | Summit Water                             | \$ | 2,200.00  |
| <input type="checkbox"/> | Summit USB                               | \$ | 4,400.00  |

Signature: \_\_\_\_\_

Signed for and  
on behalf of: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Please also ensure you read the terms and conditions at the end of this document.

### IMPORTANT INFORMATION

Upon completion of your expression of interest please return your document, together with the signed acknowledgement of terms and conditions, to:

#### SUMMIT SPONSORSHIP

Jenny Watson  
PO Box 5044, Alexandra Hills Q 4161  
or DX 40685, Cleveland  
T: 07 3103 5956  
F: 07 3824 1475  
E: j.watson@alpma.com.au

#### STATE AND NATIONAL SPONSORSHIP

Michael Sugg  
National Business Development  
PO Box 939, Eltham 3095  
T: 02 8060 5956  
F: 03 9432 2058  
E: m.sugg@alpma.com.au

## OVERVIEW

The National Board of the Australian Legal Practice Management Association invites your organisation to participate in sponsorship of the Association over the coming financial year.

Members of the Association provide professional management to legal practices in the areas of strategic and financial management, marketing strategies, technology and human resources management in New South Wales, Victoria, Queensland, South Australia, Australian Capital Territory, Western Australia, Tasmania and New Zealand. Most States of Australia conduct an ongoing educational program and networking opportunities for their members and the legal profession generally.

The following lists the variety of activities available for ALPMA sponsorship. The underlying premise of our proposals is that the National Association and each of its State Branches hope to supply exceptional value to sponsors who support the ongoing activities of the Association.

Our members are the decision makers or agents of influence within their organisations in the areas of:

- Initiating new innovations in the organisation
- Identifying alternative suppliers of goods and services
- Selecting preferred suppliers
- Making purchase recommendations
- Initiating changes of equipment or supplier

We therefore believe that a very real value can be obtained for your organisation by participation in sponsorship.

The range of opportunities available means that organisations of all sizes can participate in support of the Association and achieve benefits from that involvement.

## BENEFITS TO SPONSORS

Participation in the sponsorship program at any level will provide to our sponsors the following benefits:

- A direct medium to increase your organisation's profile and visibility to key decision makers and agents of influence in law firms and the legal profession.
- An opportunity to build and enhance relationships and become personally known to the managers and lawyers within the legal arena.
- A vehicle to keep informed of vital trends and issues affecting legal practices and how they impact on buyer behaviour, their needs for your product and services and new potential opportunities in the market.
- Goodwill associated with supporting a key association within the legal profession.
- Opportunity to showcase your organisation's products and services to a valuable target market.

## PROCESS

This document details the opportunities available for sponsorship. If you are interested in participating, please indicate on the Sponsorship Application form the sponsorship opportunities you would like to be part of.

## EVENT: ALPMA NATIONAL CORPORATE SPONSOR

Description	This opportunity is for your brand to feature as National Corporate Sponsor and provide continuity and recognition for your National / International Company.
Date	1 July 2011 through 30 June 2012
Value	ALPMA National Corporate Sponsor \$27,500.00 [Individually, these items would total \$30,250.00]
Benefits	Corporate Sponsor in New South Wales, Queensland, South Australia and Victoria. All benefits as listed in the Corporate Sponsorship Package.

## EVENT: STATE ANNUAL CORPORATE SPONSOR

Description	<p>This opportunity is available on a state by state basis and each state has been priced according to the number of members in the state and the ROI which is anticipated in each State. Each State also dictates how many Corporate Sponsors they have.</p> <ul style="list-style-type: none"><li>• A direct medium to increase your organisation's profile and visibility to key decision making law firm managers and lawyers.</li><li>• An opportunity to build and enhance relationships and become personally known to managers and lawyers within the legal arena - through contact and involvement at professional development events.</li><li>• A vehicle to keep informed of the vital trends and issues affecting legal practices and how they impact on buyer behaviour, their needs for your products and services and new potential opportunities in the market.</li><li>• 'Goodwill' associated with supporting a key association within the legal profession.</li></ul>
Date	1 July 2011 to 30 June 2012
Value	Varies from state to state. Please see page 3 for state prices.
Benefits	<p><b>Monthly Seminars</b> Monthly sessions (at least 10 per annum). Sessions usually include a keynote speaker or panel of speakers on a prominent management topic. Networking time is also incorporated into each session framework.</p> <p>Corporate Sponsor opportunities:</p> <ul style="list-style-type: none"><li>• Corporate branding on all promotional materials, sent to ALPMA members and an expanding non-member database. This includes a graphical hyperlink to your company's web site on all electronic brochures.</li><li>• Your logo with hyperlink on the State Event web page relevant to your sponsorship.</li><li>• Two complimentary tickets are available to each monthly session.</li><li>• List of attendees (subject to permission under the Privacy Act).</li><li>• Sponsor signage prominently displayed.</li><li>• Opportunity during the sponsorship period to make at least one (1) direct presentation at a lunch session, prior to the primary speaker.</li></ul> <p><b>Distribution of Promotional Material</b> Sponsors are invited to distribute printed and other promotional material to members attending meetings.</p>

ALPMA will also undertake an annual mail out on behalf of sponsors. Member lists will not be distributed and the physical mail out will be undertaken by ALPMA. ALPMA encourages sponsors to consider the environment and would be pleased to undertake an electronic mail out on their behalf.

#### Members Christmas Function

Corporate Sponsors will receive two complimentary invitations to the Members' Christmas function, an important networking event.

[www.alpma.com.au](http://www.alpma.com.au)

The Association's web page includes a Sponsor Links page. Your logo will be included on the web page during the year of support.

#### Exclusivity

While it is not the Association's policy to grant exclusivity to any particular sponsor or sponsors in a particular industry, exclusivity in this sponsorship opportunity may be available at a premium. Please discuss this with your State representative.

### EVENT: 2011/12 NATIONAL WEBINAR SERIES

Description:	As part of its commitment to excellence and education of its members, the Association presents the ALPMA 2011/2011 Webinar Series. Members and Non-members throughout Australia and New Zealand will have the opportunity to dial in and listen to a presenter whilst accessing an online presentation from the comfort of their own office. It is anticipated that depending on the location approximately 30 delegates will attend each session.
Date:	Quarterly to be advised
Value:	\$4,950.00 for the series of 3
Benefits:	<ul style="list-style-type: none"><li>• Logo with hyperlink on the webinar page of the ALPMA web site.</li><li>• Logo and sponsorship acknowledgment on all advertising material related to the webinar.</li><li>• Acknowledgement as a Webinar Sponsor on the opening and closing page of the presentation.</li><li>• One complimentary ticket to each webinar which the sponsor may wish to use themselves or perhaps give to a client who might not otherwise attend the seminar.</li><li>• Delegate list of persons attending each seminar. This will only be provided in the case where attendees have given permission to do so in accordance with the Privacy Act.</li></ul>

### EVENT: EXTENDED PROFESSIONAL DEVELOPMENT WORKSHOPS

Description:	Evening, breakfast or half day Professional Development seminars, subject to availability. These will focus on specific functional areas such as Human Resources, IT and Finance.
Value:	Price will vary from event to event, but please register your interest and to ensure first option is given to your organisation.
Benefits:	<ul style="list-style-type: none"><li>• Corporate branding on all electronic brochures, sent to ALPMA members and an expanding non-member database.</li><li>• Two complimentary tickets to the workshop.</li><li>• Sponsor signage predominantly displayed at the registration desk.</li></ul>

## EVENT: STATE SUPPORTER

Date: 1 July 2011 to 30 June 2012

Value: \$1,925.00 – Queensland  
\$1,100.00 – South Australia

- Benefits:
- One complimentary ticket to attend each of the monthly sessions (minimum of 10).
  - State Supporters will be asked to agree to abide by the Supporter Code of Conduct.
  - Benefits as outlined in the Corporate Sponsors' package are expressly excluded from State Supporter benefits.
  - Link (not logo) on the State Web site.
  - State Supporter will be entitled to attend the Members' Christmas function, an important networking event.

### Exclusivity

It is the Association's policy not to grant exclusivity to any particular sponsor or sponsors in a particular industry.

Please note: This is the last year State Supporter Sponsorship will be offered.

## EVENT: WEB SITE ADVERTISING AND SPONSORSHIP

### Web Site Banner Advertising

To reach a targeted audience in the **law firm management, business services, operational** and **support** areas throughout Australia and New Zealand simply advertise your products or services on the ALPMA web site.

ALPMA banner ads feature prominently on the ALPMA home page of the web site. Opportunity exists for 1 banner ad featured for a period of one month as follows:

- 1 banner ad = \$550.00 per month
- 5 banner ads = \$2,250.00 per month
- 10 banner ads = \$4,950.00 per month

### ALPMA Web Site Business Directory

The ALPMA Business Directory is an opportunity for its members to source and connect with the various suppliers to the market in a quick and convenient way. Now we can connect you directly with our members and the decision makers who purchase your products and services with the ALPMA Business Directory.

- **Basic listing - \$275.00**  
A listing with company name, contacts details
- **Company listing - \$385.00**  
A listing with company name, contact details and logo
- **Enhanced Company Listing - \$440.00**  
A listing as per Company Listing above and a paragraph describing the company and services, max 250 words.
- **Profile listing - \$1,100.00**  
(This service is included in the ALPMA National Corporate and State Annual Corporate Sponsorship)

Maximise your exposure with a profile listing. 'Profile' packages provide companies with the latest directory opportunities, allowing you to showcase your work, case studies, testimonials and gives you the opportunity to provide a full company profile. It allows you to demonstrate the full breadth of your products and services, while listing any awards you have won, accreditation and links to other resources you own such as blogs & events. This is truly a fully comprehensive package, geared around delivering you business.

- Full company profile (including logo)
- Description of services and expertise
- Opportunity to add case studies and articles
- Link to your own web site
- Testimonials
- Promotion of your own events and blogs

All advertising will be for one year from 1 July to 30 June and will be pro-rated from April onwards.

## ALPMA Job Bank Advertising Rates and Service Agreements

To reach a targeted audience in the **law firm management, business services, operational and support areas** throughout Australia simply advertise your jobs on ALPMA Job Bank. Please choose one of the following options:

### 1. **Twelve-month Service Agreement**

For a cost effective way of getting a regular and high volume of jobs out to the market set up an account and advertise unlimited roles.

Services include:

- Unlimited uploading of roles direct to the ALPMA Web Site
- Your own personal access login
- Your company logo featured on the job bank home page
- Featured job
- 3 free banner ads throughout the year – saving \$750.00
- Competitive job posting rates

Cost: \$2,200.00

### 2. **Six-month Service Agreement**

For a cost effective way of getting a regular and high volume of jobs out to the market set up an account and advertise unlimited roles.

Services include:

- Unlimited uploading of roles direct to the ALPMA Web Site
- Your own personal access login
- Your company logo featured on the job bank home page
- 1 free banner ad throughout the period of the agreement – saving \$250.00
- Competitive job posting rate

Cost: \$1,320.00

### 3. **Member rate one job ad**

- Uploading of one job for a period of 60 days max (If the position is filled within this time, we request that you contact ALPMA to have the position removed from the list)
- Administration of upload and removal of job performed by ALPMA
- Featured firm logo on job page

Cost: FREE

Multiple rates apply – enquire [jobs@alpma.com.au](mailto:jobs@alpma.com.au)

### 4. **Non-Member rate one job ad**

Uploading of one job for a period of 30 days max (If the position is filled within this time, we request that you contact ALPMA to have the position removed from the list). Administration of upload and removal of job performed by ALPMA

Cost: \$275.00 per job

Multiple rates apply – enquire [jobs@alpma.com.au](mailto:jobs@alpma.com.au)

## ALPMA E-news

To reach a targeted audience in the **law firm management, business services, operational and support areas** throughout Australia simply advertise your products or services on the ALPMA E-news.

The ALPMA E-news is a monthly informative online publication that is sent to not only ALPMA members but to over 4,000 ALPMA contacts. ALPMA commits to send out 10 issues a year and each issue will feature ALPMA latest news, legal practice management news, articles on know how and best practice as well as other ALPMA member offers.

Opportunity exists for 2 box ads per issue.

1 box ad	= \$550.00 per ad, per issue
5 box ads	= \$2,475.00 per ad, per issue
10 box ads	= \$4,950.00 per ad, per issue

ALPMA is always open to exploring other, creative ways of partnering with vendors and service providers to the legal industry. In the past this has included:

- Assistance with services such as printing, delivery and distribution of physical material
- Advertising space in print and e-publications
- Distribution of soft copy ALPMA material to other clients/databases
- Provision of guest speakers and/or venues for events
- Co-branding of events

If you would like to discuss how your organisation might be involved with the Association, please contact us with your ideas.

# SUMMIT 2011

## AGILITY & RESILIENCE

adapt innovate inspire

September 16 - 17  
Crown Conference Centre  
Melbourne



The ALPMA Legal Management Summit is the premier education event for Law Firm Managers and Legal Practitioners in the Management of Law Firms. This spectacular two day event sees key decision makers from small to large law firms from all over Australia and New Zealand converge on a world class speakers program and the best legal trade display on offer.

Attendees to this event include:

- Managing Partners
- Chief Executive Officers
- General Managers
- Practice Managers
- Office Managers
- Business Development Managers
- Marketing Managers
- Finance Managers
- Chief Operating Officers
- Sole Practitioners
- IT Managers
- Library and Knowledge Managers
- Solicitors engaged in management
- Human Resource Managers

Previous Summits have resulted in the following Delegate Numbers:

2003 Gold Coast	90 Delegates
2004 Melbourne	135 Delegates
2005 Sydney	105 Delegates
2006 Gold Coast	159 Delegates
2007 Melbourne	163 Delegates
2008 Sydney	171 Delegates
2009 Gold Coast	177 Delegates
2010 Sydney	181 Delegates
2011 Melbourne	anticipated 200 Delegates

The Summit has become well known for offering exceptional opportunities for sponsors. The organising committee places great emphasis on maximising trade opportunities for sponsors. Some of these opportunities which will continue at the 2011 Summit include:

- Breakfast on Friday and Saturday in the Trade Display area.
- Morning and afternoon tea in the Trade Display area.
- Friday and Saturday lunch breaks in the Trade Display area.
- Inclusion in the Friday night Summit Evening of all Trade sponsors. This event will allow for more social interaction with delegates.
- Value Add Presentation by the Platinum Sponsors (see individual sponsor benefits for more detail).
- The continuation of the successful "Delegate's Passport" which encourages delegates to speak to as many trade exhibitors as possible to gain stamps in the passport and additional opportunities to win major door prizes. In 2011 we will also put the address and contact details on the Passport so it becomes a true Ready Reckoner for Delegates to take home.
- Open Trade Show. All Sponsors are provided with 50 tickets to distribute to clients and other potential contacts to attend the trade display. This is designed to maximise opportunities for the exhibitors and promote the Association during Summit session times.

- 2011 sees the continuation of the very successful Sponsors' Academy, an innovative program that allows each Trade Sponsor to invite up to three delegates to the Summit. More detail is set out in this proposal.

The trade display is recognised as **the** largest single marketing opportunity in the legal services market in the current year.

Our members are the decision makers or agents of influence within their organisations in the areas of:

- Initiating new innovations in the organisation
- Identifying alternative suppliers of goods and services
- Selecting the preferred suppliers;
- Making the purchase recommendation;
- Initiating the change of equipment or supplier.

Real value can be obtained by participation in sponsorship. The range of sponsorship opportunities available allows your organisation to participate in this event at different levels to achieve the benefits of that involvement

### Benefits to Sponsors

Participation in Summit 2011 at any level will provide to our sponsors the following benefits:

- A direct medium to increase your organisation's profile and visibility to key decision makers and agents of influence in law firms and the legal profession.
- An opportunity to build and enhance relationships and become personally known to the leaders of law firms.
- A vehicle to be kept informed of vital trends and issues affecting legal practices and how that may impact on buyer behaviour, their needs for your product and services and new potential opportunities in the market.
- Goodwill associated with supporting a key association within the legal profession.
- Opportunity to showcase your organisation's products and services to a valuable target market.
- With the Sponsors' Academy an opportunity for Sponsors to further develop relationships with existing and potential new clients.
- Your name listed on the ALPMA Web site as a sponsor of the 2011 Legal Management Summit.

## Our Reputation

ALPMA Summit has a reputation of looking after its Sponsors.

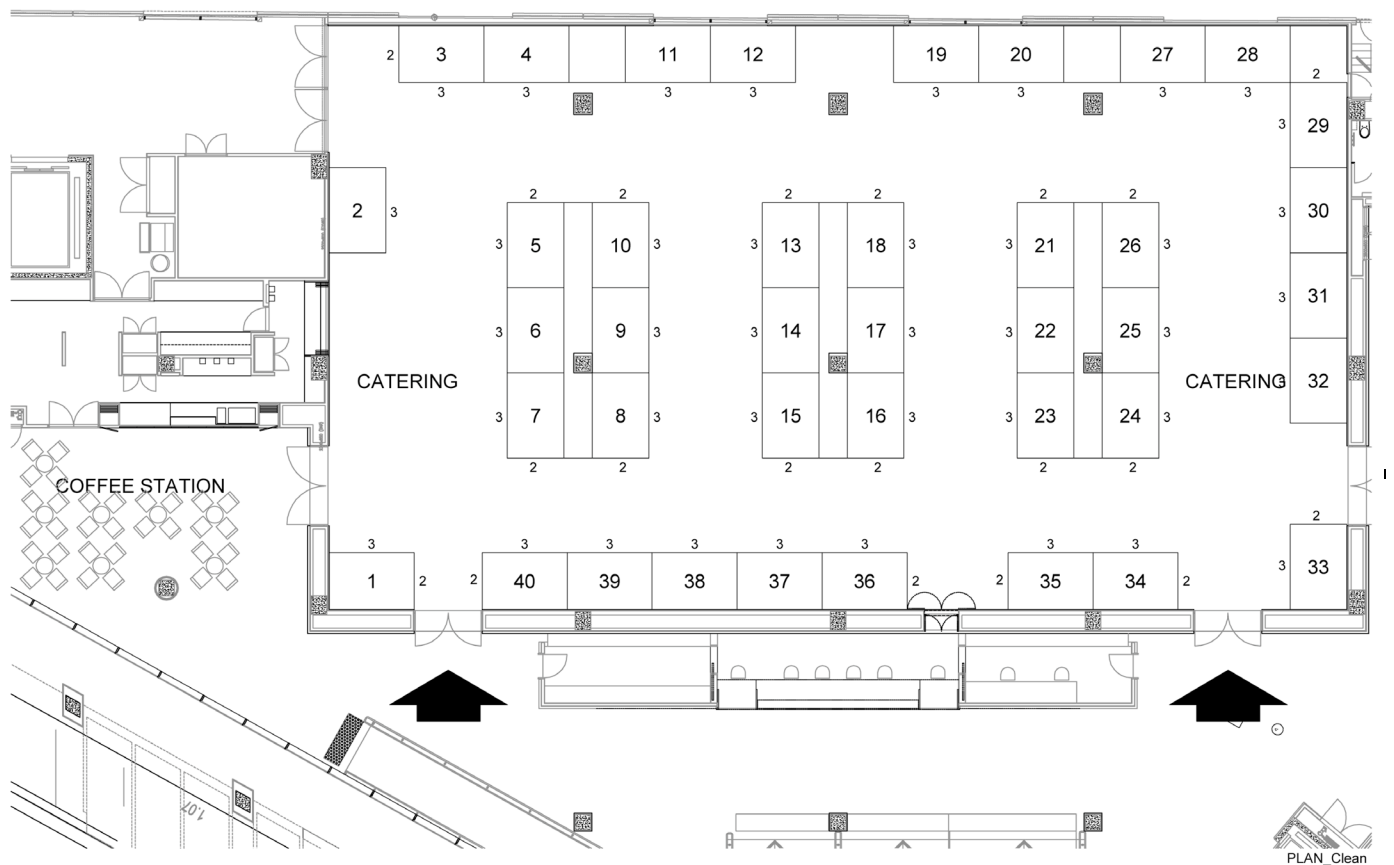
- Sponsors are briefed at the opening of Summit so representatives on site know what to expect.
- Sponsors are included in the breakfast, lunch, morning and afternoon tea – as per the limits set out in each package.
- Sponsors are included in the Gala Evening – as per the limits set out in each package.
- Dedicated Sponsors Registration desk.
- Our attention to detail with our chosen Trade Supplier will ensure that your booth will be assembled to your specifications and that all details are adhered to ie: electricity, lighting, special needs.
- The friendly ALPMA staff also prides itself on the smooth delivery of goods to your stand and the assistance to ensure that they are also delivered back to your office after Summit.

## Process

What follows in the document are the opportunities available for sponsorship and/or trade exhibition at the 2011 Legal Management Summit.

At the beginning of the document is an application form. If you are interested in participating we request that you indicate on this form the sponsorship opportunities you wish to participate in and return it to the Summit Secretariat.

Please note the terms and conditions of Sponsorship are attached, which must be **initialled** at the spaces indicated and **returned with your application form**. Subsequently an invoice will be issued and upon payment of deposit, your Sponsorship will become official.



## FLOOR PLAN OF TRADE DISPLAY

Should all sponsorship opportunities be taken and places allocated, the ALPMA Summit Committee reserves the right to extend the trade area.

## BOOTH SPECIFICATIONS

All booths will be 3m x 2m and will be inclusive of the following:

- Wall panelling – 2.4m high covered in velcro compatible fabric.
- Fascia panel and signage – this consists of a corflute panel insert 220mm high supported in an aluminium frame. Fascias will be digitally printed and provided for every aisle faced and feature the ALPMA logo. The clear height under the fascia is 2.1m.
- Lighting – 70w metal halide Enviro Lights will be fitted to the back of the fascia of all stands. Lighting will be installed on a ratio of two (2) 70watt Enviro Lights per 6m<sup>2</sup>.
- Power – One 4 amp general-purpose outlet per booth, regardless of size.
- Trestle table – 1 table plus 1 chair and either half trestle 45cm x 180cm or full trestle 75cm x 180cm.
- Additional furniture as may be required will be at exhibitor's cost and may be arranged directly through the nominated exhibition hire company.

## SPONSORS' ACADEMY

2011 Summit continues the successful **Sponsors' Academy**, included in all Platinum, Gold, Silver and Trade Sponsorship Packages

Value Full Delegate Registration Price \$1,199.00 x 3 = \$3,597.00

Each sponsor will be allowed to invite up to three\* (3) Candidates\*\* to the Summit:

- \*three - Each sponsor is allowed to invite two (2) Candidates from the host State, Victoria, and a third Candidate from any other state.
- \*\*Candidate - A Candidate is someone who has not attended an ALPMA National Legal Summit within the last three (3) years as a complimentary Delegate under the Sponsors' Academy.
- A Candidate must meet the ALPMA membership criteria ie: must hold a position within a legal firm and cannot be in a sales or corporate role within the legal industry.

Sponsors' Academy **includes** two (2) full day sessions at the ALPMA Summit including breakfast (in the Trade Display Area), lunch, morning and afternoon tea, and one (1) ticket to the Gala Evening on the Friday night for each Candidate. It **does not include** accommodation and breakfast (Hotel Buffet), but this can be arranged at special Summit rates (bookings must be made through the Summit Secretariat).

Once nominated by the Sponsor, a Delegate must be accepted as eligible by the Summit Secretariat (the Summit Secretariat will check the attendance as a Sponsors' Academy for the last three years). The same Delegate must be registered to attend for two (2) days and not separated into two one (1) day attendances.

If you choose not to invite Delegates as part of your sponsorship, no discount will be given, and the decision not to invite a Delegate will not be redeemable in cash or kind.

The price of the Sponsors' Academy is included in each of the Summit Sponsorship packages.

### The Process

The Sponsor must nominate the Candidates before 1 August, 2011.

The Summit will confirm the eligibility of the Candidate (see Candidate above) and provide the Sponsor with a formal invitation to present to each Candidate, thus enhancing the value of this offering to the Sponsors.

## PLATINUM SUMMIT SPONSORSHIP

**Value**            \$27,500.00 (limited to one only – including National Sponsor)

The Australian Legal Practice Management Association Limited offers the principal sponsorship of the Association's National Summit.

**Benefits**        As Platinum Summit Sponsor benefits will include:

- Association with the national body representing legal practice management professionals in Australia.
- Acknowledgment as THE Platinum sponsor for the 2011 Legal Management Summit.
- The right to Summit signage with name and logo on Summit banners to be hung either side of the speakers' podium.
- Sponsorship of the Summit Keynote Speaker with additional branding on their seminars with a seat drop and specific note that "this session is sponsored by YOUR COMPANY".
- Recognition as the major Summit sponsor and the opportunity to present a 10 minute Value Add Presentation. Your topic for this presentation will be discussed with you and decided on by the ALPMA Summit Committee.
- Sponsor logo acknowledgements on all advertising and promotional material relating to Summit including registration brochure, Summit updates, Summit papers, and passport from the time of confirmation of sponsorship.
- Sponsor logo acknowledgement on the ALPMA web site.
- Exclusive choice of two Trade Booths (positioned side by side) in a preferred position within the trade exhibition.
- Four complimentary tickets to Gala Evening on Friday night.
- Specific recognition of your sponsorship during the Friday night Gala Evening. The opportunity to network with Summit Delegates during breaks, lunches, evenings and social events.
- Up to six (6) candidates for the Summit in accordance with the Sponsors' Academy.
- Three (3) complimentary standard hotel rooms for Friday night of the Summit. These rooms must be used at the time of the Summit. Additional accommodation at the venue, and tickets for the Summit Evening can be booked at special Summit rates (bookings must be made through Summit Secretariat).
- The opportunity to provide one item of information for inclusion on the Summit USB. File must be in PDF format. File to be no bigger than 5MB. Information must be provided to the Summit Secretariat no later than 1 September, 2011.

Delegate list as published in the Summit papers where attendees have given permission to do so in accordance with the Privacy Act.

Sponsorship of the Summit Bag. Summit Bags this year will be an environmental bag, and will be issued to all delegates with the logos of your logo as Platinum Sponsor on it. This is further exposure of your sponsorship to all Summit Delegates, a memento of their attendance at Summit and a practical form of advertising.

### Platinum Sponsorship Information

- Included in the Platinum Sponsorship Package, is an allocated session where you will have the opportunity to obtain feedback from the Delegates using our voting system.
- Up to five (5) questions may be asked.
- The information gathered will be enormously valuable for the Sponsors' future planning and marketing strategies and to gauge market knowledge and market share.

## GOLD SUMMIT SPONSORSHIP

**Value**            \$16,500.00 (limited to two only)

**Special Condition** - Exclusivity as the Gold Sponsor in your industry – no opportunity would be available for any direct competitor to take up the Gold Summit 2011 Sponsorship.

**Benefits**            As Gold Summit Sponsor benefits will include:

- Association with the national body representing legal practice management professionals in Australia.
- Acknowledgment as one of the Gold sponsors for the 2011 Legal Management Summit.
- The right to Summit signage with name and logo on Summit banners to be hung either side of the speakers' podium.
- Opportunity to ask up to three (3) questions of the Delegates via the voting system during one Summit Session. Session to be decided at the discretion of the Summit Secretariat.
- Sponsor logo acknowledgements on all advertising and promotional material relating to Summit including registration brochure, Summit updates, Summit papers, and passport from the time of confirmation of sponsorship.
- Sponsor logo acknowledgement on the ALPMA web site.
- Choice of two Trade Booths (positioned side by side) in a preferred position within the trade exhibition (first choice is given to the first confirmed Gold Sponsor) (see benefits pertaining to Trade Exhibitors).
- Four complimentary tickets to Gala Evening on Friday night.
- Specific recognition of your sponsorship during the Welcome Function on Thursday night.
- The opportunity to network with Summit Delegates during breaks, lunches, evenings and social events.
- Up to four (4) candidates for the Summit in accordance with the Sponsors Academy.
- Two (2) complimentary standard hotel rooms for Friday night of the Summit. These rooms must be used at the time of the Summit. Additional accommodation at the venue, and tickets for the Summit Evening can be booked at special Summit rates (bookings must be made through Summit Secretariat).
- Delegate list as published in the Summit papers where attendees have given permission to do so in accordance with the Privacy Act.
- The opportunity to provide one item of information for inclusion on the Summit USB. File must be in PDF format. File to be no bigger than 5MB. Information must be provided to the Summit Secretariat no later than 1 September, 2011.

## ADDITIONAL BENEFIT

<b>Value</b>	<b>\$500.00</b> Amazing Prize to be determined in consultation with the Gold Sponsors. Not to be Gold Sponsors Product or services.  Early Bird Prize is extended to those Delegates who register for Summit before 1 August, 2011.
<b>Benefits</b>	Exposure to all Summit Delegates on the Summit Program.  Early Bird branding appears on all brochures, emails and publicity up to 1 August, 2011.  Delegate list as published in the Summit papers where attendees have given permission to do so in accordance with the Privacy Act.  Award is presented at the Prize Draw section of the Program.

## Gold Sponsorship Information

- Included in the Gold Sponsorship Package, is an allocated session where you will have the opportunity to obtain feedback from the Delegates using our voting system.
- Up to three (3) questions may be asked.
- The information gathered will be enormously valuable for the Sponsors' future planning and marketing strategies and to gauge market knowledge and market share.

## SILVER SPONSORSHIP

**Value**            \$11,000.00 (limited to four)

**Benefits**        As a Silver Trade Sponsor at this event, benefits of sponsorship will include:

- Choice of one “Silver Booth” (size will be 1.5 the size of normal booth) in a preferred position in the trade exhibition area (choice is given after the Platinum and Gold sponsors’ choice and in order of receipt of confirmed sponsorship) (see benefits pertaining to Trade Exhibitors).
- Your company will be acknowledged in the program and Summit papers.
- Two complimentary tickets to the Gala Evening on Friday night.
- The opportunity to network with Summit Delegates during breaks, lunches, evenings and social events.
- Delegate list as published in the Summit papers where attendees have given permission to do so in accordance with the Privacy Act.
- Up to three (3) candidates for Summit in accordance with the Sponsors’ Academy.
- Session Sponsor for one of the sessions on Day one, including seat drop, additional mention that this session “is sponsored by YOUR COMPANY”.
- The opportunity to provide one item of information for inclusion on the Summit USB. File must be in PDF format. File to be no bigger than 5MB. Information must be provided to the Summit Secretariat no later than 1 September, 2011, three (3) weeks prior to the Summit dates.
- One night’s complimentary standard hotel room for Friday night of the Summit. This accommodation must be used at the time of Summit. Additional accommodation at the venue, and tickets for the Summit Evening can be booked at special Summit rates (bookings must be made through Summit Secretariat).

## TRADE EXHIBITOR

Value \$4,950.00

### Benefits

Choice of Trade booth in a preferred position in the trade exhibition hall (choice is given after the Platinum, Gold and Silver sponsors' choice and then in order of receipt of confirmed sponsorship).

Trade booth positions are allocated on a 'first in first served' basis. Allocation will be at the Summit Secretariat's discretion so that no two sponsors with similar products will be side by side.

Exposure to Summit delegates at:

- Thursday night pre-registration and Welcome Function
- Breakfast in the Trade Display area on Friday and Saturday
- Morning and afternoon tea on both Summit days
- Extended lunch break on Friday
- Gala Evening Friday night
- Saturday lunch

Up to three (3) candidates for Summit in accordance with the Sponsors' Academy.

Delegate list as published in the Summit papers where attendees have given permission to do so in accordance with the Privacy Act.

Two tickets to the Gala Evening on Friday night.

The opportunity to provide one item of information for inclusion on the Summit USB. File must be in PDF format. File to be no bigger than 5MB. Information must be provided to the Summit Secretariat no later than 1 September, 2011, three (3) weeks prior to the Summit dates.

Additional accommodation at the venue, and tickets for the Summit Evening can be booked at special Summit rates (bookings must be made through Summit Secretariat).

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Summit Water

**Value**            **\$2,200.00** (GST component is included in labelling)

- Benefits** • Exposure to all Summit Delegates.
- The Summit Water has been a huge success over the last two years.
  - Water bottles will be 600ml. We have anticipated the Delegates will have their water refreshed several times over the 2 day Summit.
  - The opportunity exists to sponsor the Water, complete with your company logo on the label.

### Summit Pen / Highlighter

**Value**            **\$2,200.00**

- Benefits**
- Exposure to all Summit Delegates.
  - An ongoing reminder to delegates of their attendance at Summit and your sponsorship of this item.
  - Once sponsorship is confirmed you will work with the Summit Secretariat to ascertain which product is best to promote your business.

### Neck Wallet

**Value**            **\$4,400.00**

- Benefits** • Exposure to all Summit Delegates.
- An ongoing reminder to delegates of their attendance at Summit and your sponsorship of this item.

### USB

**Value**            **\$,400.00**

- Benefits**
- The Summit USB Stick will be issues to all Delegates upon registration and is an excellent opportunity for Delegates to have reference to you information after Summit. Delegates will be encouraged to collect trade brochures from the individual stands as required. This initiative will save the Sponsors considerable time, print and transport costs.
  - An opportunity exists to sponsor the USB Stick, with your company logo engraved on the side of it.

## TRADE BOOTH 'SPECIALS'

Please note ALPMA will be providing a Barista within the trade area and will not be available on any other booths.

Prize Draws  
Ice Creams  
Wine tasting  
And more.....

Sports Drinks  
Slushy Machine  
Pop Corn Machine

If you are considering any of the Special items or any of your own special items, please be advised you MUST notify the Conference Secretariat. We will assist you by liaising with the venue to ensure your Special is heated / cooled / delivered and works as you had intended. We will also ensure that only one of your type of Special feature is available at Summit maximizing your investment.

In certain circumstances there are permits and regulations that must be met and we will assist you with these. (eg: RSA for wine tasting)

## SPONSORSHIP TERMS AND CONDITIONS

An indication of an interest to participate in sponsorship is an invitation to treat and not a binding contractual commitment.

The Australian Legal Practice Management Association Limited and its State Branches ('the Association') reserve the right to accept or reject any offer of sponsorship. In determining sponsorship offers the following guidelines will be adopted:

1. It is the policy of the Association not to grant exclusivity to any particular sponsor or to a sponsor in a particular industry. We see it as beneficial to the members of the Association to have the opportunity to compare products and services available in the legal industry services market. In some cases undertakings are given not to allow direct competitors to co-sponsor an event. This will only occur where it is listed as a specific benefit.
2. The Sponsorship Prospectus runs on the financial year. In the first instance the Association chooses to host an annual launch of the Prospectus, prior to the commencement of the next Financial year. In the interest of diversity and providing an enhanced competitive edge for sponsors, a closing date is selected, after which time the Branch Executive committee will consider all expressions of interest received in respect of opportunities relevant to its State. Confirmation as to whether expressions have been accepted or declined will be advised by the advertised confirmation date. This date is expected to be 14 days after the advertised closing date.
3. The Association reserves the right to seek sponsorship for any opportunities remaining or arising after the annual launch and all other things being equal sponsorships will be offered on a first in basis. Decisions of the Association's National Board and Branch Executives in regard to allocation of sponsorships will be final and no correspondence will be entered into.
4. The entitlements set out under each of the sponsorship proposals constitute the total commitment by the Association to sponsors and exhibitors. Any additional requirements may incur additional charges.
5. All prices are quoted inclusive of GST (unless otherwise stated). The Association is registered for GST purposes.
6. In the event of non payment of any moneys due pursuant to the agreement or in the event of the breach of any condition on the part of any sponsor to be observed then all moneys paid hereunder will be absolutely forfeited and the sponsor will have no right to participate in the sponsorship event and no claim against the Association. In the event of forfeiture for any reason the sponsor will not be released from any liability arising from the sponsorship.
7. The Association is not responsible for any loss or damage to or arising from any product exhibited, signage or other promotional material used in association with the sponsorship.
8. As a general rule payment of sponsorship must be received in full 90 days prior to the event date.
9. The Association reserves the right to cancel or postpone any specified event. In the case of cancellation the Association will not be liable to the sponsor for any loss or inconvenience. In the case of cancellation the Association will offer the sponsor the choice of sponsoring a future event or a refund of sponsorship.

10. Representatives of sponsor organisations are limited to attending events which are specific to their sponsorship unless directly invited by the ALPMA executive committee to attend other events as guests. Such an invitation does not confer any rights or benefits on the guests in relation to the event or affect the rights or benefits that accrue to the actual event sponsor/s.
11. **STATE SPONSORSHIP PAYMENT AND CONDITIONS:** Once a sponsorship has been accepted, cancellation of the sponsorship not less than four months prior to the proposed event may occur in writing without penalty. Cancellation of the sponsorship not less than two months prior to the event but less than four months prior to the event will incur a 50% payment of the sponsorship. Cancellation within two months of the proposed sponsorship event will render the sponsor liable to payment of the sponsorship money if a replacement sponsor cannot be found for the full value of the sponsorship.
12. **SUMMIT SPONSORSHIP AND EXHIBITION PAYMENTS:** Once your application has been received an invoice will be forwarded to you. Payment of 50% of the total value of the sponsorship (including GST) will be required within TWENTY-ONE (21) days of the receipt of invoice. Once payment has been received your sponsorship will be confirmed and your booth allocated. Until this payment is received your Expression of Interest will be treated as that, an expression.

Invoice for the balance payment of moneys outstanding, including any accommodation and additional charges, will be required prior to the event. An invoice will be issued six weeks prior, which is 1 August 2011. Full payment must be paid prior to Summit. Should payment not be received no trade exhibition will be built for your company.

**PAYMENT:** Payment can be made by Direct Debit, Cheque or Credit Card (Visa, MasterCard and American Express). Please note change of bank account and the correct address for postage of payment and correspondence.

**BANK DETAILS:** Australian Legal Practice Management Association  
ST GEORGE: BSB 333-030 A/C: 7006 42223

**ARTWORK:** Artwork required for various sponsorship opportunities must be provided in the specified format. Please supply logos in vector format (.EPS or .Ai) All images at 300dpi Colours to be in CMYK. Please provide CMYK alternate values if Pantone colours are present. Any and all fonts outlined.

Should you not be able to provide the Artwork in the format required a fee of \$110.00 will be charged by the Graphic Artist for conversion. All artwork will also need to be signed off by the client. Should you fail to approve your artwork and colours, responsibility of the accuracy will not be guaranteed by ALPMA.

I have read the terms and conditions of this document and agree that I, the company, or any representative of the company abide by them:

Name \_\_\_\_\_  
(Please Spell)

Signature \_\_\_\_\_ Date: \_\_\_\_\_



**ALPMA**

Australian Legal Practice  
Management Association

ALPMA  
PO Box 939  
Eltham, VIC 3095  
DX 99513 Eltham  
[WWW.ALPMA.COM.AU](http://WWW.ALPMA.COM.AU)