



Tulsa
Chapter

*Your connection
to knowledge, resources and networking*

2011 TULSA LEGAL EXPO

**Sponsored by the Tulsa Chapter
of the Association of Legal Administrators**

Business Partners

Administrators

SUCCESS!!



BRACKET YOUR SUCCESS

Thursday, March 24, 2011, 3:00—6:30 p.m.
Tulsa County Bar Association



ALA Tulsa 2011 Legal Expo

Take a break from the *Madness of March* and join us for the **ALA Tulsa 2011 Legal Expo**
Thursday, March 24, 2011, from 3:00—6:30 p.m.
at the Tulsa County Bar Association, 1446 S. Boston

Those you may expect to see there will include administrators, managing partners, other lawyers, legal assistants and legal secretaries. This venue will provide you with a SLAM DUNK opportunity to showcase your company's products and services and to engage in face-to-face marketing with your existing and potential customers. To encourage participation by these existing and potential customers of yours, we do not charge an admission fee to attendees; in fact, we even offer prizes for being there!!

Opportunities For Business Partners

- ▶ Reserve your booth NOW for the **2011 ALA Tulsa Legal Expo**. Sponsorship includes admission for your representatives, a skirted table, two chairs, complimentary advertisement in the **ALA Tulsa 2011 Legal Expo Directory** PLUS advertising prior to the event giving you even further exposure to the Tulsa legal community. This is a great opportunity to “brand” your company name into the minds of the legal community’s buying decision makers!

DON'T FOUL OUT!!

Each registration level will increase by \$75 after March 15, 2011
Space is limited!!

- ▶ Increase your company’s exposure to members of the Tulsa Chapter Association of Legal Administrators. Elsewhere in this brochure, refer to the particulars of the **2011 Business Partner Sponsorship Program**. It brings a variety of opportunities, including complimentary ads in *The Legal Pad*, the chapter’s bi-monthly newsletter; your company’s information posted on the chapter’s website; plus the possible opportunity for attendance at the chapter’s various educational events and projects.
- ▶ Donate a door prize if you like. Attendees have fun vying for the door prizes awarded throughout the Expo. If you would like to donate goods or services, please describe your donation on the enclosed **2011 Registration Application**.



**THE TULSA CHAPTER OF THE
ASSOCIATION OF LEGAL ADMINISTRATORS**

**2011 BUSINESS PARTNER SPONSORSHIP PROGRAM
DEFINITIONS**

Sponsorship Term

The term for the 2011 Business Partner Sponsorship Program is **April 2011 through March 2012**.

Tulsa Legal Expo Booth

Booth locations will be assigned on a first-come, first-serve basis determined by the date your sponsorship registration (**including full payment**) is received. Booth sizes and the number of business partner representatives authorized to attend the event will vary based on your sponsorship level.

Membership Lists

Membership lists are copyrighted by ALA Tulsa and cannot be reproduced or shared in any manner without the prior written consent of ALA Tulsa's Executive Board of Directors.

Honored Guest(s) at One Monthly ALA Tulsa Luncheon Meeting

Based on your sponsorship level, you may have the opportunity to send a representative to a monthly chapter member luncheon meeting during the Sponsorship Term. The representative will have up to five (5) minutes to address the attending members. At that meeting, you may distribute brochures, marketing materials, etc. to the members. Table signage, if any, may be located in the meeting room but not on the member tables. If your sponsorship level qualifies for this benefit, you may call for more information.

Honored Guest(s) at ALA Educational Teleseminar Event

Based on your sponsorship level, you may have the opportunity to send a representative to an educational teleseminar event during the Sponsorship Term. At that meeting, you may distribute brochures, marketing materials, etc. to the chapter members. Table signage, if any, may be located in the meeting room but not on the member tables. If your sponsorship level qualifies for this benefit, you may call for more information.

Logo to Appear on Home Page of ALA Tulsa's Website

The eligible business partners' logos, up to but no more than 2" in width and 3.25" in height, will appear at www.alatulsa.org on the home page plus other select pages of the website during the Sponsorship Term. Select pages will be determined by the ALA Tulsa webmaster. Logo images should be submitted to the chapter's webmaster in actual size and in 300 dpi or greater resolution.

**Logo, Contact Information and/or Website Hyperlink
in Business Partners section of ALA Tulsa's Website**

Logo - The eligible business partners' logos, up to 1.5" x 2", will appear in the Business Partners section of the ALA Tulsa website during the Sponsorship Term. Logo images should be submitted to the chapter's webmaster in actual size and in 300 dpi or greater resolution.

Contact Information – The eligible business partners' information will be listed on the ALA Tulsa website in order by Sponsorship Level (sorted alphabetically) and will include the business partner company name, a contact name, address, telephone number and e-mail address.

Website Hyperlink – The eligible business partners' website addresses will be hyperlinked to those business partner companies' websites.

Complimentary Advertisement in *The Legal Pad*

The eligible business partners' complimentary ad will be included in one or more issues of *The Legal Pad*. The size of the advertisement and the number of issues is determined by your level of sponsorship. The ad may include the business partner's logo and a brief description of the service or product(s) available. ALA Tulsa's newsletter editor determines the ad publication schedule.

REGISTRATION FORM ON THE REVERSE OF THIS PAGE



Tulsa Chapter

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ALA Tulsa 2011 Legal Expo Registration Application (to be submitted with full payment)



Company Name: _____

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Sponsorship Options (Check all that apply):

My company would like to apply for the following sponsorship level. **Sponsorships are accepted, subject to availability, based on the date your completed application and payment are received.**

NATIONAL CHAMPS (GREEN COUNTRY) \$1,500.00 \$ _____
(Premier – only 2 sponsorships available)

FINAL 4 (FRONTIER COUNTRY) \$1,000.00 \$ _____
(Limited – 8 sponsorships available)

ELITE 8 (GREAT PLAINS) \$500.00 \$ _____

SWEET 16 (KIAMICHI COUNTRY) \$250.00 \$ _____

2nd ROUND (LAKE & TRAIL) \$ _____
(financial gift of \$100 - \$249 OR in-kind product/service)

TOTAL ENCLOSED \$ _____

Door Prize

Please indicate if you plan to donate a door prize or other give-away. YES ____ NO ____



Payment: For Application consideration, payment in full, or indication of the level of in-kind sponsorship, must be enclosed with the Application. Please make your check payable to:

ALA Tulsa
c/o Mary Chastain, Sneed Lang Herrold
One West Third St., Suite 1700, Tulsa, OK, 74103-3522
918-583-3145

Deadline: In order to receive name recognition (and complimentary advertisement) in the Expo Directory, the deadline for receiving this Application and full payment is March 15, 2011.

Information: Contact Judy Anderson at 918.494.3770 or janderson@riddlewimbish.com
Or Anne Turner at 918.584.1600 or aturner@barrowgrimm.com

Tulsa Chapter of the Association of Legal Administrators 2011 Business Partner Sponsorship Program

	 	\$1,500 (Max -2) <i>NATIONAL CHAMPS - Green Country</i>	\$1,000 (Max - 8) <i>FINAL 4 - Frontier Country</i>	\$500 <i>ELITE 8 - Great Plains</i>	\$250 <i>SWEET 16 - Kiamichi</i>	In-Kind Donation <i>2nd ROUND - Lake & Trail</i>
E X P O	Recognition as <i>National Champ</i> Green Country Partner	X				
	Recognition as <i>Final 4</i> Frontier Country Partner		X			
	Premier booth location and size (10'x6')	X				
	Premium booth location and size (8'x6')		X			
	Standard Booth (6' x 6')			X		
	One complimentary ad plus contact information in printed Expo Directory	Full	½	¼		
	Contact information plus 2" x 1½" logo in printed Expo Directory				X	X
	ALA Tulsa Membership List	X	X			
	Up to 4 Business Partner Representatives Present at Event	X				
Up to 3 Business Partner Representatives Present at Event		X				
Up to 2 Business Partner Representatives Present at Event			X			
N E W S L E T T E R	One complimentary advertisement in one issue	Full	½	¼		
	One complimentary business card size ad in all six issues	X				
	One complimentary business card size ad in November/December issue		X			
	Complimentary one-year subscription	X	X	X	X	
	Headline listing on "Thank-You Vendors" page in each issue	X				
	Bolded listing on "Thank-You Vendors" page in each issue		X	X		
	Listing on "Thank-You Vendors" page in each issue				X	X
W E B S I T E	Logo, contact info, hyperlink to your company's website on ALA Tulsa's home + select pa	X				
	Logo, contact info and website hyperlink in ALA Tulsa's Business Partners section	X	X			
	Contact info in Business Partners section			X	X	X
G E N E R A L	Opportunity for a representative to attend one monthly meeting & make brief remarks	X	X			
	Recognition as contributor to ALA Tulsa's educational fund	X	X	X	X	X
	Invitation to assist ALA Tulsa in Community Outreach Projects	X	X	X	X	X
	Invitation to Business Partner Appreciation Reception	X	X	X		

ALA TULSA
2011 BUSINESS PARTNER SPONSORSHIP PROGRAM
SPACE IS LIMITED—RESERVE YOUR BOOTH NOW!

NATIONAL CHAMPIONS

(GREEN COUNTRY PARTNER)

\$1,500 – 2 Sponsorships Available

Tulsa Legal Expo:

- Recognition as a *National Champ Green Country Partner*
- Premier 10'x6' booth location
- Up to 4 representatives present at event
- One complimentary ad (full page) in printed Business Partner Expo Directory to be distributed to all attendees
- A copy of ALA Tulsa's membership directory (see restrictions on *Definitions* page)

The Legal Pad:

- One complimentary ad (full page) in one issue
- One business card sized ad in all 6 issues
- One-year complimentary subscription
- Headline listing on "Thank-You Vendors" page in all 6 issues

Chapter Website:

- Logo, contact information and hyperlink to your company website on the home page and other select pages of ALA Tulsa's website with recognition as a *National Champ Green Country Partner*
- Logo, contact information and hyperlink to your company website in Business Partners section of the ALA Tulsa website with recognition as a *National Champ Green Country Partner*

Monthly ALA Tulsa Chapter Luncheon Meetings:

- An opportunity for 2 representatives to attend one monthly meeting and make brief remarks (up to 5 minutes)

Other Benefits:

- Recognition as contributor to ALA Tulsa's educational fund
- Invitation to assist in ALA Tulsa Community Outreach projects
- Invitation to Business Partner Appreciation Reception

ELITE 8

(GREAT PLAINS PARTNER)

\$500 – Unlimited Sponsorships Available

Tulsa Legal Expo:

- Standard booth (6' x 6')
- Up to 2 representatives present at event
- One complimentary ad (1/4 page) in printed Business Partner Expo Directory to be distributed to all attendees

The Legal Pad:

- One complimentary ad (1/4 page) in one issue
- One-year complimentary subscription
- Listing on "Thank-You Vendors" page in all 6 issues

Chapter Website:

- Contact information in Business Partners section of the ALA Tulsa website

Other Benefits:

- Recognition as contributor to ALA Tulsa's educational fund
- Invitation to assist in ALA Tulsa Community Outreach Projects
- Invitation to Business Partner Reception

FINAL 4

(FRONTIER COUNTRY PARTNER)

\$1,000 – 8 Sponsorships Available

Tulsa Legal Expo:

- Recognition as a *Final 4 Frontier Country Partner*
- Premium 8'x6' booth location
- Up to 3 representatives present at event
- One complimentary ad (1/2 page) in printed Business Partner Expo Directory to be distributed to all attendees
- A copy of ALA Tulsa's membership directory (see restrictions on *Definitions* page)

The Legal Pad:

- One complimentary ad (1/2 page) in one issue
- One business card sized ad in November/December issue
- One-year complimentary subscription
- Bold listing on "Thank-You Vendors" page in all 6 issues

Chapter Website:

- Logo, contact information and hyperlink to your company website in Business Partners section of ALA Tulsa's website with recognition as a *Final 4 Frontier Country Partner*

Monthly ALA Tulsa Chapter Luncheon Meetings:

- An opportunity for 1 representative to attend one monthly meeting and make brief remarks (up to 5 minutes)

Other Benefits:

- Recognition as contributor to ALA Tulsa's educational fund
- Invitation to assist in ALA Tulsa Community Outreach projects
- Invitation to Business Partner Appreciation Reception

SWEET 16

(KIAMICHI PARTNER)

\$250 Level – Unlimited Sponsorships Available

Tulsa Legal Expo:

- Contact information and 2" x 1½" logo in printed Business Partner Expo Directory to be distributed to all attendees

The Legal Pad:

- One-year complimentary subscription
- Listing on "Thank-You Vendors" page in all 6 issues

Chapter Website:

- Contact information in Business Partners section of the ALA Tulsa website

Other Benefits:

- Recognition as contributor to ALA Tulsa's educational fund

2nd ROUND

(LAKE & TRAIL PARTNER)

CASH OR IN-KIND DONATION

Tulsa Legal Expo:

- Contact information and 2" x 1½" logo in printed Business Partner Expo Directory to be distributed to all attendees

The Legal Pad:

- Listing on "Thank-You Vendors" page in all 6 issues

Chapter Website:

- Contact information in Business Partners section of ALA Tulsa website

Other Benefits

- Recognition as contributor to ALA Tulsa's Educational Fund