

LMA 23

AMPLIFY YOUR IMPACT

Annual Conference

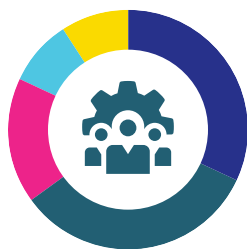
April 24–26.2023

The Diplomat Beach Resort
Hollywood.Florida

REACH LEGAL MARKETING DECISION MAKERS

The LMA Annual Conference is the largest global event focused exclusively on the legal marketing and business development profession. For the past 38 years, this event brings together all levels, from CMOs to entry-level specialists from firms of all sizes, to advance thought leadership in the field and make valuable connections with solution providers, consultants and fellow legal marketers.

Attendees By Job Title



- **32%** Director/Officer
- **33%** Manager
- **17%** Coordinator/Assistant
- **9%** Specialist/Strategist
- **9%** Other (Analyst, Attorney, Event Planner, Administrator, etc.)

Attendees By Industry



- **63%** Law Firms
- **14%** Legal & Professional Services
- **10%** Marketing & PR Firms
- **13%** Other (Insurance, Publishing, Education, Financial Services, etc.)

Attendees by Law Firm Size*

**By number of employees*



Explore Your Pathway to Partnership Success at #LMA23

This prospectus is a taste of what can be available to you as a partner of the 2023 LMA Annual Conference. Just as we are committed to supporting the unique needs of LMA's members, we are committed to creating the right partnership package that help solve your strategic business development and brand awareness needs.



WHAT:

2023 LMA Annual Conference

WHEN:

Monday, April 24 – Wednesday, April 26

WHERE:

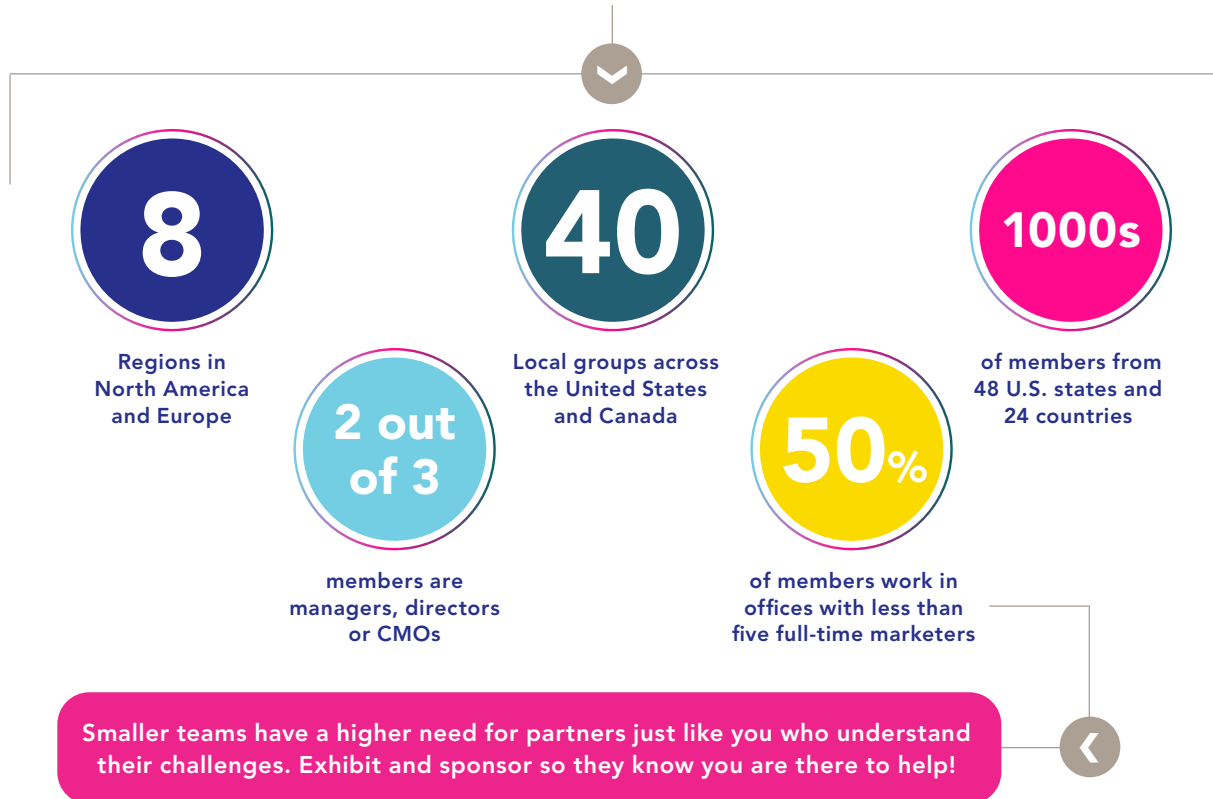
The Diplomat Beach Resort
Hollywood, Florida

THE PREEMINENT LEGAL MARKETING EVENT BY THE LEADING PROFESSIONAL ASSOCIATION



The 2023 LMA Annual Conference is connected to the leading organization for thousands of legal marketing and business development professionals worldwide: the Legal Marketing Association.

While LMA's global footprint continues to grow, our presence in North America is unmatched – with more than 90% of the largest 200 U.S. law firms employing an LMA member. By partnering with LMA, our reach is your reach.



Whether you're looking to do business with a few large firms or several small-to-mid-sized firms, LMA has you covered!

WHAT CAN YOU EXPECT

Join the LMA Community to Amplify Your Impact



Focused on the theme of Amplifying Your Impact, the 2023 LMA Annual Conference will foster a connective and collaborative environment with educational content that will move the industry forward and provide meaningful opportunities to amplify your impact for the benefit of firms and clients.

A Modern Approach to an Exhibit Marketplace

INNOVATIVE FLOOR PLAN LAYOUT WITHIN THE LMA EXHIBIT MARKETPLACE



We're committed to bringing you a refreshing twist from a traditional exhibit hall, loaded with opportunities to connect. Pick from a designed turnkey kiosk or a traditional booth to maximize your presence within the hall.

MORE IMPACTFUL BRANDING OPPORTUNITIES

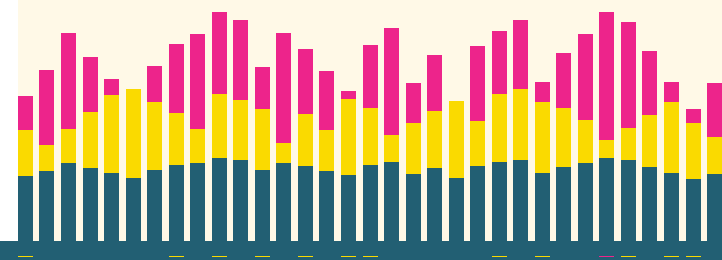


Take advantage of fresh, high-visibility opportunities to put your message and/or brand in front of your target audience, such as the Well-Being Break sponsorships for an experiential take on branding.

ENHANCED NETWORKING



LMA understands and appreciates how crucial it is for our service providers to have face-time with our attendees. Building on the successful approach taken at #LMA22, our 2023 approach creates more organic and strategic opportunities for you and your team to connect and engage with attendees.



PAST FIRMS IN ATTENDANCE

The LMA Annual Conference is attended by legal marketing and business development professionals from the world's leading law firms, regional firms and specialty firms – all looking for finding partners that understand and respond to their support needs. Here is a sample of firms represented over the past three in-person conferences.

Morgan Lewis & Bockius LLP
Benesch

Vinson & Elkins LLP

Stark & Stark
Farr Law Firm
Hunton Andrews Kurth LLP
Goulston & Storrs PC
Roper Greyell LLP

White & Case LLP

Brenner Saltzman & Wallman LLP
Lawson Lundell LLP
Shumaker Loop & Kendrick LLP
Connell Foley LLP
Thompson Coburn LLP
Burch Porter & Johnson PLLC
Porter Hedges LLP
Johnston Allison & Hord PA
Lathrop Gage LLP
Reynolds Mirth Richards & Farmer LLP

Baker & McKenzie LLP

Beveridge & Diamond PC
Lowndes Drosdick Doster Kantor & Reed
Dykema Gossett PLLC
Grupo Legal Integrado
Marsh Rickard & Bryan PC
Simmons Perrine Moyer Bergman PLC
Torkin Manes LLP
McGrath North
Morris Nichols Arshnt & Tunnell LLP

Paul Weiss

Godfrey & Kahn SC
Thomas & Associates Law Firm LLC
Bressler Amery & Ross P.C.
Dentons US LLP
Sullivan & Worcester LLP

Faegre Drinker Biddle & Reath LLP

Lewis Longman & Walker PA
Bayard PA
Coats Rose PC
Thompson Dorfman Sweatman LLP
Alexander Holburn Beaudin + Lang LLP

Bilzin Sumberg Baena Price & Axelrod LLP
Fairfield & Woods PC

Stroock & Stroock & Lavan LLP

Herzog Fox & Neeman Law Office
Bingham Greenebaum Doll LLP

Davis Wright Tremaine LLP

Burke Williams & Sorensen LLP
Kirtan McConkie
Davis Brown Law Firm
Fisher & Phillips LLP

Covington & Burling LLP

Allen Matkins

Carlton Fields

KMK Law
Kahn Dees Donovan & Kahn LLP
Borden Ladner Gervais LLP
Bond Schoeneck & King PLLC

Venable LLP

Franklin & Prokopik PC
Norris McLaughlin
Warner Norcross + Judd LLP
Baker Donelson
McDonald Hopkins LLC
Freeborn & Peters LLP

Baker McKenzie

Schwebel Goetz & Sieben
Pearl Cohen Zedek Latzer Baratz

Goodwin Procter

Stinson Leonard Street LLP
Kegler Brown Hill & Ritter Co LPA
GKG Law PC
Maples Group
Brownstein Hyatt Farber Schreck LLP
Duane Morris LLP
Schwabe Williamson & Wyatt
Jimerson Birr
FisherBroyles LLP
Quarles & Brady LLP
Gordon Rees Scully Mansukhani LLP
Day Pitney LLP
Reinhart Boerner Van Deuren SC

Crowell & Moring LLP
BakerHostetler
Tucker Ellis LLP
Manning Fulton & Skinner PA
Hudson Cook LLP

Arnold & Porter

Miranda & Amado
Gordon Feinblatt LLC
Rinke Noonan Ltd.
Litchfield Cavo LLP
Richards Buell Sutton LLP
Kubicki Draper

Kirkland & Ellis

Whiteford Taylor & Preston LLP
Hahn Loeser & Parks LLP
Bookoff McAndrews PLLC
Morvillo Abramowitz Grand Iason & Anello PC
Smith Gambrell & Russell LLP
Taylor English Duma LLP

Hogan Lovells

Allen & Gooch
Crowe & Dunlevy PC
Keating Muething & Klekamp PLL
Seyfarth Shaw LLP
Smith Currie & Hancock
Stoel Rives LLP
Nolan Johnson Lewis PA

WilmerHale

Frankfurt Kurnit Klein & Selz PC
Robinson & McElwee PLLC
Miles Mediation & Arbitration
Williams & Connolly LLP

Blank Rome LLP

Miles & Stockbridge PC
Blake Cassels & Graydon LLP
Wolf Greenfield & Sacks PC
Womble Bond Dickinson
Lozano Smith LLP

Nixon Peabody

Gunderson Dettmer
Bracewell LLP
Capes Sokol

Stradling Yocca Carlson & Rauth PC
Modrall Sperling Law Firm
Seward & Kissel LLP
Pepper Hamilton LLP

Jenner & Block

Kutak Rock LLP
Weintraub Tobin
Gislason & Hunter
Kramer Levin Naftalis & Frankel LLP
Willms & Shier Environmental Lawyers LLP
De Brauw Blackstone Westbroek
Maslon LLP
Harter Secrest & Emery LLP
Wilkinson Barker Knauer LLP
Jackson Lewis
Lewis Rice LLC
Lenczner Slaght
Pritzker Hageman PA
Stern & Eisenberg
Cairncross & Hempelmann
Akin Gump Strauss Hauer & Feld LLP
Wilson Elser
Best & Krieger LLP
Cohen Seglias Pallas Greenhall
& Furman PC
Thompson Hine LLP
Ricigliano & Fliopei PC
Jones Day

Pillsbury Winthrop Shaw Pittman LLP

Latham & Watkins LLP
Norton Rose Fulbright Canada
Munck Wilson Mandala LLP
Cox & Palmer
Sheppard Mullin

Fox Rothschild LLP

Fish & Richardson PC
Stubbs Alderton & Markiles LLP
Kerr Russell and Weber PLC

Mayer Brown

Eversheds Sutherland (US) LLP
Orrick Herrington & Sutcliffe LLP
Spiegel Sohmer

Norton Rose Fulbright

Bradley Arant Boult Cummings LLP
McNees Wallace & Nurick LLC

Reed Smith LLP

Buchanan Ingersoll & Rooney PC

Troutman Pepper

Miller Nash Graham & Dunn LLP
Fried Frank
Baker Botts
Bennett Jones
Winston & Strawn
Parker Poe

K & L Gates

Jackson Walker

Greenberg Traurig

DLA Piper
Kelley Kronenberg

Davis Polk & Wardwell LLP

Fasken

Step toe & Johnson

Vedder Price
Husch Blackwell

Dechert LLP

McDermott Will & Emery LLP
Neal Gerber & Eisenberg LLP

Ropes & Gray LLP

Snell & Wilmer LLP
Lewis Roca Rothberger Christie LLP

Skadden

McGuireWoods LLP
Adams and Reese LLP
Polisnelli
Barnes & Thornburg
Ogletree Deakins

Sidley Austin

Honigman LLP
Bryan Cave Leighton Paisner LLP
Jones Walker LLP

Perkins Coie LLP

Littler Mendelson PC

SPONSORSHIP OPPORTUNITIES FOR EVERY INVESTMENT NEED

To meet the needs of our diverse group of sponsors and exhibitors, we offer varying levels of commitments for you to consider. Let us help find the right level for your business needs.

Back by Popular Demand!

These turn-key, pre-branded 8x10 kiosks (inclusive of company logo) are all-inclusive and a premium location is guaranteed. With setup and tear down included, all you have to do is show up!

What's included: your organization's logo, two stools, counter space, space for TV monitor (monitor is not included, but will be available for rent) and one 10-amp electrical drop.

	Platinum Partner	Gold Sponsor	Silver Sponsor	Exhibitor Kiosk	Exhibitor Booth Only
INVESTMENT LEVEL	\$27,500	\$17,500	\$12,500	\$6,900	\$4,900
Exhibit Booth Space in LMA Marketplace	10'x20' Corner Booth or 8'x10' Kiosk (option to upgrade for additional price pending requested size)	10'x20' Inline Booth or 8'x10' Kiosk (option to upgrade for additional price pending requested size)	10'x10' Inline Booth or 8'x10' Kiosk (option to upgrade for additional price pending requested size)	8'x10' Pre-built & Branded Kiosk	10'x10' Inline Booth (includes 1 6' table, 2 chairs, ID sign, 8'-high back drape, & 3'-high sidewall drape) – \$200 fee for upgrading to a corner booth vs. the inline
Registration Passes – LMA Marketplace Only	5	4	3	2	2
Registration Passes – Full Event (In addition to the LMA Marketplace passes noted above)	3	2	1		
Specialty Cocktail Station (Monday Evening Reception)	1				
Specialty Snack Break (Tuesday or Wednesday)	1				
Passport to Prizes Participation	•	•			
On-site Conference Recognition on Applicable Signage	•	•	•		
Virtual Event Bag Insert	•	•	•	•	
Logo on the LMA Annual Conference Website	•	•	•		
Company Listing in Mobile App	•	•	•	•	•
Mobile App Push Notification (1)	•				
Logo Recognition in the Pre-Event “Pack Your Bags” Email to Attendees	•	•			
Logo Recognition in the Post-Event Thank You Email to Attendees	•	•			
Pre-Event List of Conference Attendees* (Opt-in attendees; to be provided 2 weeks prior to conference)	•	•	•	•	•
Post-Event List of Conference Attendees* (Opt-in attendees; to be provided within 2 weeks post-conference)	•	•	•	•	•

See the following pages for more specific information about the benefits noted above. *LMA respects the privacy preferences of our attendees. Information for attendees who have not opted in will not be included in the pre-event or post-event lists.

Our team is committed to your success. Contact LMA Director of Sales **Kathy Sveen** via [email](#) to discuss which opportunities may best support your success – or secure your spot today via the [online contract](#).

À LA CARTE SPONSORSHIPS



Amplify your visibility at the 2023 LMA Annual Conference through these additional à la carte sponsorship opportunities.

	Available Quantity	Investment
BRAND VISIBILITY OPPORTUNITIES		
Virtual Bag Insert		\$1,500
Passport to Prizes Participation	20	\$1,950
Mobile App Push Notification	3	\$2,500
Mobile App Rotating Banner	5	\$2,500
Directional Footprints	3	\$4,000
Ribbon Wall Sponsor	1	\$5,000
Branded Stack of 3 Cubes	4	\$10,000 per stack
Conference Lanyards	1	\$10,000
Hand Sanitizer Station	1	\$10,000
Hotel Column Wrap	4	\$12,000
Conference Wi-Fi	1	\$12,500
Digital Marketing Sponsor (Exclusive sponsorship of the conference mobile app and one (1) rotating banner ad)	1	\$13,000
Registration Bags	1	\$15,000
Conference Notebooks	1	\$15,000
Hotel Room Keys	1	\$16,000
Hotel Escalator Branding	1	\$20,000
Post Conference Proceedings Package	1	\$20,000



Sponsorships can increase booth traffic up to **104%!**
Center for Exhibition Industry Research (CEIR)

	Available Quantity	Investment
EXPERIENTIAL OPPORTUNITIES		
Hosted Snack Station (Tuesday Afternoon)	2	\$8,500
Hosted Snack Station (Wednesday Morning)	2	\$8,500
Well-Being Room	1	\$10,000
Well-Being Break: Trail-Mix Snack Station (Tuesday or Wednesday)	2 (One per day)	\$9,000
Coffee Break Stations (Tuesday or Wednesday)	2 (One per day)	\$10,500
Well-Being Break: Daily Infused or Flavored Water Break (Tuesday or Wednesday)	2 (One per day)	\$12,500
MONDAY RECEPTION		
Hosted Specialty Beer Bar	2	\$10,500
Hosted Specialty Wine Bar	2	\$11,500
Hosted Specialty Cocktail Bar	2	\$12,500
TUESDAY EVENING RECEPTION (EXCLUSIVE)		
After Hours Sponsor	1	Price TBD
Regional Winner Reception Marketplace (Options Vary)	5	\$3,000 – \$10,000
KEYNOTE OPPORTUNITIES		
Opening Keynote Introduction	1	\$15,000
Closing Keynote	1	\$12,000

Customize your exposure and engagement opportunities at the 2023 LMA Annual Conference. Contact LMA Director of Sales **Kathy Sveen** via [email](#) to explore opportunities with LMA. You can also access the [2023 contract online](#) today.

LEARN MORE ABOUT AVAILABLE SPONSORSHIPS

Coffee Break Stations (Tuesday or Wednesday)

\$10,500 | 1 AVAILABLE PER DAY

Time for a pick-me-up! Your company logo will be displayed on all signage and napkins at the coffee stations.

Conference Lanyards

\$10,000 | EXCLUSIVE

Keep your logo close to each attendee's heart. Provide your logo, and LMA will print it next to the LMA logo on each and every attendee's registration badge lanyard. Just think of the brand visibility you'll get in photos, videos and on social media.

Conference Wi-Fi

\$12,500 | EXCLUSIVE

Attendees love to be connected at all times, and your company can make this happen! This opportunity will include your company on applicable signage as well as the opportunity to create the password for attendees to log in!

Well-Being Room

\$10,000 | EXCLUSIVE

Help attendees find their inner peace by sponsoring the LMA Well-Being Room. LMA will work with your company to be the exclusive Well-Being sponsor, inclusive of branding and the option to facilitate Well-Being activities (mutually agreed upon by LMA and the sponsor).

Digital Marketing Sponsor

\$13,000 | EXCLUSIVE

Did someone say exposure? Attendees will download the conference mobile app and see your logo and banner ad front and center! Your company will also be included in all applicable promotions and on-site signage.

Directional Footprints

\$4,000 | 3 AVAILABLE

Literally show attendees to "walk this way" straight to your booth! These single-color floor clings will be branded with your logo and lead from the LMA Marketplace entrance directly to your booth.

Hosted Snack Station

(Tuesday)

\$8,500 | 2 AVAILABLE

Allow attendees to follow their nose to your booth! Host a fun snack station during exhibit hall hours, and feed your favorite legal marketers. Pick from a variety of snack choices offered by the hotel. The price includes 300 servings. Snack station availability is limited to two per day.

Hosted Snack Station *(Wednesday)*

\$8,500 | 2 AVAILABLE

Same as the Tuesday offering but for Wednesday morning!

Hosted Specialty Beer Bar *(Monday Reception)*

\$10,500 | 2 AVAILABLE

Cheers to 2023! Host a specialty beer bar station in or near your booth during Monday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.



LEARN MORE ABOUT AVAILABLE SPONSORSHIPS (continued)

Race Of The Regions Challenge

\$10,000 | EXCLUSIVE

Host this private, VIP reception at the Monday Opening Reception for the region with the most attendees at #LMA23, complete with your named specialty cocktail!

Hosted Specialty Cocktail Bar (Monday Reception)

\$12,500 | 2 AVAILABLE

Cheers to 2023! Host a specialty cocktail station in or near your booth during Monday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.

Hosted Specialty Wine Bar (Monday Reception)

\$11,500 | 2 AVAILABLE

Cheers to 2022! Host a wine bar stationed in or near your booth during Monday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.

Hotel Escalator Branding

\$20,000 | EXCLUSIVE

Attendees won't be able to miss your company branding on the escalators that lead to and from the floors within the hotel meeting space.

Hotel Room Keys

\$16,000 | EXCLUSIVE

Unlock the ability to have your company's logo or artwork displayed on each attendee's hotel key card at The Diplomat Beach Resort – our conference hotel. All you provide is the artwork, and we'll handle the rest.

Hand Sanitizer Stations

\$10,000 | EXCLUSIVE

Help LMA attendees stay healthy by providing attendees with hand sanitizer stations throughout the conference area featuring your company's name/logo.

Mobile App Push Notification

\$2,500 | 3 AVAILABLE

Make sure your announcement is by each and every attendee as they use the mobile app – as a traffic driver booth, your website, your product demo presentation... whatever is most impactful for your business.

Notifications are limited by character count and subject to review and approval by the LMA staff.

Mobile App Rotating Banner

\$2,500 | 5 AVAILABLE

Get noticed! Include your company banner within the LMA mobile app – the number one planning and engagement tool for attendees at conference. Your banner will rotate with four other advertisements and will link directly to your company booth profile.



**Ready
to Take the
Next Step?
Access the
2023 Contract.**

LEARN MORE ABOUT AVAILABLE SPONSORSHIPS (continued)

Passport to Prizes Participation

\$1,950 | 20 AVAILABLE

A crowd favorite! Each attendee will receive a passport as they arrive at the conference and are encouraged to stop at your booth to learn more about how your solutions can help their firms – and to collect stamps for their passport. Be ready to provide a prize at a value of \$100-\$500 for the winner, who you will be able to connect with on the final day of conference.

Post Conference Proceedings Package

\$20,000

Knowledge is power! Your company will be the exclusive sponsor of the post conference proceedings, receiving branding recognition in promotional emails and the website. In addition, you will receive the opportunity to include 1 educational video presentation included in the conference proceedings.

Content is subject to review and approval by the LMA staff.

Registration Bags

\$15,000 | EXCLUSIVE

Attendees will carry your logo throughout the conference and beyond on the conference tote bag. Your logo – along with LMA's logo – will be front and center on this conference keepsake. All you'll need to do is provide the logo, and we'll do the rest.

Ribbon Wall Sponsor

\$5,000 | EXCLUSIVE

Show your pride! After getting their registration badge, attendees will grab ribbons for their badges that help describe who they are to the LMA community. Sponsor this wall and receive exclusive branding visibility as well as the opportunity to provide your own ribbon.

Tuesday Evening Reception

\$25,000 | EXCLUSIVE

Help us celebrate! Your logo will be included in all applicable promotions and on on-site signage. This sponsorship also includes a customizable cocktail that will be served throughout the reception.

Virtual Bag Insert

\$1,500

Make sure your one-page flyer or brochure is seen by attendees in this special section of the mobile app. What used to be printed will now be available at the touch of an icon throughout the conference.

Well-Being Break: Trail Mix Snack Station (Tuesday or Wednesday)

\$9,000 | 1 AVAILABLE PER DAY

Allow attendees to grab a healthy treat by hosting a trail mix station during Marketplace hours at or near your booth. The price includes 300 servings, pre-made and packaged by the hotel. The Trail-Mix Snack Station availability is limited to one per day.

Well-Being Break: Daily Infused or Flavored Water Break (Tuesday or Wednesday)

\$12,500 | 1 AVAILABLE PER DAY

Hydration is key! Allow attendees to grab a refreshing glass of flavored or infused water. Host a flavored or infused water station during Marketplace hours at or near your booth. The price includes 300 servings and is limited to one sponsor per day.



Do you have questions about certain sponsorship items and want more information? Have a wish-list item you would like to sponsor, but don't currently see listed? **Reach out to Kathy.** We can work with you on options, including potentially custom programs that best fit your needs.

READY TO TAKE THE NEXT STEP?

*Access the 2023 LMA Annual Conference
Exhibitor and Sponsor Contract*

Interested in a custom sponsorship or want to discuss sponsoring something not listed?

Contact LMA Director of Sales **Kathy Sveen** via [email](#) to explore opportunities with LMA.