

ALL IN

April 3-5.2024

San Diego Marriott Marquis Marina
San Diego.California

REACH LEGAL MARKETING DECISION MAKERS

The LMA Annual Conference is the largest global event focused exclusively on the legal marketing and business development profession. For the past 39 years, this event brings together all levels, from CMOs to entry-level specialists from firms of all sizes, to advance thought leadership in the field and make valuable connections with solution providers, consultants and fellow legal marketers.

Attendees By Job Title



- 32% Director/Officer
- 33% Manager
- 17% Coordinator/Assistant
- 9% Specialist/Strategist
- 9% Other (Analyst, Attorney, Event Planner, Administrator, etc.)

Attendees By Industry



- 63% Law Firms
- 14% Legal & Professional Services
- 10% Marketing & PR Firms
- 13% Other (Insurance, Publishing, Education, Financial Services, etc.)

Attendees by Law Firm Size*

**By number of employees*



WHAT:

2024 LMA Annual Conference

WHEN

Wednesday, April 3 – Friday, April 5

WHERE:

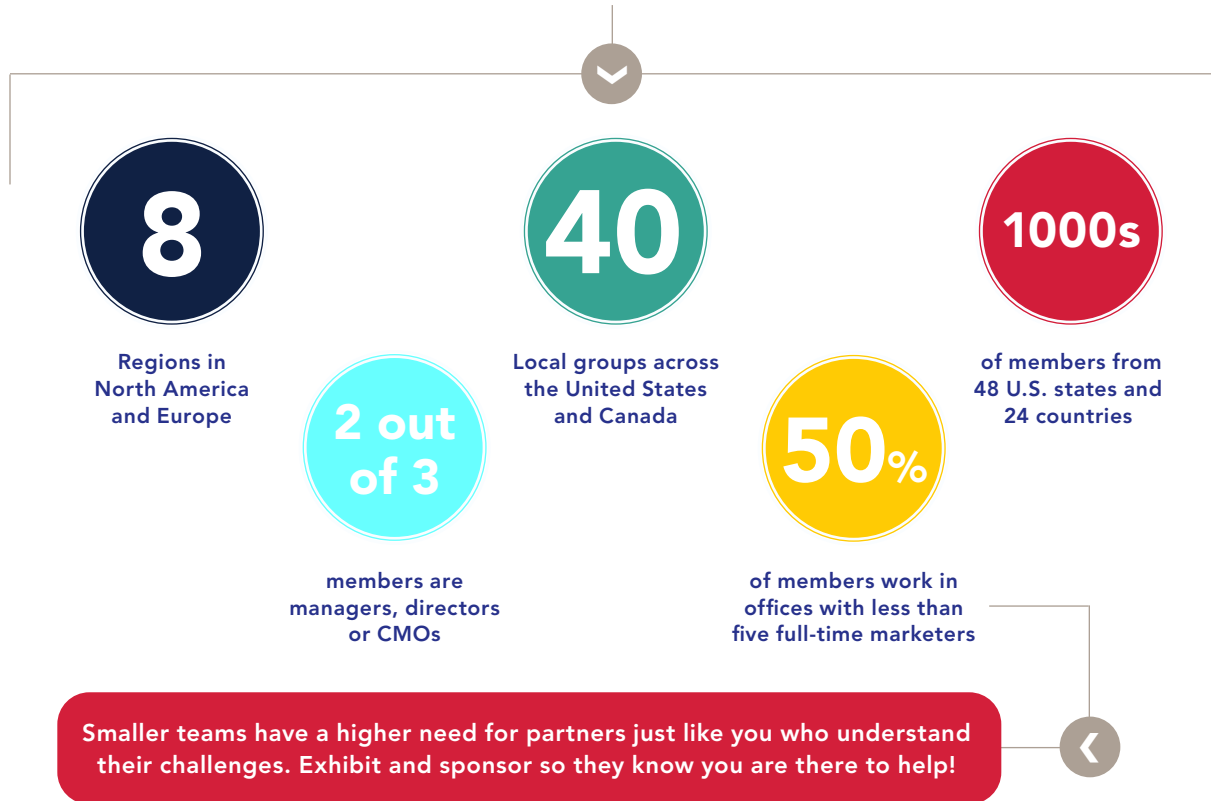
San Diego Marriott Marquis Marina
San Diego, California

THE PREEMINENT LEGAL MARKETING EVENT BY THE LEADING PROFESSIONAL ASSOCIATION



The 2024 LMA Annual Conference is connected to the leading organization for thousands of legal marketing and business development professionals worldwide: the Legal Marketing Association.

While LMA's global footprint continues to grow, our presence in North America is unmatched – with more than 90% of the largest 200 U.S. law firms employing an LMA member. By partnering with LMA, our reach is your reach.



Whether you're looking to do business with a few large firms or several small-to-mid-sized firms, LMA has you covered!

WHAT CAN YOU EXPECT

Join the LMA Community to Amplify Your Impact



Focused on the theme of Amplifying Your Impact, the 2024 LMA Annual Conference will foster a connective and collaborative environment with educational content that will move the industry forward and provide meaningful opportunities to amplify your impact for the benefit of firms and clients.

A Modern Approach to an Exhibit Marketplace

INNOVATIVE FLOOR PLAN LAYOUT WITHIN THE LMA EXHIBIT MARKETPLACE



We're committed to bringing you a refreshing twist from a traditional exhibit hall, loaded with opportunities to connect. Pick from a designed turnkey kiosk or a traditional booth to maximize your presence within the hall.

MORE IMPACTFUL BRANDING OPPORTUNITIES



Take full advantage of fresh, high-visibility opportunities to put your message and/or brand in front of your target audience, such as charging stations for an experiential take on branding.

ENHANCED NETWORKING



LMA understands and appreciates how crucial it is for our service providers to have face-time with our attendees. Building on the successful approach taken at #LMA23, our 2024 approach creates more organic and strategic opportunities for you and your team to connect and engage with attendees.



PAST FIRMS IN ATTENDANCE

The LMA Annual Conference is attended by legal marketing and business development professionals from the world's leading law firms, regional firms and specialty firms – all looking for finding partners that understand and respond to their support needs. Here is a sample of firms represented over the past three in-person conferences.

Morgan Lewis & Bockius LLP
Benesch
Vinson & Elkins LLP
Stark & Stark
Farr Law Firm
Hunton Andrews Kurth LLP
Goulston & Storrs PC
Roper Greyell LLP
White & Case LLP
Brenner Saltzman & Wallman LLP
Lawson Lundell LLP
Shumaker Loop & Kendrick LLP
Connell Foley LLP
Thompson Coburn LLP
Burch Porter & Johnson PLLC
Porter Hedges LLP
Johnston Allison & Hord PA
Lathrop Gage LLP
Reynolds Mirth Richards & Farmer LLP
Baker & McKenzie LLP
Beveridge & Diamond PC
Lowndes Drosdick Doster Kantor & Reed
Dykema Gossett PLLC
Grupo Legal Integrado
Marsh Rickard & Bryan PC
Simmons Perrine Moyer Bergman PLC
Torkin Manes LLP
McGrath North
Morris Nichols Arshnt & Tunnell LLP
Paul Weiss
Godfrey & Kahn SC
Thomas & Associates Law Firm LLC
Bressler Amery & Ross P.C.
Dentons US LLP
Sullivan & Worcester LLP
Faegre Drinker Biddle & Reath LLP
Lewis Longman & Walker PA
Bayard PA
Coats Rose PC
Thompson Dorfman Sweatman LLP
Alexander Holburn Beaudin + Lang LLP

Bilzin Sumberg Baena Price & Axelrod LLP
Fairfield & Woods PC
Stroock & Stroock & Lavan LLP
Herzog Fox & Neeman Law Office
Bingham Greenebaum Doll LLP
Davis Wright Tremaine LLP
Burke Williams & Sorensen LLP
Kirton McConkie
Davis Brown Law Firm
Fisher & Phillips LLP
Covington & Burling LLP
Allen Matkins
Carlton Fields
KMK Law
Kahn Dees Donovan & Kahn LLP
Borden Ladner Gervais LLP
Bond Schoeneck & King PLLC
Venable LLP
Franklin & Prokopik PC
Norris McLaughlin
Warner Norcross + Judd LLP
Baker Donelson
McDonald Hopkins LLC
Freeborn & Peters LLP
Baker McKenzie
Schwebel Goetz & Sieben
Pearl Cohen Zedek Latzer Baratz
Goodwin Procter
Stinson Leonard Street LLP
Kegler Brown Hill & Ritter Co LPA
GKG Law PC
Maples Group
Brownstein Hyatt Farber Schreck LLP
Duane Morris LLP
Schwabe Williamson & Wyatt
Jimerson Birr
FisherBroyles LLP
Quarles & Brady LLP
Gordon Rees Scully Mansukhani LLP
Day Pitney LLP

Reinhart Boerner Van Deuren SC
Crowell & Moring LLP
BakerHostetler
Tucker Ellis LLP
Manning Fulton & Skinner PA
Hudson Cook LLP
Arnold & Porter
Miranda & Amado
Gordon Feinblatt LLC
Rinke Noonan Ltd.
Litchfield Cavo LLP
Richards Buell Sutton LLP
Kubicki Draper
Kirkland & Ellis
Whiteford Taylor & Preston LLP
Hahn Loeser & Parks LLP
Bookoff McAndrews PLLC
Morvillo Abramowitz Grand Iason & Anello PC
Smith Gambrell & Russell LLP
Taylor English Duma LLP
Hogan Lovells
Allen & Gooch
Crowe & Dunlevy PC
Keating Muething & Klekamp PLL
Seyfarth Shaw LLP
Smith Currie & Hancock
Stoel Rives LLP
Nilan Johnson Lewis PA
WilmerHale
Frankfurt Kurnit Klein & Selz PC
Robinson & McElwee PLLC
Miles Mediation & Arbitration
Williams & Connolly LLP
Blank Rome LLP
Miles & Stockbridge PC
Blake Cassels & Graydon LLP
Wolf Greenfield & Sacks PC
Womble Bond Dickinson
Lozano Smith LLP
Nixon Peabody
Gunderson Dettmer

Bracewell LLP
Capes Sokol
Stradling Yocca Carlson & Rauth PC
Modrall Sperling Law Firm
Seward & Kissel LLP
Pepper Hamilton LLP
Jenner & Porter
Kutak Rock LLP
Weintraub Tobin
Gislason & Hunter
Kramer Levin Naftalis & Frankel LLP
Willms & Shier Environmental Lawyers LLP
De Brauw Blackstone Westbroek
Maslon LLP
Harter Secrest & Emery LLP
Wilkinson Barker Knauer LLP
Jackson Lewis
Lewis Rice LLC
Lenczner Slaght
Pritzker Hageman PA
Stern & Eisenberg
Cairncross & Hempelmann
Akin Gump Strauss Hauer & Feld LLP
Wilson Elser
Best & Krieger LLP
Cohen Seglias Pallas Greenhall & Furman PC
Thompson Hine LLP
Ricigliano & Fliopei PC
Jones Day
Pillsbury Winthrop Shaw Pittman LLP
Latham & Watkins LLP
Norton Rose Fulbright Canada
Munck Wilson Mandala LLP
Cox & Palmer
Sheppard Mullin
Fox Rothschild LLP
Fish & Richardson PC
Stubbs Alderton & Markiles LLP
Kerr Russell and Weber PLC

Mayer Brown
Eversheds Sutherland (US) LLP
Orrick Herrington & Sutcliffe LLP
Spiegel Sohmer
Norton Rose Fulbright
Bradley Arant Boult Cummings LLP
McNees Wallace & Nurick LLC
Reed Smith LLP
Buchanan Ingersoll & Rooney PC
Troutman Pepper
Miller Nash Graham & Dunn LLP
Fried Frank
Baker Botts
Bennett Jones
Winston & Strawn
Parker Poe
K & L Gates
Jackson Walker
Greenberg Traurig
DLA Piper
Kelley Kronenberg
Davis Polk & Wardwell LLP
Fasken
Steptoe & Johnson
Vedder Price
Husch Blackwell
Dechert LLP
McDermott Will & Emery LLP
Neal Gerber & Eisenberg LLP
Ropes & Gray LLP
Snell & Wilmer LLP
Lewis Roca Rothberger Christie LLP
Skadden
McGuireWoods LLP
Adams and Reese LLP
Polsinelli
Barnes & Thornburg
Ogletree Deakins
Sidley Austin
Honigman LLP

SPONSORSHIP OPPORTUNITIES FOR EVERY INVESTMENT NEED

To meet the needs of our diverse group of sponsors and exhibitors, we offer varying levels of commitments for you to consider. Let us help find the right level for your business needs.

Back by Popular Demand!

These turn-key, pre-branded 8x10 kiosks (inclusive of company logo) are all-inclusive and a premium location is guaranteed. With setup and tear down included, all you have to do is show up!

What's included: your organization's logo, two stools, counter space, space for TV monitor (monitor is not included, but will be available for rent) and one 10-amp electrical drop.

	Platinum Partner	Gold Sponsor	Silver Sponsor	Exhibitor Kiosk	Exhibitor Booth Only
INVESTMENT LEVEL	\$27,500	\$17,500	\$12,500	\$6,900	\$4,900
Exhibit Booth Space in LMA Marketplace	10'x20' Corner Booth or 8'x10' Kiosk (option to upgrade for additional price pending requested size)	10'x20' Inline Booth or 8'x10' Kiosk (option to upgrade for additional price pending requested size)	10'x10' Inline Booth or 8'x10' Kiosk (option to upgrade for additional price pending requested size)	8'x10' Pre-built & Branded Kiosk	10'x10' Inline Booth (includes 1 6' table, 2 chairs, ID sign, 8'-high back drape, & 3'-high sidewall drape) - \$200 fee for upgrading to a corner booth vs. the inline
Registration Passes - LMA Marketplace Only	5	4	3	2	2
Registration Passes - Full Event (In addition to the LMA Marketplace passes noted above)	3	2	1		
Specialty Cocktail Station (Wednesday Evening Reception)	1				
Specialty Snack Break (Thursday or Friday)	1				
Passport to Prizes Participation	•	•			
On-site Conference Recognition on Applicable Signage	•	•	•		
Virtual Event Bag Insert	•	•	•	•	
Logo on the LMA Annual Conference Website	•	•	•		
Company Listing in Mobile App	•	•	•	•	•
Mobile App Push Notification (1)	•				
Logo Recognition in the Pre-Event "Pack Your Bags" Email to Attendees	•	•			
Logo Recognition in the Post-Event Thank You Email to Attendees	•	•			
Pre- & Post-Event List of Conference Attendees* (Opt-in attendees; pre-event list to be provided 2 weeks prior to conference; post-event list to be provided 2 weeks after conference)	•	•	•	•	•

See the following pages for more specific information about the benefits noted above. *LMA respects the privacy preferences of our attendees. Information for attendees who have not opted in will not be included in the pre-event or post-event lists.

Our team is committed to your success. Contact LMA Director of Sales **Liz Barrett** via [email](#) to discuss which opportunities may best support your success – or secure your spot today via the [online contract](#).

À LA CARTE SPONSORSHIPS



	Available Quantity	Investment
BRAND VISIBILITY OPPORTUNITIES		
Virtual Bag Insert	15	\$1,500
Passport to Prizes Participation	20	\$1,950
Mobile App Push Notification	3	\$2,500
Mobile App Rotating Banner	5	\$2,500
Directional Footprints	3	\$4,000
Column Wraps	4	\$6,500
Window Seating Cafe Table	8	\$7,000
Ribbon Wall Sponsor	1	\$7,500
Outlet Table	2	\$8,000
Pacific Table with Outlet	2	\$8,000
Branded Stack of 3 Cubes	4	\$10,000 per stack
Hand Sanitizer Station	1	\$10,000
Conference Lanyards	1	\$12,500
Grand Entrance Stairs	9	\$12,500
Conference Wi-Fi	1	\$12,500
Digital Marketing Sponsor (Exclusive sponsorship of the conference mobile app and one (1) rotating banner ad)	1	\$13,000
Conference Notebooks	1	\$15,000
Registration Bags	1	\$15,000
Hotel Room Keys	1	\$16,000
Marble Circle Branding in Lobby	1	\$17,000
Post Conference Proceedings Package	1	\$20,000

Amplify your visibility at the 2024 LMA Annual Conference through these additional à la carte sponsorship opportunities.



Sponsorships can increase booth traffic up to 104%!
Center for Exhibition Industry Research (CEIR)

	Available Quantity	Investment
EXPERIENTIAL OPPORTUNITIES		
Hosted Snack Station (Thursday Afternoon)	2	\$9,500
Hosted Snack Station (Friday Morning)	2	\$9,500
Well-Being Break: Trail-Mix Snack Station (Thursday or Friday)	2 (One per day)	\$9,500
Well-Being Break: Yoga Class	1	\$10,000
Well-Being Room	1	\$10,000
Coffee Break Stations (Thursday or Friday)	2 (One per day)	\$10,500
Well-Being Break: Daily Infused or Flavored Water Break (Thursday or Friday)	2 (One per day)	\$12,500
WEDNESDAY RECEPTION		
Hosted Specialty Cocktail Bar	2	\$13,000
Regional Winner Reception in the Marketplace (Options Vary)	5	\$3,000 - \$10,000
KEYNOTE OPPORTUNITIES		
Opening Keynote Video & Signage	1	\$15,000

Customize your exposure and engagement opportunities at the 2024 LMA Annual Conference. Contact LMA Director of Sales [Liz Barrett here](#) to explore opportunities with LMA. You can also access the [2024 contract online](#) today.

AVAILABLE SPONSORSHIPS

Coffee Break Stations (Thursday or Friday)

\$10,500 | 1 AVAILABLE PER DAY

Time for a pick-me-up! Your company logo will be displayed on all signage and napkins at the coffee stations.

Conference Lanyards

\$12,500 | EXCLUSIVE

Keep your logo close to each attendee's heart. Provide your logo, and LMA will print it next to the LMA logo on each and every attendee's registration badge lanyard. Just think of the brand visibility you'll get in photos, videos and on social media.

Conference Wi-Fi

\$12,500 | EXCLUSIVE

Attendees love to be connected at all times, and your company can make this happen! This opportunity will include your company on applicable signage as well as the opportunity to create the password for attendees to log in!

Well-Being Room

\$10,000 | EXCLUSIVE

Help attendees find their inner peace by sponsoring the LMA Well-Being Room. LMA will work with your company to be the exclusive Well-Being sponsor, inclusive of branding and the option to facilitate Well-Being activities (mutually agreed upon by LMA and the sponsor).

Mobile App Sponsor

\$13,000 | EXCLUSIVE

Did someone say exposure? Attendees will download the conference mobile app and see your logo and banner ad front and center! Your company will also be included in all applicable promotions and on-site signage.

Directional Footprints

\$4,000 | 3 AVAILABLE

Literally show attendees to "walk this way" straight to your booth! These single-color floor clings will be branded with your logo and lead from the LMA Marketplace entrance directly to your booth.

Hosted Snack Station (Thursday)

\$9,500 | 2 AVAILABLE

Allow attendees to follow their nose to your booth! Host a fun snack station during exhibit hall hours, and feed your favorite legal marketers. Pick from a variety of snack choices offered by the hotel. The price includes 300 servings. Snack station availability is limited to two per day.

Hosted Snack Station (Friday)

\$9,500 | 2 AVAILABLE

Same as the Thursday offering but for Friday morning!

Outlet Tables

\$8,000 | 2 AVAILABLE

Help attendees relax and re-charge as they sit at charging counters with your company branding on top! Outlets/power included. Branding is subject to approval by LMA staff.

Pacific Tables with Outlet

\$8,000 | 2 AVAILABLE

Same as Outlet Tables but change location to be outside exhibit hall.



AVAILABLE SPONSORSHIPS (continued)

Race Of The Regions Challenge

\$10,000 | EXCLUSIVE

Host this private, VIP reception at the Wednesday Opening Reception for the region with the most attendees at #LMA24, complete with your named specialty cocktail!

Hosted Specialty Cocktail Bar

\$16,000 | 2 AVAILABLE

Cheers to 2024! Host a specialty cocktail station in or near your booth during Wednesday Marketplace hours, and serve up to 300 drinks to your favorite attendees. If you would like to provide more drinks, it's simple – just let us know ahead of time, and you can work with the hotel to place your order.

Window Seating Cafe Tables

\$7,000 | 8 AVAILABLE

Feature your branding as attendees take a break and sit at these tables located within a high traffic area of the hotel meeting space! Branding is subject to approval by LMA staff.

Marble Circle Branding

\$17,000 | EXCLUSIVE

Attendees won't be able to miss your company branding on the marble floor located within a high-traffic area in the hotel meeting space.

Hotel Room Keys

\$16,000 | EXCLUSIVE

Unlock the ability to have your company's logo or artwork displayed on each attendee's hotel key card at The Marriott Marquis Marina – our conference hotel. All you provide is the artwork, and we'll handle the rest.

Hand Sanitizer Stations

\$10,000 | EXCLUSIVE

Help LMA attendees stay healthy by providing attendees with hand sanitizer stations signage throughout the conference area featuring your company's name/logo.

Mobile App Push Notification

\$2,500 | 3 AVAILABLE

Make an announcement to every attendee who uses the mobile app. Drive traffic to your booth, website, product demo presentation or whatever is most impactful for your business.

Notifications are limited by character count and subject to review and approval by the LMA staff.

Mobile App Rotating Banner

\$2,500 | 5 AVAILABLE

Get noticed! Include your company banner within the LMA mobile app – the number one planning and engagement tool for attendees at conference. Your banner will rotate with four other advertisements and will link directly to your company booth profile.



**Ready
to Take the
Next Step?
Access the
2024 Contract.**

AVAILABLE SPONSORSHIPS (continued)

Passport to Prizes Participation

\$1,950 | 20 AVAILABLE

A crowd favorite! Each attendee will receive a passport as they arrive at the conference and are encouraged to stop at your booth to learn more about how your solutions can help their firms – and to collect stamps for their passport. Be ready to provide a prize at a value of \$100-\$500 for the winner, who you will be able to connect with on the final day of conference.

Post Conference Proceedings Package

\$20,000 | EXCLUSIVE

Knowledge is power! Your company will be the exclusive sponsor of the post conference proceedings, receiving branding recognition in promotional emails and the website. In addition, you will receive the opportunity to include 1 educational video presentation included in the conference proceedings.

Content is subject to review and approval by the LMA staff.

Ribbon Wall Sponsor

\$7,500 | EXCLUSIVE

Show your pride! After getting their registration badge, attendees will grab ribbons for their badges that help describe who they are to the LMA community. Sponsor this wall and receive exclusive branding visibility as well as the opportunity to provide your own ribbon.

Virtual Bag Insert

\$1,500

Make sure your one-page flyer or brochure is seen by attendees in this special section of the mobile app. What used to be printed will now be available at the touch of an icon throughout the conference.



Well-Being Break: Trail Mix Snack Station (Thursday or Friday)

\$9,500 | 1 AVAILABLE PER DAY

Allow attendees to grab a healthy treat by hosting a trail mix station during Marketplace hours at or near your booth. The price includes 300 servings, pre-made and packaged by the hotel. The Trail-Mix Snack Station availability is limited to one per day.

Well-Being Break: Daily Infused or Flavored Water Break (Thursday or Friday)

\$12,500 | 1 AVAILABLE PER DAY

Hydration is key! Allow attendees to grab a refreshing glass of flavored or infused water. Host a flavored or infused water station during Marketplace hours at or near your booth. The price includes 300 servings and is limited to one sponsor per day.



Do you have questions about certain sponsorship items and want more information? Have a wish-list item you would like to sponsor, but don't currently see listed? Reach out to Liz. We can work with you on options, including potentially custom programs that best fit your needs.

LEGAL MARKETING ASSOCIATION



THE AUTHORITY FOR LEGAL MARKETING

READY TO TAKE THE NEXT STEP?

*Access the 2024 LMA Annual Conference
Exhibitor and Sponsor Contract*



As an organization dedicated to meeting the unique needs of our members, we are equally dedicated to curating a tailored partnership package that addresses your strategic business development and brand awareness objectives.

*Contact LMA Director of Sales **Liz Barrett** here to explore opportunities with LMA.*