



LMA SOUTHEAST REGION ANNUAL CONFERENCE

PARTNERSHIP OPPORTUNITIES

Birmingham, Alabama

September 25-27, 2019

lmaseconference.com

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The LMA Southeast Region will hold its annual conference on September 25-27, 2019 in Birmingham, Alabama.

This year's venue is the Westin Birmingham - close to a variety of restaurants, shops and more.

The value of sponsoring the Regional Conference is the access to over 500 members across our nine-state region. The conference typically attracts more than 200 attendees.

We are proud to offer a variety of sponsorship opportunities ideal for creating name / brand recognition, speaking in front of attendees or spending quality time with your prospects.



For more information, contact:
Shannon Lanier
LMASE Director of Sponsorships
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MORE ABOUT BIRMINGHAM

Founded in 1871 at the crossing of two railroad lines, Birmingham blossomed through the early 1900s, growing so rapidly that people said it was “just like magic,” earning the new town the name “The Magic City.”

With a metropolitan population of nearly a million people, Birmingham is the largest city in Alabama.

The city is home to “the Oscars of dining,” with James Beard Foundation award winners and nominees.

The city's Civil Rights District is designated as a National Park Monument.

Vulcan, the mythical god of metalworking, is the largest cast iron statue in the world and is second in size only to the Statue of Liberty. The statue sits high atop Red Mountain as a symbol of Birmingham's birth in the iron and steel industry.

PLATINUM LEVEL OPPORTUNITIES

Keynote Speaker \$5,500

Opportunity to speak briefly about your company and introduce keynote speaker at the opening general session.

Welcome Reception Sponsor \$4,500

Opportunity to greet attendees and speak briefly about your company at the Welcome Reception on Wednesday night.

Luncheon/Your Honor Awards Sponsor \$4,500

Opportunity to speak briefly about your company during the Your Honor Awards luncheon & presentation and assist with presenting awards to recipients on stage.

Cocktails Around Town \$3,500 – **TWO LEFT!**

“Cocktails Around Town” is an attendee and sponsor favorite! Sponsors host a two-hour, private reception allowing for quality networking time and ultimately add additional value to the sponsor. Each reception will include cocktails and heavy hors d’oeuvres at one of Birmingham’s hottest restaurants. Sponsors can target specific conference attendees to invite to their reception and have the opportunity to welcome the group and provide a brief overview of their company and service offerings. Location selection and logistics will be coordinated by the LMASE Regional Board and the conference planning committee.

Pre-Conference Workshop Sponsor \$3,500

Opportunity to welcome everyone and speak briefly about your company at one of the Pre-Conference Workshops of your choosing (session selections are first come, first served).

LMASE Cares \$3,500

Help the LMA Southeast Region make a difference! Our region will participate in a service project to benefit a regional organization in the Southeast footprint during the conference. Your company name/logo will be included on all promotion for our LMASE Cares project and will have an opportunity at the conference to speak briefly about the project.



PLATINUM BENEFITS

- Registration for up to two attendees
- Full page ad in program guide
- Company logo on conference materials published before, during and after the event
- Company logo on all communications pre/post-event (2 websites, newsletter and e-mail blasts)
- Attendee list and contact information for all conference attendees before and after the conference
- One six-foot table for displaying promotional materials during the entire event
- Opportunity to contribute raffle prize for our closing session (required of sponsors)
- Distribute promotional materials or gifts, if you desire (in conference bag)



GOLD OPPORTUNITIES

- **Breakfast Sponsor \$3,000 – (2 available)** Choose from breakfast on Thursday or Friday, or sponsor both for \$5,500.
- ~~Name Badge Sponsor \$3,000 – Branded logo on all attendee name badges. **SOLD**~~
- **Coffee Break Sponsor \$2,500 – (2 available)** Choose from coffee breaks on Thursday morning, Thursday afternoon or Friday morning. Sponsor 2 - \$4,500 or 3 - \$6,500.
- ~~Conference Scholarship \$2,500 – LMASE awards one conference scholarship to a legal marketer. Sponsor will receive recognition on all scholarship communication. **SOLD**~~
- **Exhibitor Sponsor \$2,300 –** Six-foot table in exhibitor area during conference. Networking breaks will be held in exhibitor area, including time between sessions and meals.
- **Conference Bag Sponsor \$3,000 –** Logo placed on conference bags.
- **Hotel Key Sponsor \$2,500 –** Logo placed on hotel keys.
- ~~Wi-Fi Sponsor, \$2,500 – Access provider for Wi-Fi. **SOLD**~~

GOLD BENEFITS

- Registration for one attendee
- Half page ad in program guide
- Company name and logo on conference materials published before, during and after the event
- Company name and logo on all communications pre/post-event (2 websites, newsletter and e-mail blasts)
- Attendee list and contact information for all conference attendees
- Distribute promotional materials or gifts, if you desire (within registration bag)
- Opportunity to contribute Raffle prize for our closing session (required of sponsors)

SILVER OPPORTUNITIES

- **Apple Watch Giveaway Sponsor \$1,500**
- ~~Water Bottle/Cup Sponsor \$1,000 (Price does not include the cost of promotional items) **SOLD**~~
- ~~Notebook Sponsor \$1,000 – **SOLD**~~
- **Conference Supporter \$1,000**

SILVER BENEFITS

- Company name and logo on conference materials published before, during and after the event.
- Company name and logo on all communications pre/post-event (2 websites, newsletter and e-mail blasts).
- Distribute promotional materials or gifts, if you desire (within conference bag).
- Opportunity to contribute Raffle prize for our closing session (required of sponsors)

IN KIND EVENT PARTNERS

LMASE is in need of In Kind Event Partners. Benefits will be determined based on the value of the services provided.

- ~~Creative / Digital **SOLD**~~
- ~~Print Collateral **SOLD**~~
 - Conference signage
 - Videography
 - Photography