

# Your Chance to “Get Connected”

*Information for Exhibitors and Sponsors*



**Hampton Roads**  
Chapter



**Northern Virginia**  
Chapter



**Richmond**  
A Chapter of the Association of Legal Administrators



**Western Virginia**  
Chapter

## 3rd Statewide Educational Conference & Retreat

March 18-19, 2011  
The Boar's Head Inn  
Charlottesville, Virginia

*This is a tremendous opportunity to market your services and products to Virginia's law firm administrators and get connected with the law firm decision makers from the Hampton Roads, Northern Virginia, Richmond, and Western Virginia areas. We look forward to meeting you and developing a mutually beneficial partnership.*

# Virginia Chapters of ALA 3rd Statewide Educational Conference & Retreat March 18-19, 2011

## OUR COMMITMENT TO ALA'S MISSION

The Virginia Chapters of ALA encourage the mission of the international Association of Legal Administrators — “to promote the exchange of information regarding the administration and management problems peculiar to legal organizations including private law offices; corporate legal departments; government, legal, and judicial organizations; and public service legal groups...”

**Our statewide educational conference and retreat is our commitment to that mission.**

*Hampton Roads    Northern Virginia    Richmond    Western Virginia*

### Friday, March 18, 2011

12-5 p.m. Check-in & Exhibitor Set-up  
6:00 p.m. Cocktail Reception  
7:30 p.m. Dinner & Open Bar  
9-12 p.m. DJ, Dancing & March  
Madness Entertainment

## SCHEDULE OF EVENTS

### Saturday, March 19, 2011

8:00 a.m. Networking Breakfast	1:00 p.m. Networking Lunch
9:00 a.m. Exhibit Hall	2:00 p.m. Door Prize Drawings
10:00 a.m. Education Session I	2:30 p.m. Education Session III
11:00 a.m. Break in Exhibit Hall	3:45 p.m. Conference Wrap-up
12:00 p.m. Education Session II	4:00 p.m. Wine n' Cheese Event

## RETREAT COMMITTEE



**Ann Roberts Caudle**  
*Richmond*  
Director of Client Relations  
Spotts Fain PC  
804.343.6172  
acaudle@spottsfain.com



**Benjamin S. Sotelo**  
*Northern Virginia*  
Firm Administrator  
Vaughan Fincher & Sotelo, PC  
703.506.1810  
bsotelo@vfspc.com



**Michael E. Keatts**  
*Richmond*  
Firm Administrator  
Butler Williams & Skilling, PC  
804.648.4848  
mkeatts@butlerwilliams.com



**Diana White**  
*Hampton Roads*  
Director of Administration  
Taylor & Walker, PC  
757.625.7300  
dwhite@taylorwalkerlaw.com

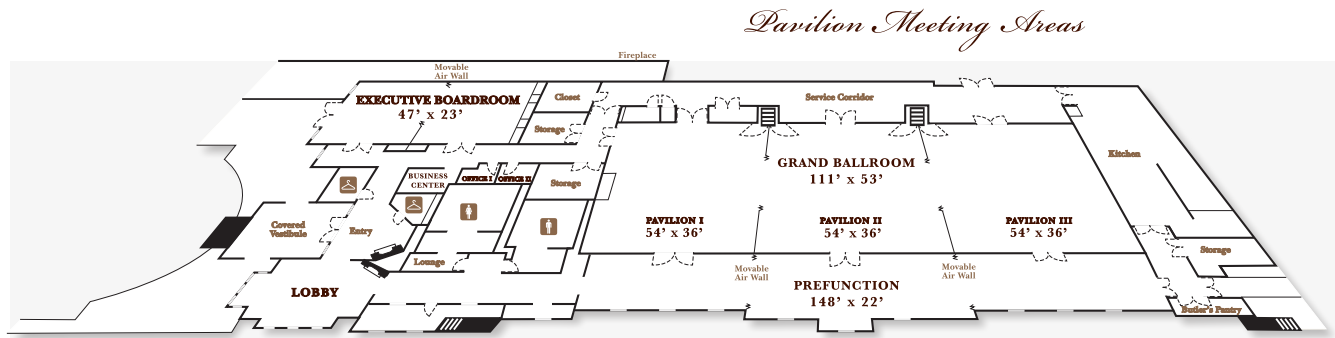
## LOCATION AND ACCOMMODATIONS

# The BOAR'S HEAD

The conference will be held at the Boar's Head Inn in Charlottesville, VA. Please contact the Inn directly to reserve your room for Friday evening, March 18th, and Saturday, March 19th, if you wish to stay an extra night. Hotel rooms are available at the Inn for **\$175** double occupancy per night, and the resort fee has been waived. Space is limited, so call **434.972.6062** to reserve your room, and please mention that you are with the ALA Retreat to receive the special discount. **The deadline to reserve your room is Tuesday, February 8, 2011.**

## NEW EXHIBIT HALL AREA

The 2011 Exhibit Hall will be housed in the recently built Grand Ballroom of the Pavilion Meeting Area. Those who have not visited the Boar's Head Inn since 2008 are in for a pleasant surprise!



## DIRECTIONS

### *From Hampton Roads and Richmond*

Travel I-64 West to Exit 118-B (Charlottesville, Culpeper). Continue for 1.5 miles and take the exit for Route 250 West. Turn left onto Route 250 West and drive for one mile. At the fourth stoplight, turn left onto Ednam Drive. The entrance to the resort will be on your left.

### *From Northern Virginia*

Travel Route 29 South into Charlottesville. Exit onto the Route 250 West bypass (towards Lynchburg, Staunton, Richmond). Travel to the third exit, Route 250 West. At the traffic light, turn left onto Route 250 West and drive for one mile. At the third stoplight, turn left onto Ednam Drive. The entrance to the resort will be on your left.

### *From Roanoke*

Travel I-81 to I-64 East (Charlottesville, Richmond). Take Exit 118-B (Charlottesville, Culpeper). Continue for 1.5 miles and take the exit for Route 250 West. Turn left onto Route 250 West and drive for one mile. At the fourth stoplight, turn left onto Ednam Drive. The entrance to the resort will be on your left.

## WE ARE PLEASED TO OFFER YOU THE FOLLOWING SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

### **DINNER SPONSOR (\$2,500.00 each)**

*(Five (5) Sponsorships Available)*

- **Exhibit Booth is included FREE with this Sponsorship level**
- Acknowledgment in Retreat registration materials and program guide
- Large sign with company logo in dinner area
- Opportunity to give brief overview of your company at Dinner
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday
- Opportunity to add promotional item/material to “Check-in” goody bag

### **ENTERTAINMENT SPONSOR (\$2,000.00)**

*(One (1) Sponsorship Available)*

- **Exhibit Booth is *not* included in sponsorship but can be added for half price (\$400)**
- Acknowledgment in Retreat registration materials and program guide
- Large sign in DJ area as well as “March Madness TV Area”
- Opportunity to give brief overview of your company at Dinner
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday
- Opportunity to add promotional item/material to “Check-in” goody bag

### **COCKTAIL RECEPTION SPONSOR (\$1,750.00 each)**

*(Three (3) Sponsorships Available)*

- **Exhibit Booth is *not* included in sponsorship but can be added for half price (\$400)**
- Acknowledgment in Retreat registration materials and program guide
- Large sign with company logo in cocktail area
- Opportunity to give brief overview of your company at Cocktail Reception
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday
- Opportunity to add promotional item/material to “Check-in” goody bag

### **DINNER “OPEN BAR” SPONSOR (\$1,500.00 each)**

*(Three (3) Sponsorships Available)*

- **Exhibit Booth is *not* included in sponsorship but can be added for half price (\$400)**
- Acknowledgment in Retreat registration materials and program guide
- Large sign with company logo next to bar area
- Opportunity to give brief overview of your company at Dinner
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday
- Opportunity to add promotional item/material to “Check-in” goody bag

## **SPEAKER SPONSOR (\$1,500.00 each)**

*(Six (6) Sponsorships Available)*

- **Exhibit Booth is *not* included in sponsorship but can be added for half price (\$400)**
- Acknowledgment in Retreat registration materials and program guide
- Large sign with your company logo in front of classroom
- Opportunity to give brief overview of your company before Speaker begins their presentation
- Opportunity to attend the Speaker's presentation
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday
- Opportunity to place promotional item/material on classroom desks

## **LUNCHEON SPONSOR (\$1,200.00 each)**

*(Four (4) Sponsorships Available)*

- **Exhibit Booth is *not* included in sponsorship but can be added for half price (\$400)**
- Acknowledgment in Retreat registration materials and program guide
- Large sign with company logo in lunch area
- Opportunity to give brief overview of your company at Lunch
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday
- Opportunity to add promotional item/material to "Check-in" goody bag

## **EXHIBIT BOOTH ONLY (\$800.00 each)**

- Table Top Exhibitor Booth Space (6-foot table with linen cover) – Assigned
- Recognition in all program materials
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday

## **MORNING BREAK SPONSOR (\$600.00)**

*(One (1) Sponsorship Available)*

- **Exhibit Booth is *not* included in Sponsorship**
- Acknowledgment in Retreat registration materials and program guide
- Large sign in break area
- Two (2) tickets to all Friday evening events
- Two (2) tickets to breakfast and lunch on Saturday

## **PROMOTIONAL SPONSOR (\$100.00)**

Sometimes our Business Partners want to contribute to our conference, but aren't able to make it to the Retreat. This year, for \$100, you can contribute to the Retreat by providing promotional item/materials to be placed in each retreat attendees' check-in goody bag (pens, bottled water, golf tees, etc) and be listed in the program guide.

## **QUESTIONS**

For more information or any questions regarding the Sponsorship and Exhibitor Program, please contact:

*In Hampton Roads:* Diana White, 757.625.7300, [dwhite@taylorwalkerlaw.com](mailto:dwhite@taylorwalkerlaw.com)

*In Northern Virginia:* Benjamin Sotelo, 703.506.1810, [bsotelo@vfspc.com](mailto:bsotelo@vfspc.com)

*In Richmond/Roanoke:* Mary Ellen Cleveland, 804.649.7545, [mcleveland@t-mlaw.com](mailto:mcleveland@t-mlaw.com)

## TESTIMONIALS FROM 2010 RETREAT SPONSORS

*“The 2010 ALA [Virginia] Retreat was very beneficial to Seltek in making new relationships with potential clients and other business partners as well as establishing contact with our current clients. The exposure we received was better than anticipated, and we will, without question, participate in the 2011 Retreat.”*

*Ron Greene, Seltek, Inc.*

*“2010 was our first year participating in the [ALA Virginia] Retreat. Overall, our experience there led us to renewing our sponsorship ... all of the members were friendly and welcoming. We particularly enjoyed the networking before dinner and the dancing. The accommodations were first class, and the food was not far behind. A number of new relationships came out of this experience, and we look forward to next year. Your organization truly deserves a standing ovation!”*

*Shannon Glover, Commonwealth Employee Benefit Solutions*

*“DPS has participated in hundreds of sponsorships over the past 10 years, and the ALA [Virginia] Retreat is our favorite! The ALA conference provides an immediate return on the investment and never once felt like work.”*

*Gardner Meadows, Dominion Payroll Services*

*“The ALA [Virginia] Retreat allowed me several hours of direct contact with the decision makers in many of my law-firm prospects. It was the best money that I have ever spent on a trade show/convention for marketing purposes.”*

*Tray Isley, EnTrust Records Management*

*“Shred-it has participated in several ALA retreats and events, and the ALA retreat creates a win/win/win environment for its vendors — 1) ALA provides us an additional means of staying in touch with our current clients; 2) ALA provides us with the ability to form relationships with new companies; and 3) ALA is a great group of individuals that are extremely enjoyable to be around.”*

*Robert Hart, Shred-it Major Accounts*

# SPONSOR AND EXHIBITOR REGISTRATION FORM

**Virginia Statewide Educational Conference and Retreat**

**March 18-19, 2011**

**The Boar's Head Inn, Charlottesville, Virginia**

**DEADLINE FOR REGISTRATION IS FEBRUARY 8, 2011**

Please choose one of the following sponsorship/exhibition opportunities:

- Dinner Sponsor** (\$2,500.00 each & **FREE BOOTH INCLUDED**)
- Entertainment Sponsor** (\$2,000.00)
- Cocktail Reception Sponsor** (\$1,750.00 each)
- Dinner Open Bar Sponsor** (\$1,500.00 each)
- Speaker Sponsor** (\$1,500.00 each)
- Luncheon Sponsor** (\$1,200.00 each)
- Exhibit Booth Only Sponsor** (\$800.00 each) in **NEW PAVILION SPACE**
- Exhibit Booth in addition to one of the above sponsorships** (\$400.00 each)
- Morning Break Sponsor** (\$600.00)
- Promotional Sponsor** (\$100.00)  
Describe Item for Goody Bag: \_\_\_\_\_
- You may order additional tickets for spouses/guests. Each ticket is \$125 and provides access to all Friday evening events, Saturday's breakfast and Saturday's lunch. Please list the number of additional tickets you would like to purchase. Payment is due by March 11, 2011. Checks should be made payable to **HRALA/Richmond Retreat** and sent to Michael Keatts, Butler Williams & Skilling P.C., 100 Shockoe Slip, Fourth Floor, Richmond, Virginia 23219 or to Diana White, Taylor Walker P.C., 555 E Main Street, Suite 1300, Norfolk, Virginia 23510.

Organization: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

ENCLOSED IS OUR CHECK FOR: \$ \_\_\_\_\_

Number of people who will attend:

Friday Evening Events \_\_\_\_\_ Saturday Breakfast \_\_\_\_\_ Saturday Lunch \_\_\_\_\_

(You may revise this information later, but we would like to have an estimate of attendance for planning purposes)

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please make checks for Sponsorship payable to: **HRALA/RICHMOND RETREAT** enclose with signed contract and mail to:  
Diana White, Taylor Walker P.C., 555 E Main Street, Suite 1300, Norfolk, Virginia 23510.

## DOOR PRIZE REGISTRATION FORM

### Virginia Statewide Educational Conference and Retreat March 18-19, 2011 The Boar's Head Inn, Charlottesville, Virginia

Each year after lunch, the Retreat Committee raffles off door prizes provided by the business partners participating in the Retreat. Door prizes are appreciated but are donated on a voluntary basis only.

Examples of past door prize giveaways have included the following:

Restaurant Gift Cards  
Spa Gift Cards  
American Express Gift Cards  
Gift Baskets  
Office Chairs  
MP3 Players  
iPods  
Digital Cameras  
DVD Players  
Flat Screen Televisions  
Golf Shirts  
Logo Items

*If you plan to donate a door prize for this year's Statewide Retreat, you must register the door prize with Ann Caudle by Friday, March 11, 2011. Please fill out the information below and fax or e-mail this page to Ann at 804.343.6182 or [acaudle@spottsfain.com](mailto:acaudle@spottsfain.com). Door prizes not registered prior to the Retreat will not be available for the raffle on Saturday. Thank you for your cooperation.*

Sponsor Organization: \_\_\_\_\_

Sponsor Contact Name/Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

My company will be donating a door prize to raffle off on Saturday, March 19th at the Virginia Statewide ALA Retreat.

Our door prize is: \_\_\_\_\_

The approximate value is: \_\_\_\_\_

Company Representative's Signature: \_\_\_\_\_

Date: \_\_\_\_\_