

## 2017 BUSINESS PARTNER MEMBER BENEFITS

Welcome to the South Florida Chapter Association of Legal Administrators' **2017 Business Partners' Program**. You are an integral part of our Chapter. Our goal is to provide our Business Partners with multiple opportunities to build relationships with our members, increasing the value received as a Business Partner. We look forward to your participation. Membership remains at **\$2,000** for 2017 and includes participation in the following:

- ❖ **Annual Legal Expo** - Save the date for Thursday, March 9, 2017 at the Hyatt in Downtown Miami. Membership provides opportunity to purchase a booth at the discounted amount of \$600. There is also an opportunity for 5 Business Partners to purchase a "Prime Location" for an additional \$500. (for a total cost of \$1100.) Rate for non-Business Partner members is \$1,000.
- ❖ **Monthly Luncheons** - Ability to attend both monthly luncheons (Miami and Broward) at member price for each.
- ❖ **Happy Hours** – Six happy hours are scheduled for 2017. All Business Partners plus one (1) guest are welcome to attend each event **at their own expense**.
- ❖ **Family Social Events** - Annual event for chapter members, their families, along with Sponsoring Business Partner's and their families.
- ❖ **Annual Business Partner Appreciation Luncheon (Fall 2017)** We will have one chapter lunch this month and celebrate our business partners. Prize drawings will be held for both members and business partners.
- ❖ **Charity Events** – The chapter has committed to holding at least two "hands on" charity events each year. All Business Partners are encouraged to participate in these events. Working side by side with our members will give you a unique opportunity to build personal relationships with chapter members and partners.
- ❖ **Holiday Luncheons (December 2017)** Our December luncheon meetings will be a more casual event, without a speaker. After a welcome and announcements from the Chapter President or their representative, members and business partners will be encouraged to network.
- ❖ **Committee Participation** - We value the knowledge and relationships our business partners have in the legal community, and we invite you to join one of the following Committees to help us build a better chapter (Details of each committee along with the contact info for the committee chair can be found on the chapter website): ***BP Advisory Committee; Charity; Diversity & Inclusion; Legal Community Relations; Social Committee.***
- ❖ **Social Media** – Our Chapter maintains a significant social media presence, utilizing LinkedIn, Facebook, Instagram and Twitter to connect with our members and Business Partners, as well as to reach potential members and Business Partners. This is your chance to highlight your company, products, promotions and much more. The Social Media Committee will commit to no less than one social media publication/notice in at least one of the channels listed.

- ❖ **The Network** - Membership includes subscription to Chapter's quarterly electronic newsletter (which includes your company's hotlinks). Business Partners are also encouraged to submit an educational article for inclusion in our Newsletter. The article cannot be a blatant commercial for your company, it must provide some education to our members, but it will also contain your photo and a hot link to your website.
- ❖ **Website** - Your Company's listing on the Chapter website allows you to upload your photo, company logo, detailed description of the products and services offered and you can select an unlimited number of search fields. Membership also includes the ability to register online for event attendance.
- ❖ **Educational Sessions** - Opportunity to present an educational session at a monthly luncheon. Deadline to schedule is December 31, 2016. Availability is limited and topics that achieve CLE/CLM credits will take precedence. Presentation to be approved by Chapter Board.
- ❖ **Monthly Webinars** - Membership includes attendance at webinars, provided through the Association of Legal Administrators (ALA). We offer the webinars at member offices in multiple geographic locations. You may find some of the topics helpful in running your business.
- ❖ **Business Partner Logo** – You will receive our yearly special Business Partner Logo, which may be used to identify your company as a Chapter Business Partner in email communications to members and be displayed on your company's website.
- ❖ **Membership Directory** - Membership contact information is accessible on our Chapter website ([www.alasofla.org](http://www.alasofla.org)). You may also receive a worksheet in Excel format (.xlsx) upon request made to our Business Partner Chair.
- ❖ **Newsletter Ads** – Ad space in Chapter quarterly electronic newsletter, also posted to website ([www.alasofla.org](http://www.alasofla.org)) available at a 50% discounted rate.
- ❖ **Scholarship Points** - Members earn points for making appointments to meet with BP, which they use to qualify for member scholarships at Annual Conference, as well as other specialty conferences.
- ❖ **BP Program Points** - Business Partners can earn points in two ways that can be used to enter into a drawing for the 2018 Annual Legal Expo booth (\$750.00 value). You receive one point per introduction to a potential Chapter member, and 3 points for every introduction that results in a new Chapter member (national ALA membership is also required). You must submit the contact information to the Membership Chair ([www.alasofla.org](http://www.alasofla.org)). For each point you will be entered for a chance to win a booth.

**Questions?** Please contact our business partner chair. Their contact information can be found on our website ([www.alasofla.org](http://www.alasofla.org)) . Click on "About" and then "Chapter Committees".

***ALASOFLA reserves the right to add, revise, cancel any and/or all special events and benefits, based upon sponsorship application.***

Business Partner Single-Item Sponsorship  
Menu

The Single-Item Sponsorship Menu is a list of opportunities that Business Partners can leverage to bring additional value to membership with our chapter.

*These sponsorships are in addition to the initial \$2,000 Business Partner Program fee.*

| <i>Event type &amp; # of Events Available</i>  | <i>Description</i>  | <i>Amount of Sponsorship</i> |
|--|---|------------------------------|
|  |   |                              |
| <i>Legal Expo (5 available)</i>  | <i>Prime Location</i>   | <i>\$500</i>                 |
| <i>Legal Expo (5 available)</i>  | <i>Casino Table Sponsor</i>   | <i>\$500</i>                 |
| <i>Legal Expo (2 available)</i>  | <i>Name the Bar<br/>Company name and logo<br/>featured at the bar</i>                             | <i>\$350 each</i>            |
| <i>Legal Expo (1 available)</i>  | <i>Photo Booth<br/>Signage with company name<br/>and logo on photo booth, near<br/>Expo booth</i> | <i>\$750</i>                 |
| <i>Family Event (January 2017)<br/>Outside Event</i><br><br><i>Family Event (July 2017)<br/>Indoor Event</i><br><br><i>Holiday Event (December 2017)</i> | <i>Event Sponsor</i>  | <i>\$500 per event</i>       |
| <i>Coffee Talk</i><br><br><i>Miami<br/>Coral Gables<br/>Broward</i>  | <i>Business Partner<br/>Participation</i>   | <i>\$100</i>                 |

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