



**CENTRAL FLORIDA CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS**

September 29, 2011

Dear CFCALA Partners and Supporters:

Through the years, the Central Florida Chapter of the Association of Legal Administrators (“CFCALA”) has been fortunate to enjoy the support of local, regional and national business partners. This support has allowed the Chapter to be able to accomplish our mission of providing educational programs and resources for our Chapter members. Once again, CFCALA extends to you a special invitation to partner with us to help ensure our mutual success.

As always, it is important to focus on those marketing opportunities that provide real value in building and maintaining your business. Toward that end, we have a robust program, offering opportunities to reach out to potential new clients and customers and extended occasions to develop stronger relationships with existing clients. Throughout the year, we will be inviting Silver, Gold, Platinum and Titanium partners to join us at regular meetings and at social events. In addition, by expanding our Expo invitation list to include administrators and managing partners from non-member firms, our hope is to give you exposure to a broader marketing base and to inform more law firms about the benefits of ALA membership. This is a win-win for all of us!

We plan to take the same approach this year in combining our Business Partner Expo with our Annual Educational Conference. Last year’s event was very successful and mutually beneficial. Business Partners will have increased opportunities to connect with our Chapter Members and can also take advantage of the educational opportunities that day. You are also invited to stay for our Chapter Cocktail Reception beginning at 4:45 p.m. In addition to participation in the Expo, we offer opportunities to sponsor and attend a variety of events through different sponsorship levels and through our ala carte offerings. Whatever your marketing budget, we’re sure you will find a level that meets your marketing goals within the legal community.

Included in this package you will find a detailed listing of the 2012 Business Partner Opportunities, along with a registration form. If you are interested in participating in our Business partnering program, your completed registration form and appropriate payment should be postmarked by January 16, 2012. Platinum, Gold, Holiday Luncheon and Community Challenge Sponsorships are offered on a first come, first served basis. This year, we are also offering incentives for *Early Bird Registration*. Please note that the Chapter does not publish a printed member directory, and access to our membership directory is provided only to Business Partners who purchase a Sponsorship package (Bronze through Titanium).

Please contact one of the Business Partner liaisons listed below if you have any questions about the Central Florida Chapter ALA’s 2012 Business Partner Sponsorship Opportunities. We look forward to strengthening our partnership in 2012!

Sincerely,

Susan Ruberti
President, CFCALA
Phone: (407) 418-6222
Email: sue.ruberti@lowndes-law.com

Rejeana Barth
Co-Chair, Business Partner Committee
Phone: (407) 835-6936
Email: rbarth@shutts.com

Debbie Eubanks
Co-Chair, Business Partner Committee
Phone: (407) 428-5153
Email: deubanks@deanmead.com



**CENTRAL FLORIDA CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS**

Early Bird Discount!

Get a 5% Early Bird Discount on your sponsorship!
Send in your 2012 registration form and your check for the full
Early Bird sponsorship amount made payable to
Central Florida Chapter ALA by December 31, 2011.

Early Bird Discount available on these sponsorship levels only:

- Titanium: Regularly \$7,500, with Early Bird = \$7,125
- Platinum: Regularly \$5,000, with Early Bird = \$4,750
- Gold: Regularly \$3,000, with Early Bird = \$2,850
- Silver: Regularly \$2,000, with Early Bird = \$1,750
- Bronze: Regularly \$1,000, with Early Bird = \$950

In this economy,
we wanted to find another way to say
THANK YOU for partnering with us!

**CENTRAL FLORIDA CHAPTER
ASSOCIATION OF LEGAL ADMINISTRATORS**

2012
Business Partner Expo
and Educational Conference

Business Partner Registration Form

Event: Central Florida ALA Business Partner Expo and Educational Conference
Date: Friday, March 9th, 2012
Time: 8:30 am – 6:00 pm
Location: Hilton Orlando/Altamonte Springs
350 S. Northlake Blvd., Altamonte Springs, FL 32701

Company: _____

Contact information: _____

Name of Representative(s): _____

Electrical Outlet required? Yes No

Phone line required? (First come, first served) Yes No
Wireless internet will be provided

Will you provide a door prize? Yes No

If so, what will you provide? _____

Please email or fax form to: Rejeana Barth at rbarth@shutts.com (407) 849-7236.



CENTRAL FLORIDA CHAPTER ASSOCIATION OF LEGAL ADMINISTRATORS

2012 Business Partner Registration Form

Contact Name: _____

Company Name: _____

Industry: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Please select one of the following sponsorship levels:

Packages

- Titanium \$7,500 (limit 1)
- Platinum \$5,000 (limit 2)
- Gold \$3,000 (limit 4)
- Silver \$2,000 (unlimited)
- Bronze \$1,000 (unlimited)

Ala Carte

- Business Partner Expo Booth only -- \$550 (space permitting)
- Holiday Luncheon Sponsor-- \$500 (limit 2 – must also be booth or package sponsor)
- Website Presence -- \$250 (unlimited)
- Survey Sponsor -- \$500 (limit 1 - may combine with package)
- Community Challenge Sponsor -- \$500 (limit 4 – may combine with package)
- Brochure Sponsor -- \$500 (limit 1 - may combine with package)
- PLMW Sponsor -- \$500 (limit 1 – may combine with package)
- Luncheon Sponsor -- \$500 (space permitting)
- Social Happy Hour -- \$200 (space permitting)

Please return completed registration form and your check made payable to Central Florida Chapter ALA by January 15, 2012. We are now accepting credit card payments! If interested, please call for additional details.

Mail payments to:

Rejeana Barth
Co-Chairperson, Vendor Relations Committee
(407) 835-6936
Shutts & Bowen LLP
300 South Orange Avenue
Suite 1000
Orlando, FL 32801
rbarth@shutts.com



*A Chapter of the
Association of Legal Administrators*

2012

Business Partner Program

**Central Florida Chapter
Association of Legal Administrators, Inc.**

2012 Business Partner Opportunities

TITANIUM - \$7,500 (limit 1)

- Exclusive sponsor of our two (2) \$1,000 College Scholarships to be given to two (2) graduating high school students or college students still attending college;
- Premium location at Expo - larger exhibit booth, invitation to Expo Member Luncheon and Cocktail Reception that evening;
- Welcome Booth at Business Partner Expo;
- Opportunity to display banner and introduce company at Business Partner Expo luncheon;
- Premium listing in Business Partner Directory distributed to all Business Partner Expo attendees;
- Special recognition on signage at Business Partner Expo and regular monthly Chapter Events;
- Invitation to Business Partner Appreciation Event (up to 4 representatives);
- Exclusive sponsor of one regular members' luncheon - includes lunch (2 representatives) and opportunity to introduce company;
- Exclusive sponsor at our annual scholarship presentation luncheon;
- Premier placement of logo on the home page of Chapter website with link to business partner website;
- Listing in Business Partner Directory on Chapter website with logo and link to company;
- Member Directory sent via email;
- Right of first refusal for 2013 Titanium Sponsorship;
- Membership on the Vendor Relations Committee as a Business Partner Liaison (1 representative).

PLATINUM - \$5,000 (limit 2)

- Exclusive sponsors of our Managing Partners Event;
- Premium location at Expo - larger exhibit booth, invitation to Expo Member Luncheon and Cocktail Reception that evening;
- Opportunity to display banner and introduce company at Business Partner Expo luncheon;
- Premium listing in Business Partner Directory distributed to all Business Partner Expo attendees;
- Special recognition on signage at Business Partner Expo and regular monthly Chapter Events;
- Invitation to Business Partner Appreciation Event (up to 4 representatives);
- Exclusive sponsor of one regular members' luncheon - includes lunch (2 representatives) and opportunity to introduce company;
- Logo placed on home page of Chapter website with link to business partner website;
- Listing in Business Partner Directory on Chapter website with logo and link to company;
- Member Directory sent via email;
- Membership on the Vendor Relations Committee as a Business Partner Liaison (1 representative).

GOLD - \$3,000 (limit 4)

- Featured sponsors of the annual Community Challenge event;
- Choice Expo location - larger exhibit booth, invitation to Expo Member Luncheon and Cocktail Reception that evening;
- Premium listing in Business Partner Directory distributed to Business Partner Expo attendees;
- Special recognition on signage at Business Partner Expo;
- Invitation to Business Partner Appreciation Event (up to 3 representatives);
- Sponsor of one regular members luncheon - includes lunch (2 representatives) and opportunity to introduce company;
- Listing in Business Partner Directory on Chapter website with logo and link to company;
- Member Directory sent via email.

SILVER - \$2,000 (unlimited)

- Booth at Business Partner Expo, invitation to Expo Member Luncheon and Cocktail Reception that evening;
- Listing in Business Partner Directory distributed to Business Partner Expo attendees;
- Special recognition on signage at Business Partner Expo;
- Scholarship sponsor for member to attend 2012 Regional Conference or other ALA educational event;
- Invitation to Business Partner Appreciation Event (up to 2 representatives);
- Listing in Business Partner Directory on Chapter website with logo and link to company;
- Member Directory sent via email.

BRONZE - \$1,000 (unlimited)

- Booth at Business Partner Expo, invitation to Expo Member Luncheon and Cocktail Reception that evening;
- Listing in Business Partner Directory distributed to Business Partner Expo attendees;
- Invitation to Business Partner Appreciation Event (1 representative);
- Listing in Business Partner Directory on Chapter website;
- Member Directory sent via email.

ALA CARTE BUSINESS PARTNER OPPORTUNITIES

Website Presence - \$250 (unlimited)

- Listing in Business Partner Directory on Chapter website.

Business Partner Expo Participant – \$550 (space permitting)

- Booth at Business Partner Expo;
- Invitation to Expo Member Luncheon and Cocktail Reception that evening;
- Listing in Business Partner Directory distributed to Business Partner Expo attendees.

Holiday Luncheon Sponsor - \$500 (limit 2)

- Exclusive sponsors of 2012 Annual Holiday Luncheon. Sponsors must have participated in the Business Partner Expo or as a Bronze and above level.

Survey Sponsor - \$500 (limit 1)

- Exclusive sponsor of the Chapter's Annual Salary and Benefits Survey.

Community Challenge Sponsor - \$500 (limit 4)

- Sponsors of the Chapter's Annual Community Challenge.

Chapter Brochure Sponsor - \$500 (limit 1)

- Exclusive sponsor of the Chapter's membership brochure – published annually.

Professional Legal Management Week - \$500 (limit 1)

- Exclusive sponsor of the Chapter's appreciation event for legal professionals.

Luncheon Sponsor - \$500 (space permitting)

- Sponsor at one of the members' monthly luncheons. Must also be an Expo or package sponsor.

Social Happy Hour - \$200

- Sponsor of one of the chapter bimonthly social cocktail hour.



CENTRAL FLORIDA CHAPTER ASSOCIATION OF LEGAL ADMINISTRATORS

2012 Business Partner Program Definitions

The following definitions apply to all eligible sponsorship levels. The sponsorship term is January 1, 2012 through December 31, 2012 for all levels. Please note that sponsorship levels that are limited will be filled on a first come, first served basis.

College Scholarship Event

Our Titanium Sponsor will be the only business partner represented at a luncheon to award the two (2) college scholarships. Each year, the Central Florida Chapter ALA accepts and reviews applications for two (2) educational scholarships to be awarded in the amount of \$1,000 each. The winners will be presented with the scholarships by the Central Florida Chapter ALA Titanium sponsor. Up to four (4) representatives from the Titanium Sponsor may attend this event; the sponsor will be recognized and will have an opportunity to present an overview of their company. This is a premier event to be attended by legal administrators.

Managing Partners Event

Our Platinum Sponsors will be the only business partners represented at our annual Managing Partners Event, usually held in the fall. Up to four (4) representatives from each Platinum Sponsor may attend the event and each company will be recognized and will have an opportunity to present an overview of their company. This is our premier event attended by legal administrators and the managing partners of their respective firms. Don't miss this opportunity to introduce your company to the people who sign the checks!

Business Partner Expo and Educational Conference

Our 2012 Business Partner Expo and educational conference is scheduled for March 9th, 2012, at the Hilton Orlando/Altamonte Springs. The event kicks off with a continental breakfast followed by morning educational sessions (business partners are invited to attend any session of interest along with chapter members). We will have a two hour time frame for lunch for all participants (members and all business partners) followed by the Business Partner Expo. We will then continue with an afternoon education session. There will be an afternoon break for vendor raffles and door prizes to be given away. Booth location will be determined by level of sponsorship. The afternoon will conclude with a closing education session followed by a cocktail reception for all Business Partners and members. Only Titanium, Platinum, Gold, Silver and Bronze sponsors will receive a printed directory of all participating attendees. Detailed information and guidelines for the Business Partner Expo will be furnished to participating business partners after their sponsorship registration is received. Please note that business partners who purchase only a Business Partner Expo Booth (a la carte) DO NOT receive access to the Chapter Member Directory. You do not want to miss this combined Annual Educational Conference and Business Partner Expo with more opportunities than ever before to mix with chapter members!

Business Partner Appreciation Event

All vendors who purchase Bronze through Titanium level sponsorships will be invited to a special Chapter reception in their honor (tentatively scheduled for Spring 2012). The number of representatives who may attend is determined by level of sponsorship.

Conference Scholarship Sponsor

Our Silver Sponsors provide scholarships to Chapter members who win free registration to the 2012 ALA Regional Conference or other ALA educational event.

Chapter Website

The Chapter's website is located at www.cfcala.org. Our Titanium and Platinum Sponsors will have their company logos featured prominently on our home page with a link to their own website. The Business Partner Directory is accessible by anyone with internet access.

Regular Chapter Luncheon

Our Titanium, Platinum and Gold Sponsors will have the opportunity to be the exclusive sponsor for one monthly chapter meeting during the sponsorship year. Your company may bring up to two (2) representatives and you will be given the opportunity to introduce your services or products to the membership.

Ala Carte Chapter Luncheon Sponsor

Business Partners will have the opportunity to sponsor one available monthly chapter meeting. Your company may bring up to two (2) representatives to the luncheon and you will be given the opportunity to introduce your services or products to the membership.

Holiday Luncheon

A maximum of two (2) business partners may sponsor our annual Holiday Luncheon. Sponsors must have participated in the Business Partner Expo or as a Bronze and above level. Up to two (2) representatives from each company will join us for music, great food and fun at this festive and always well-attended event. Sponsors will be recognized from the podium for their generosity.

Survey Sponsor

Our annual Salary and Benefits Survey is a vital tool for all our members, many of whom eagerly await its publication. One business partner will be boldly recognized in the printed survey results as the exclusive sponsor of the survey.

Community Challenge Sponsor

In October each year, ALA Chapters nationwide participate in a Community Challenge Weekend ("CCW"). Each Chapter determines a focus charity and holds an event which each member is encouraged to attend. The purpose of CCW is to join together with all ALA member firms to really make a difference in our community. Up to four (4) business partners will be boldly recognized as the exclusive sponsor of the Community Challenge event (e.g. t-shirts, banners, etc.).

Brochure Sponsor

Our Chapter Brochure is a vital tool for recruiting new members. One business partner will be boldly recognized in the printed brochure that is mailed out to current members and potential new members.

Professional Legal Management Week

The first week of October is national Professional Legal Management Week (PLMW), recognizing those in legal management for what they do. A special reception is held in recognition of all ALA members. A maximum of two (2) representatives may attend.

Social Happy Hour

Business Partners will have the opportunity to sponsor of one of the chapter bimonthly social cocktail hours. A maximum of two (2) representatives may attend. Locations and times to be determined and announced the month prior to the event.

Signage

Titanium, Platinum, Gold and Silver Sponsors will be posted on our business partner appreciation signs which will be posted at the Business Partner Expo and other Chapter events (where applicable).

Note: The Chapter reserves the right to substitute any event with an equivalent sponsorship opportunity should such event be cancelled for any reason.



CENTRAL FLORIDA CHAPTER ASSOCIATION OF LEGAL ADMINISTRATORS

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