

**New Partner and In-House Counsel Conference
Sponsorship Prospectus**

<p>New Partner and In-House Counsel Conference</p> <p>February 25-26, 2011 Four Seasons Hotel Philadelphia, PA</p> <p>ABA Young Lawyers Division www.abanet.org/yld/newpartner</p>	<p>ABA Law Firm Marketing Strategies Conference</p> <p>November 8-9, 2011 Four Seasons Hotel Philadelphia, PA</p> <p>ABA Law Practice Management Section www.lawpractice.org/marketingconference</p>
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Joint Sponsorship Opportunity

New Partner and In-House Counsel Conference	ABA Law Firm Marketing Strategies Conference
Joint Conference Sponsor (\$10,000)	
<ul style="list-style-type: none"> ◆ Designate company as a sponsor of the conference ◆ Organization logo featured in pre-conference advertising in: <ul style="list-style-type: none"> ◆ Division monthly e-bulletin– sent to approximately 40,000 subscribers ◆ Promotional e-mail messages – sent to ABA and non-ABA members ◆ Verbal recognition during the Conference Chair’s Welcome Address ◆ Full page ad in the conference Program Guide ◆ A company brochure and/or promotional item included in registration packets ◆ Company logo and link placed on the conference Web site ◆ Two complimentary full conference registrations ◆ Recognition in printed marketing materials and event signage ◆ Table display for company brochure and other promotional items 	<ul style="list-style-type: none"> ◆ Designate company as a sponsor of the conference ◆ Organization logo featured in pre-conference advertising in: <ul style="list-style-type: none"> ◆ <i>Law Practice</i> magazine – sent to approximately 12,000 subscribers ◆ <i>Law Practice Today</i> monthly webzine – sent to approximately 20,000 subscribers ◆ Promotional e-mail messages – sent to ABA and non-ABA members ◆ Verbal recognition during the Conference Chair’s Welcome Address ◆ Full page ad in the conference Program Guide ◆ A company brochure and/or promotional item included in registration packets ◆ Company logo and link placed on the conference Web site ◆ Four complimentary full conference registrants ◆ Recognition in printed marketing materials and event signage ◆ Table display for company brochure and other promotional items

Individual Sponsorship Opportunities

New Partner and In-House Counsel Conference: Friday and Saturday Breakfast Contributor (\$2,500)

- ◆ Designate sponsor of the Friday and Saturday Breakfasts– attended by approximately 125 conference registrants
- ◆ Company logo and link placed on the conference Web site
- ◆ One complimentary full conference registration
- ◆ Recognition in printed marketing materials and event signage
- ◆ Table display in breakfast space

New Partner and In-House Counsel Conference: Friday Reception Contributor (\$2,500)

- ◆ Designate sponsor of the Friday Reception – attended by approximately 125 conference registrants
- ◆ Verbal recognition during the Reception
- ◆ Company logo and link placed on the conference Web site
- ◆ One complimentary full conference registration
- ◆ Recognition in printed marketing materials and event signage
- ◆ Table display in reception space

New Partner and In-House Counsel Conference: Friday and Saturday Lunch Contributor (\$2,500)

- ◆ Designate sponsor of the Friday Lunch – attended by approximately 125 conference registrants
- ◆ Verbal recognition during the Lunch
- ◆ Company logo and link placed on the conference Web site
- ◆ One complimentary full conference registration
- ◆ Recognition in printed marketing materials and event signage
- ◆ Table display in Lunch space

New Partner and In-House Counsel Conference: Thursday Hospitality Suite Supporter (\$1,500)

- ◆ Designate sponsor of the Thursday Hospitality Suite – visited by approximately 25-75 conference registrants
- ◆ Company logo and link placed on the conference Web site
- ◆ Recognition in printed marketing materials and event signage
- ◆ Table display in Hospitality Suite

**About the
ABA Young Lawyers Division**

The American Bar Association Young Lawyers Division (ABA YLD) is the home for young lawyers. With over 150,000 members and 300 affiliated groups, the ABA YLD is the largest young lawyer organization in the world. The Division is committed to assuring it is best able to represent the newest members of the profession, ensuring that it reflects the society it serves, providing young lawyers and young lawyer organizations with the tools and opportunities for professional and personal success.

**About the
New Partner and In-House Counsel Conference**

The American Bar Association is pleased to present the first educational conference fully dedicated to the needs of new law firm partners and in-house counsel. Presented by the ABA YLD, this program fills a need in providing attorneys--regardless of firm size or practice area--the tools necessary to further develop successful careers.

**About the
ABA Law Practice Management Section**

LPM has a unique role in the American Bar Association because its resources are targeted to every practicing attorney and legal professional, regardless of practice area. Membership in LPM offers access to innovative and practical information about the *business* of practicing law. LPM provides resources in the four core areas of marketing, management, technology and finance in order to help legal professionals better serve clients, achieve their career goals and strike a balance between their personal and professional lives.

**About the
ABA Law Firm Marketing Strategies Conference**

Realizing the need to market a law firm amongst increasing competition, LPM created a one-of-a-kind conference focused on building your brand and strategies to obtain business. Returning to Philadelphia, the third biannual ABA Law Firm Marketing Strategies Conference will discuss and evaluate the strengths and weaknesses to law firm marketing and ensure your practice thrives in the years to come.

Contact Information

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