

2024

BUSINESS

PARTNER GUIDE



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OPPORTUNITY LEVELS

BP/Member Engagement Opportunities	Platinum Level \$2,950	Gold Level \$1,500	Silver Level \$800
Membership Fee	X	X	X
Educational Meeting Attendance	X (4)	X (2)	X(1)
Happy Hour Attendance with Members	X (2)	X (1)	
Holiday Party Non-Sponsor Attendance	X (2)	X (1)	
Job Listing Advertisements	X (3)	X (2)	X (1)
Membership List with Updates	X	X	
Social Media Spotlight	X	X	X
Legal Expo	X	X	X
Legal Expo Attendance	X (2)	X (2)	X(2)
Legal Expo Planning Committee	X	X	X
X=Included Events			

DESCRIPTION OF BENEFITS AND EVENTS

Chapter Educational Meeting Attendance

- Attendance by one (1) representative at monthly Chapter educational meetings. Number of meetings included is determined by Business Partner Level.

A non-business and no sales pitch event. Business Partners are encouraged to mingle with members and establish personal relationships to foster mutual trust and respect.

Happy Hour Attendance with Members

- Gold Level includes attendance by one (1) representative
 - Platinum Level includes attendance by two (2) representatives
- Max two (2) representatives from any company at each event.

A non-business and no sales pitch event. Business Partners are encouraged to mingle with members and establish personal relationships to foster mutual trust and respect.

Holiday Party Non-Sponsor Attendance

- Gold Level includes attendance by one (1) representative (max two)
 - Platinum Level includes attendance by two (2) representatives (max two)
- Max two (2) representatives from any one company.

A non-business and no sales pitch event. Business Partners are encouraged to mingle with members and establish personal relationships to foster mutual trust and respect. This is also an opportunity to give back to the community by participating in the Chapter's Community Connection program.

Holiday Party Sponsor

- Two (2) sponsorships available
 - Attendance by two (2) representatives included
 - Recognition and logo on member invitations
 - Signage at event to be provided by Business Partner with Board approval
 - Website announcement
 - Handouts/raffle gifts (3 max)
- Max two (2) representatives from any one company.

An exclusive opportunity for two (2) Business Partners to visibly promote their companies at a highly anticipated member event.

Job Listing Advertisements

- Platinum level receives three (3) complimentary job postings per month

- Gold level receives two (2) complimentary job postings per month
- Silver level receives one (1) complimentary job posting per month

An opportunity for Business Partners to post up to a maximum of four job listings per month on Chapter website. Listings beyond what is outlined above are \$25 per listing.

Membership List with Updates

- An opportunity to receive up-to-date contact information of all members
- Requires signed Confidentiality Agreement

An opportunity for your company to have up-to-date contact member information to further communications between you and members.

Social Media Business Partner Spotlight

The Media Relations Committee will spotlight each Business Partner on social media (LinkedIn and Facebook). Each Business Partner will be contacted for a photo and a bio.

Legal Expo Event

- One (1) reserved space at event
- Attendance by two (2) representatives included
- Attendee list is emailed post-event

Our Signature event of the year! Open to all current and potential Business Partners, with a maximum of three (3) Business Partners representing the same industry/product. It is attended not only by current members, but their significant others, potential members, and even those outside of the legal industry. It provides Business Partners exposure to many potential new business opportunities.

Legal Expo Attendance

- Additional attendance by one (1) additional representative at a cost of \$75.
Max representatives from any one company.

Legal Expo Planning Committee Member

- Attendance by one (1) representative at all Legal Expo planning meetings
Opportunity to work with members in planning the Chapter's signature event.

Trisha McNamara Scholarship Meeting Sponsor

- Attendance by one (1) representative
- Recognition and logo on invitation to members
- Introduction by Chapter President with one (1) minute elevator pitch

A special member meeting to recognize college-bound graduate(s) chosen by the Chapter's Education Committee. Foster goodwill with the members by sponsoring this highly-attended event.

IMPORTANT NOTES

- Registration required and is accepted on a first-come, first-served basis
- Maximum of three (3) alike Business Partners allowed
- Should a Business Partner participate in less than 50% of the Chapter events, the Chapter has the right to replace said Business Partner
- Signed and dated Confidentiality Agreement required
- Payment must accompany registration in order for registration to be processed
- No payment plans available
- Logo files must be submitted in JPG, JPEG or GIF format
Please do not send PDF files
- Registration deadline:
 - Business Partner Opportunity Levels December 20, 2023

ENGAGEMENT GUIDELINES

Non-Host Sponsors of Events

We encourage our Business Partners to attend educational luncheons/meetings. If this is your first ALA meeting, introduce yourself to members, share that you are new to engaging with ALA and are excited to learn more about the legal management profession.

- No selling, no soliciting – meet and make connections and hopefully learn something, from our speakers.
- Discuss, don't disparage – refrain from making negative comments about other companies or different points of views.
- Participate, don't sit back – contribute to conversations and find people with similar interests.
- Listen and respond, don't give speeches – take the time to listen and then respond to other people's comments. Never go on a rant, give a speech, or state a position and leave.
- Don't interrupt others who are in conversation even if it's just for a quick hi or a wave hello.
- Be on time and don't leave early.
- If given the opportunity to introduce yourself, state your name, title and the company you represent.
- Bring your business cards. If you forgot, ask your new connection for their business card so you can send them an email with yours.
- If you exchange business cards with someone, do not add that person to your mailing list. If you have further contact, ask their permission to sign them up to your list or ask them to sign up on their own by providing a link.
- Treat others the way you want to be treated. Listen for opportunities to tell your potential clients what they do right and not what they are doing wrong.

REFERRAL CAMPAIGNS

Member Referral Campaign

The Business Partners are crucial to the financial success of our Chapter. We want to be sure that our Business Partners feel that they are a valued part of our organization. One way to do so is for our members to meet with them to see if there is an opportunity for a business relationship.

In order to encourage our members to meet with the Business Partners, we have created a referral campaign that will run the calendar year, January 1 through December 31. Participating could not be easier! The member simply meets with a Business Partner and has them sign and date the back of their business card. The member also writes their name on the back of the card and brings it to the next PBCALA educational luncheon or mails it to the Chapter Secretary. Every January, a business card will be drawn from the cards collected for a chance to win a trip to the ALA National Conference.

Rules:

- Your meetings must either be with Business Partners with whom you do not currently do business or concerning a new service or product from a Business Partner you are currently using for another service/product
- Your meetings must take place between January 1 through December 31, and must last at least 15 minutes
- Your meetings must be in person

Business Partner Referral Campaign

- A Business Partner can refer a new member to our chapter. For every referred member that joins our chapter, the Business Partner will get a \$25 credit to be used within six (6) months towards other engagement opportunity fees.
- A Business Partner can refer a new business partner to our Chapter. For every referred business partner that registers for a Platinum, Gold or Silver level, the Business Partner will get a \$50 credit to be used within six (6) months toward other engagement opportunity fees.

REGISTRATION

Company Name: _____

Primary Contact: _____ Phone: _____

Email: _____

Address: _____

City/State/Zip: _____

Website: _____

Industry: _____
(What is the main kind of service/product your company produces?)

**Make check payable to PBCCALA, and send with
Registration pages 9-12 to:**

**Becky Cook, Chair
Business Partner Committee
Adams Coogler, P.A.
1555 Palm Beach Lakes Blvd., Suite 1600
West Palm Beach, Florida 33401
(561) 478-4500
BCook@adamscoogler.com**



_____ Check here if you wish to
pay through QuickBooks
Payments.
We will send you an invoice by
email.

REGISTRATION

CHECK ONE	OPPORTUNITY LEVELS INCLUDE THE FOLLOWING:	TOTAL
Platinum <input checked="" type="checkbox"/>	Base Membership (3-max/industry) Educational Meeting Attendance (2 representatives) Happy Hour Attendance with Members (2 representatives) Holiday Party Non-Sponsor Attendance (1 representative) Job Listings per month (3) - Complimentary Membership List with Updates Social Media Spotlight Legal Expo Booth Legal Expo Attendance (2 representatives) Legal Expo Planning Committee (1 representative)	\$2,950
Gold <input type="checkbox"/>	Base Membership (3-max/industry) Educational Meeting Attendance (1 representative) Happy Hour Attendance with Members (1 representative) Holiday Party Non-Sponsor Attendance (1 representative) Job Listings per month (2) - Complimentary Membership List with Updates Legal Expo Booth Legal Expo Attendance (2 representatives) Legal Expo Planning Committee (1 representative)	\$1,500
Silver <input type="checkbox"/>	Base Membership (3-max/industry) Educational Meeting Non-Sponsor Attendance (1 representative) Job Listings per month (1) - Complimentary Legal Expo Booth Legal Expo Attendance (2 representatives) Legal Expo Planning Committee (1 representative)	\$800

REGISTRATION

OPTIONAL REGISTRATIONS:

Check All That Apply	Annual Event*	Amount	Enclosed
	Chapter Educational Meeting Representative Attendance (pp)	\$ 50.00	
	Happy Hour Attendance with Members (pp)	\$ 50.00	
	Holiday Party Sponsor* (2 available)	\$ 750.00	
	Holiday Party Representative Attendance (pp)	\$ 75.00	
	Membership List w/Updates	\$ 400.00	
	Trisha McNamara Scholarship Sponsor (sponsorship amount designated by Business Partner)		
	Optional Registrations Subtotal		\$
Total Business Partner Level and Optional Registrations			\$

*** First come, first served**

ONE YEAR LIST USAGE AND CONFIDENTIALITY AGREEMENT

This Agreement is made today by and between Palm Beach County Chapter Association of Legal Administrators (“PBCCALA”), and Chapter Business Partner (“Business Partner”) and is effective through the end of the term of ONE CALENDAR YEAR in connection with the rental of member names, company affiliation, position held, contact information, affiliated firm information. (“The List”). Business Partner promises and irrevocably and unconditionally agrees as follows:

1. Business Partner is granted use of The List for any mailings or marketing of any kind or in conjunction with any promotion for the duration of the term listed.
2. Business Partner will not disclose, transfer, duplicate, reproduce or share any part of The List with any third party, agent, employee, or contractor or their respective agents and employees.
3. The List is at all times the sole property of PBCCALA, and Business Partner is not authorized to, and will not, disclose or use The List in any form or manner whatsoever in any mailing or telemarketing or in conjunction with any promotion in which The List is to be used upon the termination of the term of this agreement.
4. This agreement shall apply in all cases whether The List is used for mailing or telemarketing purposes, and whether it is provided on labels, tape, disk, cartridge, CD, or electronically transferred.
5. PBCCALA reserves the right to monitor the use of The List to prevent improper and unauthorized use.
6. Business Partner acknowledges The List is proprietary and confidential and the property of PBCCALA and any violation of this agreement will entitle PBCCALA to terminate the entire term of sponsorship benefits of the Business Partner.
7. PBCCALA provides the list to the Business Partner “as is” with any and all defects, errors or deficiencies.
8. PBCCALA HEREBY DISCLAIMS ALL WARRANTIES IN THE LISTS, EXPRESS OR IMPLIED, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
9. Any violation of any terms of this agreement by Business Partner will cause List Owner irreparable harm and damages and that, in the event of any breach by Business Partner, PBCCALA may immediately terminate Business Partner’s entire benefit package.

I have read and agree to abide by the Engagement Guidelines as listed on pages 8-9.

Company: _____

Signature: _____ Date: _____

Print Name: _____ Email: _____