

LEGALMARKETINGASSOCIATION



SOUTHWEST REGION

**2019
SPONSORSHIP
PROSPECTUS**

LEGALMARKETINGASSOCIATION



SOUTHWEST REGION

The 3rd Annual 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 the 2019 LMA Southwest Region Conference, to be held September 11–13 at The Houstonian Hotel in Houston, TX. The LMA Southwest Region Conference is 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.

The conference agenda is still in development, but it will include a nationally known and renowned keynote speaker as well as interactive workshops to facilitate hands-on learning through various activities to engage participants. These deep dive workshops will 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 150 attendees from the Southwest Region. Those attendees that are in-house legal marketing professionals range from entry-level specialists to senior leaders in 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 from across the Southwest Region. This year's conference sponsorship opportunities include a variety of options, from conference-level to event-specific branding. Our goal is to make your sponsorship experience as valuable as possible.

If you are interested in supporting the 2019 LMA Southwest Region Conference, please contact us via the email below.

SPONSORSHIP

For sponsorship inquiries please

email us at:

[LMASWSponsorships@](mailto:LMASWSponsorships@legalmarketing.org)

legalmarketing.org

GENERAL INQUIRIES

For general inquiries please

email us at:

[LMASWConference@](mailto:LMASWConference@legalmarketing.org)

legalmarketing.org

ONLINE

www.lmaswconference.com

Hashtag - #LMASW19

Twitter - @LMASouthwest

2019 SPONSORSHIP PACKAGES

	CONFERENCE SPONSORSHIP		EVENT SPONSORSHIPS							HIGH VISIBILITY SPONSORSHIPS				
	PLATINUM	SCHOLARSHIP	WELCOME RECEPTION	THURSDAY BREAKFAST	KEYNOTE SPEAKER	THURSDAY LUNCH	THURSDAY COFFEE BREAK	FRIDAY BREAKFAST	FRIDAY COFFEE BREAK	HOTEL KEY CARDS	CONFERENCE BAGS	POCKET AGENDA	WI-FI	NAME BADGES
2019 LMASW Investment	\$4,500	\$1,000	\$3,500	\$2,500	\$3,500	\$2,500	\$2,500	\$2,500	\$2,500	\$3,500	\$3,500	\$1,500	\$3,500	\$3,500
Category Exclusive Sponsorship					✓				✓	✓			✓	✓
Speaker Introduction	✓				✓									
Exhibitor	✓		✓		✓		✓		✓	✓				
Recognition prior to keynote presentation	✓				✓									
Merchandising table placement	✓				✓		✓		✓	✓				
Signage at featured event			✓		✓		✓		✓	✓				
Attendee list in advance	✓		✓		✓		✓		✓	✓				
Advertisement in program guide	✓ Full Page	✓ Quarter Page	✓ Full Page	✓ Half Page	✓ Full Page	✓ Half Page	✓ Half Page	✓ Half Page	✓ Half Page	✓ Full Page	✓ Quarter Page	✓ Full Page	✓ Full Page	✓ Full Page
Complimentary registration for attendees	✓ Three		✓ Two	✓ One	✓ Two	✓ One	✓ One	✓ One	✓ One	✓ Two	✓ One	✓ Two	✓ Two	✓ Two
Raffle prize (locations and times TBD)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on pre-conference communications	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Scholarship campaign communications		✓												
Logo on conference signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Distribution of promotional materials or gifts	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Exhibit table space is limited and will be offered on a first-come, first-serve basis. Sponsors at \$2500 and above will have the opportunity to exhibit if they would like. Wi-Fi password can be the sponsor's choice. Scholarship campaign communications includes sponsored emails for the call for applicants, announcement of winners, and post-conference summaries