

2026 BUSINESS PARTNER GUIDE



Palm Beach County Chapter of ALA

2026 Business Partners Guide

Welcome to the Palm Beach County Chapter of the Association of Legal Administrators (PBCCALA). We appreciate your partnership and commitment to supporting our Chapter's mission. This guide outlines the key benefits, engagement opportunities, and participation guidelines for our valued Business Partners.

Listed below are a few of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible, in large part, through your sponsorship dollars.*
- *Chapter members depend upon contacts within the business community who will share their expertise about their products and services, helping them stay in the forefront of the latest technology.*
- *Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.*
- *Trusting in our Business Partner relationships enhances the administrator's credibility and improves the quality of management within the legal service organization.*
- *Those who provide our external business services are always our first choice in seeking sponsorships.*

Engagement Guidelines

- Be professional, friendly, and respectful—no selling or soliciting.
- Participate actively and listen attentively during meetings and events.
- Arrive on time and stay through the full event.
- Exchange business cards appropriately; always ask before adding someone to a mailing list.
- Treat all members and partners with courtesy and professionalism.
- Participation in at least 50% of Chapter events is required to maintain partnership status.

Referral Campaign

PBCCALA values the contributions of our Business Partners and encourages engagement through referral incentives:

- Member Referral Campaign – Members who meet with Business Partners between Jan 1–Dec 31 are entered into a drawing for a trip to the ALA National Conference.
- Business Partner Referral – Earn credits for referring new members or partners:
 - \$75 credit for each referred member who joins the Chapter.*
 - \$50 credit for each referred Business Partner who registers at any level.*

*Notify the Business Partner Chair of Referrals

Important Notes

- Registration is first come, first served (max 5 partners per industry).
- Participation in at least 50% of Chapter events is required to maintain partnership status.
- Signed Confidentiality Agreement required for membership list access.
- Payment must accompany registration—no payment plans available.
- Logos must be submitted in JPG, JPEG, or GIF format (no PDFs).
- Registration deadline: December 31, 2025.

One Year Confidentiality Agreement

By signing, the Business Partner agrees to use PBCCALA's membership list solely for approved Chapter-related communications and will not share or reproduce it. Improper use may result in termination of benefits. The list remains property of PBCCALA.

Registration & Payment

Mail completed registration forms and payment to:

Becky Cook, Chair – Business Partner Committee
Adams Coogler, P.A.

1555 Palm Beach Lakes Blvd., Suite 1600

West Palm Beach, FL 33401

(561) 478-4500 | BCook@adamscoogler.com

QuickBooks payments available upon request.

SPONSORSHIP LEVELS & REGISTRATION

CHECK ONE	OPPORTUNITY LEVELS INCLUDE THE FOLLOWING:	TOTAL
PLATINUM ☐	<i>HIGHEST VISIBILITY</i> 4 Educational Meeting Attendance (2 representatives) <i>Connect with members and learn about legal management topics</i> 2 Happy Hour Attendance with Members (2 representatives) <i>Relaxed networking with members</i> Holiday Party Non-Sponsor Attendance (2 representatives) <i>Celebrate the year with members</i> Job Listings per month (3) - Complimentary <i>Post complimentary job ads on the Chapter website</i> Membership List with Updates <i>Access up-to-date contact info with signed Confidentiality Agreement</i> Social Media Spotlight <i>Feature on Chapter's LinkedIn and Facebook pages with your photo and bio</i> Legal Expo Booth (2 representatives) <i>Includes booth space & attendee list post-event</i> Legal Expo Planning Committee (1 representative) <i>Join the Committee and help plan the event</i> Sponsorship Opportunity for Special Social Event (ex: Drive Shack, Pop Stroke, Bowling, etc.) Business Partner Appreciation Event (2 representatives)	\$2,950
GOLD ☐	<i>STRONG VISIBILITY</i> 2 Educational Meeting Attendance (1 representative) 2 Happy Hour Attendance with Members (1 representative) Holiday Party Non-Sponsor Attendance (1 representative) Job Listings per month (2) - Complimentary Membership List with Updates Social Media Spotlight Legal Expo Booth (2 representatives) Legal Expo Planning Committee (1 representative) Business Partner Appreciation Event (2 representatives)	\$1,500
SILVER ☐	<i>LIMITED VISIBILITY</i> 1 Educational Meeting Non-Sponsor Attendance (1 representative) Holiday Party Non-Sponsor Attendance (2 representatives) Job Listings per month (1) - Complimentary Social Media Spotlight Legal Expo Booth (2 representatives) Business Partner Appreciation Event (1 representative)	\$800

OPTIONAL OPPORTUNITIES

OPTIONAL ITEMS (**NOT INCLUDED** WITH MEMBERSHIP):

Check All That Apply	Annual Event*	Amount	Enclosed
	Chapter Educational Meeting Representative Attendance (pp)	\$ 50.00	
	Happy Hour Attendance with Members (pp)	\$ 50.00	
	Happy Hour Sponsorship (2 events available)	\$ 350.00	
	Special Social Event (Platinum Level ONLY)	\$ 500.00	
	Holiday Party Sponsor* (2 available)	\$ 750.00	
	Holiday Party Representative Attendance (pp)	\$ 75.00	
	Membership List w/Updates	\$ 400.00	
	Trisha McNamara Scholarship Sponsor (minimum sponsorship of \$500.00)		
	Optional Registrations Subtotal		\$
Total Business Partner Level and Optional Registrations			\$

*** First come, first served**

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 6-9 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.

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: _____

****This form must be executed and included with registration.**