

LEGALMARKETINGASSOCIATION



SOUTHWEST REGION

**2021
CONFERENCE
SPONSORSHIPS
PROSPECTUS**



MAY 19-21, 2021

The LMA Southwest Regional 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 2021 LMA Southwest Regional Conference, to be held virtually on May 19 – 21. The LMA Southwest Regional 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.

This year’s conference theme is focused on how we adapt, grow, and emerge given the events we have endured during the past year. Specifically, how will we adapt, grow, and emerge in a positive way to address the monumental changes our society and industry are facing? We are entering “A New A.G.E. in Legal Marketing,” and our professional development opportunities should be focused on preparing legal marketers.

This highly–interactive workshop–driven conference will be comprised of approximately 60–minute sessions that address current and future trends in legal marketing and business development, professional development and personal wellness through hands–on learning and real–world application. Topics may include business development, sales and networking, presentation skills, digital marketing tools, technology resources, effective coaching, event management, strategic planning, business of law, communications and research/analytics, among others. Through Pheedloop’s virtual platform, sponsors will be able to connect with attendees in ways much like an in person conference. A powerful way to draw more exposure to your sponsorship is through PheedLoop’s virtual event gamification system, where attendees win points by entering codes you sprinkle around your booths in the exhibit hall. With this exhibit booth, sponsors will be able to communicate with attendees, capture valuable lead information, and collect that information in their private exhibitor portals.

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 2021 LMA Southwest Regional 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.lmaswconference.com

Hashtag – #LMASW21

Twitter – @LMASouthwest

LMASW
REGIONAL
CONFERENCE
2021

Adapt.
Grow.
Emerge.

MAY 19-21, 2021

LMASW Regional Conference Sponsorship Packages

Platinum Sponsor: \$5,000

- Category exclusive
- Conference Welcome Introduction: Opportunity to promote your business for 2 minutes before conference welcome
- Recognition prior to keynote presentation
- Advance access to attendee list
- Full page advertisement in program guide
- 4 complimentary conference registrations
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- Scholarship campaign communications
- In-Conference Branding/Communication Recognition: Logo on conference login page, conference lobby banner, Conference Exhibit Hall portal header sponsor
- Exhibit/Sponsor Hall Booth: Complimentary enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees and capture valuable lead information
- Pre- and Post-Event Promotions: Authorization to use the event logo, title, and hashtags in sponsor education and promotional activities before and after event
- Featured on Lobby Splash Video: Pre-conference welcome video
- Sponsored Content: Option to include sponsored content up to 700 words in conference program

Keynote Sponsor: \$3,500

- Category exclusive
- Advance access to attendee list
- Speaker Introduction: Opportunity to promote your business for 2 minutes before designated session
- Recognition prior to keynote presentation
- 1/2 page advertisement in program guide
- 2 complimentary conference registrations
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- In-Conference Branding/Communication Recognition: Logo on conference login page, conference portal header sponsor carousel
- Exhibit/Sponsor Hall Booth: Complimentary enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees and capture valuable lead information
- Pre- and Post-Event Promotions: Authorization to use the event logo, title, and hashtags in sponsor education and promotional activities before and after event
- Featured on Lobby Splash Video: Pre-conference welcome video
- Sponsored Content: Option to include sponsored content up to 700 words in conference program

LMASW Regional Conference Sponsorship Packages

Panel Lunch Sponsor: \$3,500 **

- Category exclusive
- Advance access to attendee list
- Speaker Introduction: Opportunity to promote your business for 2 minutes before designated session or option to moderate panel
- ****Option to provide gift card to attendees for food delivery services - additional cost. May send company promo items with gift cards.**
- 1/2 page advertisement in program guide
- 2 complimentary conference registrations
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- In-Conference Branding/Communication Recognition: Logo on conference login page, portal header sponsor carousel
- Exhibit/Sponsor Hall Booth: Complimentary enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees and capture valuable lead information
- Pre- and Post-Event Promotions: Authorization to use the event logo, title, and hashtags in sponsor education and promotional activities before and after event
- Featured on Lobby Splash Video: Pre-conference welcome video
- Sponsored Content: Option to include sponsored content up to 700 words in conference program

Game Night/Networking Sponsor: \$2,000 - SOLD

- Advance access to attendee list
- ¼ page advertisement in program guide
- 1 complimentary conference registration
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- In-Conference Branding/Communication Recognition: Logo on conference login page, portal header sponsor carousel
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)
- Featured on Lobby Splash Video: Pre-conference welcome video
- Sponsored Content: Option to include sponsored content up to 700 words in conference program

LMASW Regional Conference Sponsorship Packages

Day 2 General Session Sponsor: \$2,000

- Advance access to attendee list
- ¼ page advertisement in program guide
- 1 complimentary conference registration
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- In-Conference Branding/Communication Recognition: Logo on conference login page, portal header sponsor carousel
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)
- Featured on Lobby Splash Video: Pre-conference welcome video
- Sponsored Content: Option to include sponsored content up to 700 words in conference program

Morning Coffee Networking Sponsor: \$1,000

- ¼ page advertisement in program guide
- 1 complimentary conference registration
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- In-Conference Branding/Communication Recognition: Logo on conference login page, portal header sponsor carousel
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)

Morning Wellness Sponsor: \$1,000 - SOLD

- ¼ page advertisement in program guide
- 1 complimentary conference registration
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- In-Conference Branding/Communication Recognition: Logo on conference login page, Portal Header Sponsor Carousel
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)

LMASW Regional Conference Sponsorship Packages

Attendee Gift Package Sponsor: \$1,000**

- Category exclusive
- Advance access to attendee list
- 1 complimentary conference registration
- Logo on pre-conference communications including conference website, email blasts, social media messages, and registration emails/pages
- Option to include company branded items in the package
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)
- *****Cost of sponsorship does not include the cost of package. Additional expenses will be incurred. Preferred vendors can be made available upon request.***

Post Conference Recap Sponsor: \$1,000

- Category exclusive
- 1 complimentary conference registration
- Sponsor will create a post conference recap article to be distributed to all LMASW members via email and posted on LMASW social media channels
- Can include CTAs to other company materials/resources

Virtual Agenda Sponsor: \$500 - SOLD

- Category exclusive
- Include logo on conference virtual agenda to be emailed to conference members (approx. 300 members)
- Agenda to be linked on conference website and region website platform
- Option to hyperlink your logo to your website or dedicated landing page
- 1 complimentary conference registration
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)

Background Sponsor: \$500 – SOLD

- Category exclusive
- Include logo on event platform background for presenters and attendees
- 1 complimentary conference registration
- Exhibit/Sponsor Hall Booth Listing*: Option to purchase enhanced version of the exhibit profile/booth which allow exhibitors several new ways to communicate with attendees, capture valuable lead information and collect that information in their private exhibitor portals (*\$250 add on)

Scholarship Sponsor: \$500

- Category exclusive
- ¼ page advertisement in program guide
- 1 complimentary conference registration
- Scholarship campaign communications