

GATEWAY CHAPTER
2012-2013

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www.ala-gateway.org
www.alanet.org

May 15, 2012

To: Current and Prospective Business Partners

Re: 2012-2013 Gateway Chapter Invitation for Business Partner Participation

The Gateway (St. Louis) Chapter of the Association of Legal Administrators (ALA) is planning its calendar for the 2012-2013 year and would like to offer you an opportunity to promote and position your company for success in the St. Louis area legal community.

There are more than 90 members in our ALA Gateway Chapter who may be key decision makers for purchasing products and services for the organization that they represent. These leaders would appreciate your support as a sponsor of the ALA Gateway Chapter whose mission is to:

- Improve the quality of management in the legal service organizations;
- Promote and enhance the competence and professionalism of its members;
- Represent professional legal management to the legal community and to the community at large; and
- Strengthen administrators' and law firms' relationships with business partners.

Your company's sponsorship as a Business Partner supports a variety of educational opportunities and networking events for ALA members, as well as community service projects each year.

Please note that we are in the process of changing our Business Partner participation period to a calendar year. Along this line, the 2012-2013 Business Partner program will run for seventeen months (**from August 1, 2012 through December 31, 2013**). This will enable us to move to a January-December calendar year for 2014. We would like to extend the opportunity for you to tell us at what level of sponsorship your company will participate for the upcoming 2012-2013 renewal period. If you have been a Business Partner in the past, then you will notice added benefits over the seventeen month renewal period. **Please note the sponsorship amounts do not reflect an increase. They are simply prorated over a seventeen month period.** We would also like to give you the opportunity to pay your sponsorship in two installments or pay the entire sponsorship in full by June 30, 2012 to receive a 10% discount (not applicable to Bronze level sponsorship). Please see the enclosed materials for details in this regard. **As a reminder, the right of first renewal for current Diamond and Platinum level sponsors expires two weeks from the date of this letter and is limited to three consecutive terms unless all spots are not filled within two weeks.**

If you would like to participate, please complete and return the Order Form by **June 30, 2012**, along with your payment to **Patty Barbachem, Thompson Coburn LLP, 525 West Main Street, P.O. Box 750, Belleville, IL 62222-7050**. If you have any questions about the program, please feel free to contact any one of the Business Partner Relations Committee members identified on the attachment. We thank you for your past and continued support of our members and this organization. We look forward to working with you throughout this partnership.

Sincerely,

A handwritten signature in black ink that reads "Patricia L. Barbachem". The signature is written in a cursive, flowing style.

Patricia L. Barbachem
President-Elect, ALA Gateway

Enclosures



2012-2013 Business Partner Relations Committee Contact Information

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GATEWAY ALA BUSINESS PARTNER LEVELS AUGUST 2012 - DECEMBER 2013		\$10,500 DIAMOND LEVEL (Limit 1)	\$5,500 PLATINUM LEVEL (Limit 5)	\$3,500 GOLD LEVEL	\$2,100 SILVER LEVEL	\$850 BRONZE LEVEL
Renewal						
* Right of First Renewal for Current Business Partners*	•	•				
Web Site						
* Heading as main sponsor(s) with logo	•	•				
* Description of company and logo	•	•	•			
* Regular listing (including hotlink)	•	•	•	•	•	•
Gateway Connection Newsletter						
* Heading as main sponsor(s) for one issue with logo	•	•				
* Include Business Partner recognition with logo			•		•	•
* Include Business Partner article re ALA benefits	•	•	•		•	•
ALA Information Directory Online						
* Official sponsor(s)	•	•				
* Online Ad "Members only" online directory section	•	•	•		•	
* Login/password to online directory on ALA website	•	•	•		•	•
* Multiple category listings (up to five)	•					
* Multiple category listings (up to three)		•		•		
* One category listing					•	•
Monthly Chapter Meetings						
* Sponsor(s) of 2012 & 2013 holiday event	•	•				
* Invitations to attend 2012 & 2013 holiday luncheon	3 reps	2 reps	1 rep			
* Invitations to attend monthly meetings (increased for 17 month renewal period)	2 reps can attend 3 meetings/ display materials & introduction	2 reps can attend 2 meetings	1 rep can attend 2 meetings			

GATEWAY ALA BUSINESS PARTNER LEVELS AUGUST 2012 - DECEMBER 2013		\$10,500 DIAMOND LEVEL (Limit 1)	\$5,500 PLATINUM LEVEL (Limit 5)	\$3,500 GOLD LEVEL	\$2,100 SILVER LEVEL	\$850 BRONZE LEVEL
Annual Board Planning Retreat						
* Invitation to Attend Reception		3 reps	2 reps	1 rep		
Business Partner Appreciation Event						
* Official sponsor(s)		•	•			
* Special recognition by President		•	•	•		
* Sponsorship & Drawing of (1) Scholarship to Annual Conference		•				
* Complimentary registrations		5 reps	4 reps	3 reps	2 reps	1 rep
Legal Management Forum & Exposition						
* Official sponsors (separate signs) <u>2012 & 2013</u>		•	•			
* Special recognition <u>2012 & 2013</u>		•	•	•		
* Choice of table location <u>2012 & 2013</u>		•	•	•		
* Exhibit hall display <u>2012 & 2013</u>		3 tables/5 reps in exhibit hall	2 tables/4 reps in exhibit hall	2 tables/3 reps in exhibit hall	1 table/2 reps in exhibit hall	
* Participation in drawings <u>2012 & 2013</u>		•	•	•	•	
* Complimentary registrations to educational sessions <u>2012 & 2013</u>		5 reps	4 reps	3 reps	2 reps	
* Invitations to attend evening reception <u>2012 & 2013</u>		3 reps	2 reps	2 reps	2 reps	
Community Connections Events (Additional service projects have been added to the schedule of events during this renewal period.)						
3rd Quarter - TBD <u>2012</u>						
* Invitation to participate		•	•	•	•	•
4th Quarter - TBD <u>2012</u>						
* Invitation to participate		•	•	•	•	•
1st Quarter - Operation Bunny Hop <u>2013</u>						
* Official sponsor(s)		•	•			
* Invitation to participate		•	•	•	•	•
2nd Quarter - TBD <u>2013</u>						
* Invitation to participate		•	•	•	•	•

GATEWAY ALA BUSINESS PARTNER LEVELS AUGUST 2012 - DECEMBER 2013		\$10,500 DIAMOND LEVEL (Limit 1)	\$5,500 PLATINUM LEVEL (Limit 5)	\$3,500 GOLD LEVEL	\$2,100 SILVER LEVEL	\$850 BRONZE LEVEL
Community Connections Events (continued)						
3rd Quarter - TBD <u>2013</u>						
* Invitation to participate		•	•	•	•	•
4th Quarter - TBD <u>2013</u>						
* Invitation to participate		•	•	•	•	•
Law Firm Leadership Event						
* Official sponsor <u>2012 & 2013</u>		•				
* Two complimentary registrations <u>2012 & 2013</u>		•				
* Introduction of speaker <u>2012 & 2013</u>		•				
* Logo & recognition on all advertising <u>2012 & 2013</u>		•				
Social Connections						
Invitation to 3rd Quarter Event <u>2012</u>		3 reps	2 reps			
Invitation to 4th Quarter Event <u>2012</u>				1 rep		
Invitation to 1st Quarter Event <u>2013</u>		3 reps	2 reps			
Invitation to 2nd Quarter Event <u>2013</u>				1 rep		
Invitation to 3rd Quarter Event <u>2013</u>		3 reps	2 reps			
Invitation to 4th Quarter Event <u>2013</u>					1 rep	
Salary & Benefit Survey						
* Official sponsor(s)		•	•			
Committees						
* Participation on Business Partner Relations Committee		•				
* Participation on Community Connections Committee		•	•	•	•	•

*Right of Renewal expires 2 weeks after opening of registration and is limited to 3 consecutive terms unless all spots are not filled within 2 weeks.



Description of Business Partner Benefits Provided Through Sponsorship

ALA Gateway Website Directory – Each ALA member receives access to the Gateway Chapter website which provides information on membership and business partners. In lieu of a printed directory, eligible business partners will receive a password to the directory section that provides names, addresses and phone numbers of ALA Gateway members as well as the Calendar of Events for ALA Gateway and ALA International. This provides business partners with an opportunity to showcase their products and services for review by our members throughout the year.

Listing in the Member-Only Section of the Website – In addition to the generic Chapter website, there is a "members only" section where eligible vendors will have their names displayed.

Gateway Connection Newsletter – The Chapter distributes a newsletter to ALA members. Eligible business partners may benefit from a newsletter article or an ad during the year.

Monthly Meeting Sponsor and Recognition – Eligible business partners may be selected to attend one or more (depending on sponsorship level) of the regular monthly Chapter meetings. Business partners will be recognized during the meeting and given a brief period to describe their company's products and services.

Business Partner Appreciation Event – The intent of this annual event is to recognize the ALA Gateway business partners and provide an additional opportunity to interact with ALA members and discuss their company and products on a more informal basis.

Legal Management Forum & Exposition, August 7, 2012 – This full-day event is an extremely valuable opportunity for business partners. Eligible business partners are provided table(s) in the exhibit hall to display their products and services. (Because there is a limited number of tabletops available in the exhibit hall, sponsorships received after June 30, 2012, will not be eligible for participation in the Exposition.) This is an excellent opportunity to meet and talk one-on-one with members. In addition, eligible business partners will receive complimentary registrations to attend the educational sessions, including an evening social opportunity.

Legal Management Forum & Exposition, 2013 – Date and location to be determined.

Community Connections Events – The ALA Gateway Chapter members participate in various community connection events as a part of a program sponsored by ALA International. Eligible business partners may participate and will receive recognition for sponsoring the program, including any press releases.

Holiday Luncheons, December 2012 and 2013 – Eligible business partners are invited to attend this annual social event, which provides business partners with an opportunity to visit one-on-one with current and prospective Chapter members.

Operation Bunny Hop Program, April 2013 – The Gateway Chapter created a program several years ago to provide disadvantaged children with Easter baskets. The Chapter assembles over 1,600 baskets each year. Eligible business partners receive acknowledgment for their participation during basket assembly and in any press releases regarding the event. Eligible business partners are also invited to participate.

Salary and Benefits Survey – A Salary and Benefits Survey is compiled each year based on data received from St. Louis Metropolitan area law firms. Logos of eligible business partners will be placed on the front page of the published Survey.

Annual Board Planning Retreat – Eligible business partners are invited to attend a reception with the newly elected Officers and Committee Chairs after the Chapter’s annual planning meeting.

Statewide Leadership Summit – The top level business partner will have an opportunity to sponsor this annual event and attend an evening cocktail reception which provides networking time with members of the Gateway and Kansas City Chapters.

Social Connections Events – Eligible business partners will have an opportunity to attend various social connection events where they can network and talk one-on-one with Gateway Chapter members.

ALA Gateway Members

Affinity Law Group, LLC	Lewis, Rice & Fingersh, L.C.
Armstrong Teasdale, LLP	Littler Mendelson, P.C.
Baker Sterchi Cowden & Rice, L.L.C.	Luther & Associates
Brown & James, P.C.	Martha C. Brown & Associates, LLC
Bryan Cave LLP	Mathis, Marifian & Richter, Ltd.
Capes, Sokol, Goodman & Sarachan, P.C.	Mickes Goldman O'Toole, LLC
Carey, Danis & Lowe	Moser & Marsalek, P.C.
Carmody MacDonald, P.C.	Ogletree Deakins
Danna McKittrick, P.C.	Paule, Camazine & Blumenthal, P.C.
Eckenrode ▪ Maupin	Pitzer Snodgrass, P.C.
Emerson Electric Company	Polsinelli Shugart PC
Fox Galvin LLC	Riezman Berger, P.C.
Gamache & Myers, P.C.	Reeg Lawyers, LLC
Goldenberg, Heller, Antognoli, & Rowland, P.C.	Saint Louis University
Gray, Ritter & Graham, P.C.	Sandberg Phoenix & von Gontard P.C.
Greensfelder, Hemker & Gale, P.C.	Schlapprizzi Attorneys at Law
Harness, Dickey & Pierce, PLC	Schlichter, Bogard & Denton LLP
Hazelwood & Weber LLC	Senniger Powers LLP
Helfrey, Neiers & Jones, P.C.	The Simon Law Firm, P.C.
HeplerBroom LLC	SNR Denton US LLP
Herzog Crebs LLP	Spencer Fane Britt & Browne LLP
Hinshaw & Culbertson LLP	Stange Law firm LLC
Holtkamp, Liese, Schultz & Hilliker P.C.	Stinson Morrison Hecker LLP
Husch Blackwell LLP	Stone, Leyton & Gershman
Law Offices of Thomas E. Kennedy, III	Summers Compton Wells PC
Kujawski & Associates, P.C.	The Stolar Partnership LLP
Kurowski Shuttz, LLC	Thompson Coburn LLP
Lashly & Baer, P.C.	TorHoerman Law LLC
Lathrop & Gage LLP	Tueth, Keeney, Cooper, Mohan & Jackstadt, P.C.
	Williams Venker & Sanders LLC



2012-2013 Sponsorship Instructions and Order Form

1. Complete the Participation Order Form and forward with your payment to:

Patricia L. Barbachem, President Elect
c/o Thompson Coburn LLP
525 West Main Street
P.O. Box 750
Belleville, Illinois 62222-0750
pbarbachem@thompsoncoburn.com

Checks should be made payable to Gateway Chapter Association of Legal Administrators and received by **June 30, 2012**. Credit card payments can be made through the ALA Gateway Chapter website by using the following link: https://ala-gateway.org/catalog_2.php.

Because there is a limit of 80 tables available at the Legal Management Forum & Exposition, sponsorships received after June 30, 2012, will not be eligible for participation in the exhibit hall.

2. Please submit advertising information in accordance with the following guidelines:

Business Partner Logos

The resolution of all logos should be at least 200 dpi and emailed as a .jpg, TIF, EPS, BMP and PDF files are also accepted. Logos for the website and newsletter should be e-mailed to Kara Brostron at kmbrostron@lashlybaer.com, or contact her at 314.436.8366.

3. Questions should be directed to any member of the Business Partner Relations Committee:

Patricia L. Barbachem
Office Manager
Thompson Coburn LLP
pbarbachem@thompsoncoburn.com
618.236.3436 (Phone)
618.236.3477 (Fax)

Cheri L. Meier
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Lisa A. Waligorski, CLM
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314.991.4999 (Phone)
314.991.2413 (Fax)

***We recognize that our Business Partners are essential to our success.
Thank you for your support of ALA Gateway.***



2012-2013 Participation Order Form

Primary Contact Name: _____

Company Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

PLEASE SELECT PARTICIPATION LEVEL
(See brochure for benefits included with each level)

- Diamond \$10,500 (Limit 1)
 Platinum \$5,500 (Limit 5)
 Gold \$3,500
 Silver \$2,100
 Bronze \$850

\$4,400 due by 06/30/12 \$6,100 due by 01/31/13 or \$9,450 if paid in full by 06/30/12	\$2,300 due by 06/30/12 \$3,200 due by 01/31/13 or \$4,950 if paid in full by 06/30/12	\$1,500 due by 06/30/12 \$2,000 due by 01/31/13 or \$3,150 if paid in full by 06/30/12	\$900 due by 06/30/12 \$1,200 due by 01/31/13 or \$1,890 if paid in full by 06/30/12	\$400 due by 06/30/12 \$450 due by 01/31/13 or \$850 if paid in full by 06/30/12 (no discount)
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PLEASE SELECT CLASSIFICATION CATEGORIES FOR ALA INFORMATION DIRECTORY
(Diamond-up to 5 categories; Platinum & Gold-up to 3 categories; Silver & Bronze-1 category)

- | | |
|--|--|
| <input type="checkbox"/> Advertising & Promotional Specialties
<input type="checkbox"/> Carpet & Textile Maintenance
<input type="checkbox"/> Catering & Gifts
<input type="checkbox"/> Coffee/Beverage Service
<input type="checkbox"/> Copying Services
<input type="checkbox"/> Court Reporters
<input type="checkbox"/> Dictation Equipment/Voice Data Processing
<input type="checkbox"/> Document Imaging
<input type="checkbox"/> Emergency Response Program/AED
<input type="checkbox"/> Event & Banquet Facility
<input type="checkbox"/> Facilities Management
<input type="checkbox"/> Financial Services
<input type="checkbox"/> Florist/Plant Rental
<input type="checkbox"/> Graphic Design
<input type="checkbox"/> Hotels
<input type="checkbox"/> Information Systems Research & Consulting
<input type="checkbox"/> Insurance & Related Services
<input type="checkbox"/> Legal Staffing | <input type="checkbox"/> Litigation Support/Services
<input type="checkbox"/> Marketing/Public Relations
<input type="checkbox"/> Office Automation
<input type="checkbox"/> Office Equipment
<input type="checkbox"/> Office Expense Control & Cost Recovery System
<input type="checkbox"/> Office Furniture/Rental/Refinancing/Upholstery
<input type="checkbox"/> Office Supplies/Stationery & Forms
<input type="checkbox"/> Printers/Engravers
<input type="checkbox"/> Private Investigator
<input type="checkbox"/> Receivables Management
<input type="checkbox"/> Records Management
<input type="checkbox"/> Recycling Service
<input type="checkbox"/> Retail Services/Credit Card Services
<input type="checkbox"/> Retirement Plan Services
<input type="checkbox"/> Technology Support
<input type="checkbox"/> Water Filtration/Vending/Bottled Water
<input type="checkbox"/> Other _____ |
|--|--|

LEGAL MANAGEMENT FORUM & EXPOSITION
The Chase Park Plaza Hotel - Tuesday, August 7, 2012
2013 Legal Management Forum & Exposition – date and location TBD

Business Partner attendance at the Forum and Exposition is not permitted unless a qualifying sponsorship has been purchased.

- Our company will participate in the Exposition: Yes No
 We require an electrical outlet: Yes No
 Our company will participate in raffle drawing*: Yes No

***ALA members must be present to win at Evening Reception**

The Gateway Chapter reserves the right to reject any and all advertising copy. If the Gateway Chapter omits any advertisements, its liability shall be limited to the charges for the advertisement which was omitted. Placement of advertising will be at the discretion of the Gateway Chapter.

PLEASE RETURN THIS ORDER FORM TO:

Patricia L. Barbachem, President Elect, c/o Thompson Coburn LLP
 525 West Main Street, P.O. Box 750, Belleville, Illinois 62222-0750
pbarbachem@thompsoncoburn.com
 618.236.3436

Deadline for submission is June 30, 2012