



**LMA SOUTHEAST REGION
ANNUAL CONFERENCE**
PARTNERSHIP OPPORTUNITIES

Louisville, Kentucky

September 16-18, 2020

lmaseconference.com

The LMA Southeast Region will hold its annual conference on September 16-18, 2020 in Louisville, KY.

This year's venue is the Omni Louisville - 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:
Katie Holcombe
LMASE Director of Sponsorships
812.227.2270
kholcombe@shumaker.com



MORE ABOUT LOUISVILLE

Named after King Louis XVI of France in appreciation for his assistance during the Revolutionary War, Louisville was founded in 1778 by George Rogers Clark, making it one of the oldest cities west of the Appalachians.

Louisville is the largest city in Kentucky and the 27th most populous city in the United States.

Disco balls reign. In fact, 90% of the disco balls in the USA are produced in Louisville.

There is a replica of Babe Ruth's baseball bat in downtown Louisville. The bat is made of steel and weighs 68,000 pounds and stands 120 feet tall.

The Kentucky Derby is much more than a one day affair. The launch of Derby season each year brings people from all over to the Ohio River for Thunder Over Louisville, a pyrotechnic display involving 60 tons of firework shells. It is the largest annual pyrotechnics show in the country.

PRESENTING LEVEL OPPORTUNITIES

Keynote Speaker \$6,000

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

Welcome Reception Sponsor \$5,000

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

****Presenting Level Sponsors will receive registration for two attendees***



PLATINUM LEVEL OPPORTUNITIES

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 \$4,500

“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.

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
- Print Collateral
- Conference signage
- Videography
- Photography

PLATINUM BENEFITS

- Registration for one attendee
- 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 \$3,500** – Branded logo on all attendee name badges.
- **Coffee Break Sponsor \$2,500 – (2 available)** Choose from coffee breaks on Thursday morning, Thursday afternoon or Friday morning. Sponsor 2 - \$4,500
- **Conference Scholarship \$2,500** – LMASE awards one conference scholarship to a legal marketer. Sponsor will receive recognition on all scholarship communication.
- **Hotel Key Sponsor* \$2,500** – Logo placed on hotel keys.
- **Wi-Fi Sponsor, \$3,000** – Access provider for Wi-Fi.
- **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.

GOLD BENEFITS

- 25% Discount off registration for one attendee
- Half page ad in program guide
- One six-foot table for displaying promotional materials during the entire event
- 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

- **Exhibitor Sponsor \$1,500** – Six-foot table in exhibitor area during conference. Networking breaks will be held in exhibitor area, including time between sessions and meals.
- **Water Bottle/Cup Sponsor* \$1,000** (Price does not include the cost of promotional items)
- **Conference Bag Sponsor* \$1,000** – Logo placed on conference bags.
- **Notebook Sponsor* \$1,000**
- **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)

**Sponsors are responsible for providing all materials*