

SPONSORSHIP PROSPECTUS



The 29th Annual Marketing Partner Forum

January 19-21, 2022
The Ritz-Carlton, Amelia Island
4750 Amelia Island Parkway
Fernandina Beach, FL 32034

The 29th Annual Marketing Partner Forum

SPONSORSHIP PROSPECTUS

Attract clients, drive revenue and deliver results. The 29th Annual Marketing Partner Forum is the industry's leading conference created by and for leaders driving the strategic marketing and business development decisions at their law firms.



Attendees are comprised of the top decision makers at law firms including Marketing Partners, Chief Marketing Officers, Chief Business Development Officers and others. Sessions will offer a diverse mix of roundtables, breakouts and general sessions for an individualized experience. Networking opportunities include two receptions, two lunches, two breakfasts and various breaks throughout the three days to maximize your company's sponsorship and visibility.

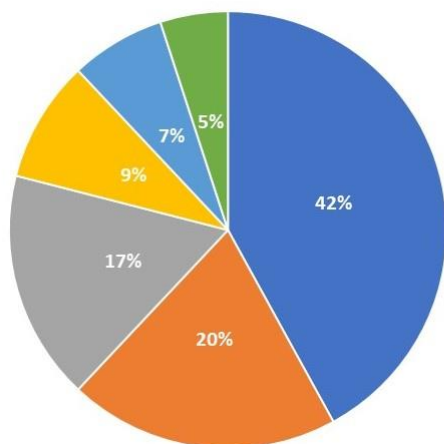
Join us for thought leadership and networking with the top marketing and business development law firm representatives in the country. Make real connections with true decision makers and watch your discussions advance to profitable partnerships!

YOUR MESSAGE WILL REACH AN ESTIMATED 300 ATTENDEES INCLUDING:

- Marketing Partners
- Chief Marketing Officers
- Chief Business Development Officers
- Managing Partners
- Executive Directors
- Principals
- Directors of Marketing
- Directors of Business Development

For More Information Please Contact:

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- Director Marketing/Business Development
- Attorney
- Chief Business Development, Marketing Officer
- Client Relations Officer/Manager
- Chairman/Managing Partner
- Other Legal Executives

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SPONSORSHIP LEVELS

PLATINUM \$30,000

Event Site Exposure

- Custom-branded counter in the best location
- 1 premier event (Lunch, Reception)

Event Passes

- 6 complimentary sponsor registrations
- 4 complimentary client registrations for use with unregistered law firm clients

Marketing

- 100-word company description and logo on event program page with link to your company's website.
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients.
- Registration contact details based on attendee opt-in.
- Event app sponsor exposure includes:
 - Sponsor contact information (name, phone, email)
 - Downloadable sponsor whitepaper (up to 5 pages)
 - Eligible for 2 push notifications throughout the Forum

GOLD \$20,000

Event Site Exposure

- Custom-branded counter in the best location
- 1 premier exposure (Event App, Champagne Roundtable, Event Email, WiFi)

Event Passes

- 4 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered law firm clients

Marketing

- 50-word company description and logo on event program page with link to your company's website.
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients.
- Registration contact details based on attendee opt-in.
- Event app sponsor exposure includes:
 - Sponsor contact information (name, phone, email)
 - Downloadable sponsor whitepaper (up to 3 pages)
 - Eligible for 1 push notification throughout the Forum

SILVER \$12,000

Event Site Exposure

- Custom-branded counter
- 1 event exposure (Continental Breakfast, AM or PM Networking Breaks)

Event Passes

- 2 complimentary sponsor registrations
- 2 complimentary client registrations for use with unregistered law firm clients

Marketing

- 25-word company description and logo on event program page with link to your company's website.
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients.
- Registration contact details based on attendee opt-in.
- Event app sponsor exposure includes:
 - Sponsor contact information (name, phone, email)
 - Downloadable sponsor whitepaper (up to 2 pages)

EXHIBITOR \$7,000

Event Site Exposure

- High round cocktail table exhibit in the event space

Event Passes

- 1 complimentary sponsor registration
- 1 complimentary client registration for use with unregistered law firm clients

Marketing

- 25-word company description and logo on event program page with link to your company's website.
- Logo placement in all event marketing and onsite collateral.
- Email invite and discount code as an offer to your non-registered clients.
- Registration contact details based on attendee opt-in.
- Event app sponsor exposure includes:
 - Sponsor contact information (name, phone, email)

VIRTUAL \$5,000

- Logo placement in all event marketing and onsite collateral.
- Virtual Sponsor table features computer screen with rotating sponsor's logo and link to sponsor's website.
- 25-word company description and logo on event program page with link to your company's website.
- Registration contact details based on attendee opt-in.
- 1 complimentary event registration

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CUSTOMIZABLE BRANDING OPPORTUNITIES

Wednesday Evening Reception – Branded reception entertainment such as music, photo booth, etc. **\$2000**

Thursday Evening Reception – Thursday night sponsorship featuring marquee branding during Grand Reception in accordance with reception theme **\$7500**

Thursday Reception Bar – Thursday night sponsored bar, branded sign and signature desk **\$2500**

Friday Bloody Mary Brunch – Branded brunch at the conclusion of the Forum **\$2000**

Partner Talks – Present 15-minute segment on approved theme. This TED-talk style format requires approval from Thomson Reuters. Ask sponsor rep. for speaking opportunity, detail and availability. **\$5000**

Sponsored Introduction – Deliver a 90-second introduction to a panel discussion (submit verbiage two weeks prior to event) **\$1500**

- A brief overview of one's organization.
- Why the organization has elected to support the Forum.
- Additional color commentary (e.g., statistics, reference to recent headlines) around why a topic is important and relevant.
- Introducing the moderator by name, title and company.
- Sponsor is not officially sponsoring the panel.

Sponsor Videos – Produce a 15-second video to be played during Forum (i.e., a sponsored break or on the official event app) **\$1500**

- Sponsor is responsible for all costs associated with video production.
- Submit one month prior to event for approval.
- Videos should have little to no voiceover/dialogue and emphasize visuals, branding or written language; TR reserves right to control volume or discontinue if disruptive to the event program.
- Space permitting, the video could also be played on a continuous loop on a monitor near the F&B.

Lanyards – For all attendees throughout the conference **\$5000**

Room Drop – Hotel will deliver branded materials and/or gifts to attendees' rooms. Price is market rate, request quote from your TR rep. **\$4000**

Meeting Suite – Semi-private area with electrical, WiFi, table and seating for four. **\$3000/day**

Health & Wellness – Opportunity to brand event related activity including run/walk, yoga or spin class, etc. **\$2500**

Logo Key Card/Sleeve – Up to four colors **\$2000**

Official Notebook Sponsor – To be placed on tables during general session for attendees. Sponsor responsible for production and shipping costs. **\$2000**

Sponsored Activity – Examples include bean bag toss, putting green, scavenger hunt, etc. preferably with a sponsored prize (e.g., spa certificate, gift card). The sponsored activity will be promoted on the event app but does not guarantee attendee participation. **\$2000**

Coffee Sponsor – Branded coffee-sleeves (sponsor to provide) **\$1500**

Event App Banner Ad – On navigation menu (other logos will rotate continuously) **\$1500**

Sponsored Floor Decal – Directional decals for sessions, receptions, breakouts with your logo. **\$1500/per day**

Logo Item – Sponsored item for inclusion in conference tote bag. Additional details forthcoming.

Mixology Round Table Signature Cocktails (3 available) **\$2500**

Legal Tech Startup Alley – Showcase your legal solutions to our CMO & business development audience on Friday morning. Includes visibility in our exhibit area with a highboy cocktail table & power strip. **\$1000**

Custom opportunities are available as add-ons to your sponsorship package – additional options may also be available upon request. Due to onsite visibility, please reach out if you have interest in reserving any of the above options with your event sponsorship package. All are based on availability.