

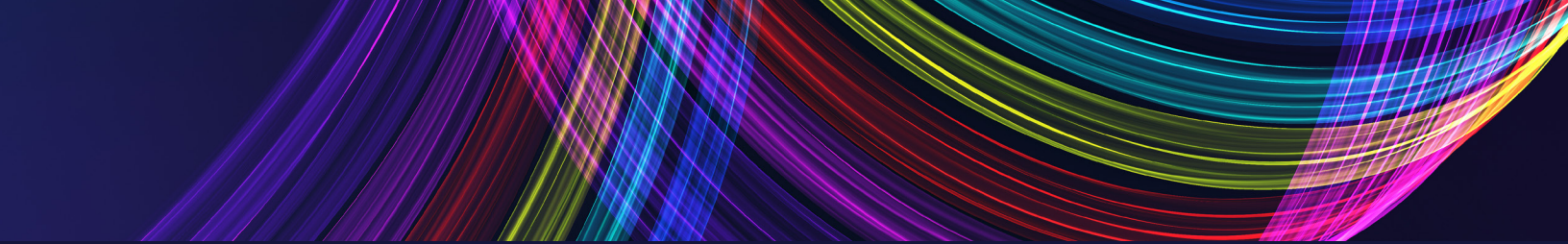
agility + adaptability

= action

Delivering Value Amid Uncertainty

**2023 LMA Northeast Conference
Sponsorship Prospectus**

October 19-20 • Hilton Midtown, NYC



Join us this October at the Hilton Midtown in New York City for the 2023 LMA Northeast Regional Conference! We look forward to your sponsor and/or exhibit participation.

Take advantage of LMA Northeast's most powerful event and engage with more than 300+ legal marketing, communications and business development professionals. This in-person event is where conversations and handshakes lead to new idea generation; where thought-leaders deliver inspiration; and where sponsors have a unique opportunity to get in front of decision makers and make an impact quickly and efficiently.

Who will be there?

The LMA Northeast Region has over 1000 members from more than 300 law firms located from Maine to Delaware to Pittsburgh. 67% of these law firm members are at a manager level or above and are strong influencers and/or direct decision makers. AmLaw 100 firms account for nearly half of all Northeast members.

Attendees don't stop with LMA Northeast members. The LMA Northeast Conference regularly draws LMA members from other regions and nonmember attendees from firms within the Northeast and beyond.

The venue

The venue layout allows for the placement of an exhibit hall with ample space for attendees to walk through and explore. With access through the space to break out rooms, attendees will frequently be passing by the exhibit spaces. The opening cocktail reception and lunch will occur in the same room as exhibit space, encouraging traffic to the sponsor exhibits.

For additional information on available sponsor opportunities and associated benefits, contact Michelle Murray at murraymich4@gmail.com.

Sponsorship Levels

SPONSORSHIP BENEFITS	PLATINUM \$25,000	GOLD \$20,000	SILVER \$10,000	BRONZE \$7,500 (sponsorship options on page 4)	EXHIBITOR/ SESSION SPONSOR (See price on page 5)
AVAILABILITY	1	2	1 of 3 sold		
Full conference passes	6 passes	5 passes	3 passes	2 passes	1 pass
Top billing on the conference website	●				
Reception sponsor: naming rights for a signature cocktail; branded cocktail napkins at reception; opportunity to participate in awards ceremony		●			
Panel participation (panel determined by conference programming committee)	●		●		
Sponsorship opportunity from page 4				●	
Branding onsite: escalator frame	●				
Branding onsite: escalator outer panes		●			
Digital ad or video* on the digital screen at conference	●	●			
Digital ad on conference website	●	●			
Sponsor spotlight in Nor'Easter	●	●	●		
Logo on conference promotional marketing materials	●	●	●	●	
Logo on conference website	●	●	●	●	●
Logo on thank you / survey email	●	●	●	●	●
Company profile page hyperlinked on Sponsor & Exhibitor page	●	●	●	●	●
Recognition in mobile app	●	●	●	●	●
Sponsor bingo (raffle for prizes)	●	●	●	●	
Logo included in on-site signage and branding	●	●	●	●	●
Logo on pre-session marketing slides	●	●	●	●	●
Complimentary sponsored session	●				
Opportunity to provide item in conference bag	●	●	●		
Attendee list	●	●	●	●	
Exhibit booth	●	●	●	●	●

*Must be pre-approved by LMA NE. 4032 x 756 px. Images can be either .jpg or .png for ads; Videos can be .mov or .mp4 H.264 compression required.

Sponsorship Opportunities

Bronze Opportunities

SPONSORSHIP	PRICE	AVAILABLE	DETAILS
Breakfast	\$7,500	Sold	Company logo on signage for breakfast
Lunch	\$7,500	1	Company logo on signage for lunch
Snack Break	\$7,500	1	Company logo on signage for snack break
WiFi	\$7,500	1	Naming rights for WIFI password
Lanyard	\$7,500	Sold	Company logo on lanyards
Water Bottles	\$7,500	1	Company logo on water bottles
Notebooks	\$7,500	1	Company logo on notebooks
Conference Bag	\$7,500	1	Company logo on conference bags
Charging Station	\$7,500	Sold	Company logo on charging station
Key Card	\$7,500	1	Company logo on key cards provided to hotel guests
Ribbon Sponsor	\$7,500	1	Company logo on ribbon station
Coat Check	\$7,500	1	Company logo on coat check tickets

CONFERENCE EXHIBIT BOOTH	AVAILABILITY	LMA MEMBER	NON-MEMBER
10' x 10' exhibit space* (comes with 6 foot table, 2 chairs, waste basket)	10	\$3,500	\$4,500

*Exhibitors contract with Freeman to arrange for all needs at exhibit space. Exhibitors responsible for all shipping and storage charges at conference site.

SESSION SPONSOR	PRICE
Branding on signage at track/session	\$5,000

ADD-ONS TO PLATINUM, GOLD, SILVER AND BRONZE SPONSORSHIPS	PRICE
Illuminated columns in hotel lobby	\$6,500
Entrance revolving doors (6th Avenue)	\$6,500
Entrance revolving doors (west conference entrance at parking garage)	\$6,500
Elevator bank 2nd floor promenade bank (6 elevators)	\$6,500
Square columns in west conference lobby 1st floor	\$4,500
Branding on center runner of escalator	\$3,000
Branding on escalator header	\$2,000
Floor clings	\$2,000
Elevator bank 2nd floor promenade one elevator (center doors per bank)	\$2,000
Branding on column in Rhinelander Ballroom/Exhibit Hall	\$1,000