



INTERNATIONAL PRACTICE  
MANAGEMENT ASSOCIATION

2025

# Business Partner & Sponsorship Prospectus

Where Businesses Meet Budget Owners  
Revised February 2025

International Practice Management Association

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PEOPLE

PROCESS

PROFITS

PROGRESS

The Four Pillars of IPMA

# About IPMA

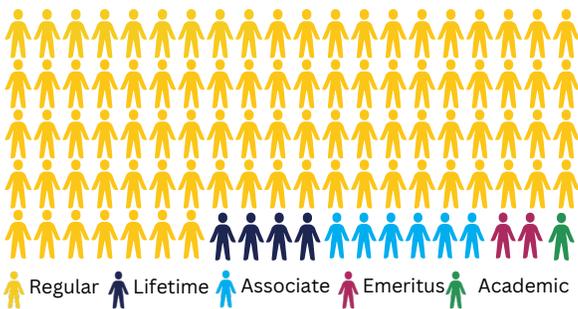
The International Practice Management Association (IPMA) is a pivotal resource for management professionals within law firms, corporations, and legal departments. By fostering a comprehensive community, The IPMA is dedicated to enhancing the skills and professionalism of its members. The association offers a variety of practical tools and innovative strategies aimed at optimizing the roles and management practices of legal professionals. With a diverse membership base across the United States and Canada, The IPMA is recognized as the leading association for legal practice managers in North America. Through its commitment to knowledge sharing and education, The IPMA plays a crucial role in advancing the field of legal practice management.

This influential collective of thought-leaders and budget-owners, united through The IPMA, plays a fundamental role in the evolution of legal operations. With a shared mission to enhance their teams and organizations, they wield the authority to procure necessary products and services, driving the growth and management of paralegal and practice management initiatives. Despite their varied roles and specializations, fiscal responsibility is the common link that binds them. Many are dedicated legal practice support Chiefs, Directors, Managers, Supervisors, or Coordinators, while others are engaged as case managers and in docketing managers. Some members bring expertise from human resources or legal backgrounds, overseeing the work of paralegals and practice support professionals, and others manage a wide range of catalyst operational tasks related to these fields. This diverse yet unified group is instrumental in cultivating the present and future legal operations landscape.

# IPMA by the Numbers

Our membership is made up of **416 members, not including our Business Partners. Below are the various breakdowns.**

## Member Types



## Member Geography



## Social Interactions with Members in 2024

**119**

Email Campaigns

**46,726**

Email Sends

**16,930**

Email Opens

**183**

Events to Attend

**985**

LinkedIn Followers



**17,656**

LinkedIn Impressions

**458**

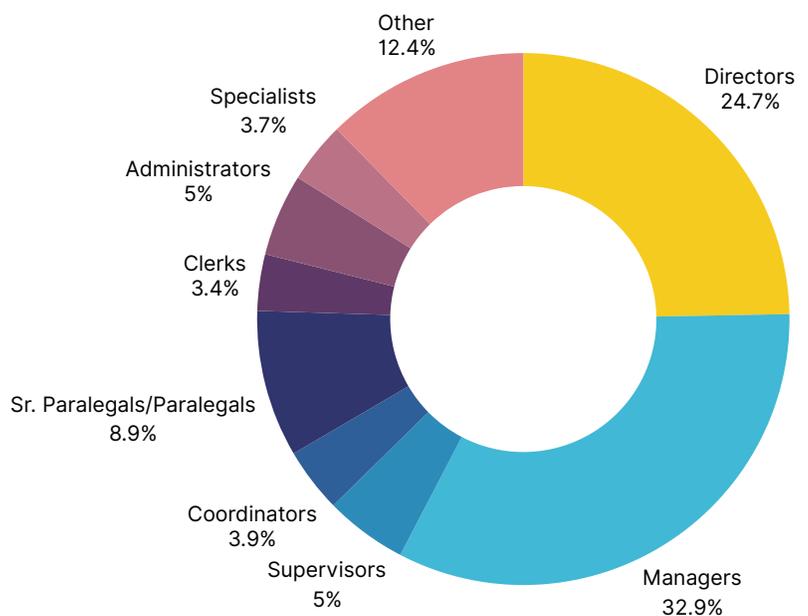
Facebook Followers



**67**

Facebook Post Average Reach

## Member Titles





# Why Become a Business Partner?

In the legal realm, the unique dynamics of the industry foster profound connections between the entities supplying products, services, and solutions and practice professionals. They are seen as collaborative partners in business, transcending the traditional vendor-client relationship. **Businesses aligned with IPMA hold a distinct status as essential assets to our members.** In alignment with this perspective, IPMA has bolstered the benefits extended to our business partners, elevating their value and brand visibility within our extensive membership to an unprecedented level.

## Membership Options & Benefits

**Corporate Business Partner** members may designate a principal representative for the organization, and one representative for *each* of the organization's office locations is entitled to business partner benefits. **2025 rate - \$2,000 (USD\*)**

**Individual Business Partner** members may be either an individual service provider or a company / organization, but *only one* representative is entitled to business partner benefits. **2025 rate - \$600**

Benefits for both types of membership include:

- Participation in Chapter Meetings
- Participation in Select Committees
- Company Listing in Business Partner Directory (Enhanced Listing Available for Purchase)
  - Corporate Business Partner listing includes logo and link
  - Individual Business Partner listing includes business & contact name
- Access to Membership Directory
- Regular Meetings Dedicated to Business Partners to Keep them Informed about IPMA
- **Golden Tickets\*** - a free membership to any individual who is not already a member of the IPMA

[Click here to see our different Business Partner categories.](#)

*\*All pricing listed in this prospectus is reflected in US Dollars*

*\*Golden Tickets are exclusive to sponsorship bundles and quantity depends on sponsorship level*

# Year-Round Advertising Opportunities



## **Website Banner Ad \$500**

On our IPMA website, you will be entitled to the exclusive homepage spot on our website for one month. The dimensions will be provided, but you will provide the content and a link for the image when clicked on.

## **Dedicated Email to IPMA Members \$750**

The IPMA will send a dedicated email to our members on your behalf. There are only six available each year and these are sold and sent on a first come first served basis. The content is up to you!

## **Ad Space on News & Notes (Limited to one ad per email) \$500**

News & Notes are distributed to all subscribed members of the IPMA twice monthly and contain IPMA announcements and upcoming events and activities. The available ad space is 600 x 150 pixels and we will require a high-resolution PNG.

## **Webinar \$750**

Webinars are a great way to showcase your expertise. Webinars are free to IPMA members and part of their membership benefits. As a webinar host, you will provide the speaker and content (subject to approval by a volunteer review team). IPMA will promote the webinar on our website, through regular emails, and during meeting announcements. Your webinar will be recorded and available to our members on our Webinars webpage for future brand visibility. Available on a first come first served basis.

## **Product Demo Video on Website \$750**

Product demo videos are a perfect opportunity to share your services with our members. We will have these videos on a dedicated page for the entire year and linked to your directory listing.

## **IPMA Managerial Skills Seminar Co-Sponsorships - Spring Session (Virtual) (Limit 6) \$600 (Tentative: April 24-25, 2025)**

The two half-day virtual sessions of the IPMA Managerial Skills Seminar is designed to develop and refine practical managerial skills involved in the supervision of paralegals, litigation support, docket, technology, and other legal practice support professionals. Participants will learn valuable management, team building, and communication skills essential to supervision in a legal organization. Co-sponsorship includes recognition on promotions and seminar materials, and one complimentary seminar registration. Your company name and logo will be displayed numerous times during this day-long event.

## **Career Center Job Listing \$199 for members, \$349 for non-members**

The IPMA Career Center posts openings for legal management and supervisory positions and paralegal, law clerk, and other legal-related positions as a service to employers in law firms, corporate legal departments, and government, judicial, and legal agencies. The career center access is free to our members and part of their membership benefits.

**October 15-17, 2025 | Pan Pacific Hotel, Vancouver, Canada**

**The IPMA Annual Conference & Expo** is the association's hallmark, three-day professional development, and networking event. Participants attend educational sessions and workshops on practice support management, and for many attendees, the expo serves as their primary opportunity to stay informed about the latest services and products available from legal industry service providers. With breakfasts and breaks in the expo hall and scheduled social festivities, business partners can expect frequent opportunities to interact with IPMA members. This is your opportunity to connect with your current and future clients and establish partnerships in a casual atmosphere.

# 41st Annual IPMA Conference & Expo

From sponsoring conference educational sessions and social events to branding and other exposure opportunities, Business Partners have a variety of options to make the most of their presence at The IPMA Annual Conference & Expo.

## **Expo Booth Business Partner Member - \$2,250 | Non-Member - \$2,750**

Exhibiting at our annual conference provides a lot of opportunities to network with our attendees. Included with your expo booth:

- Standard 8' x 10' booth
- Two full-access conference passes\* includes on-site networking events, breakfasts and breaks (does not include annual business luncheon)
- Recognition and description in the conference program guide
- One draped 6' table, one chair, one wastebasket, and booth signage: Booth draping as necessary
- Facility is fully carpeted; no carpet rental required

## **10x20 Booth is available to Business Partner Members Only at a rate of \$5,000**

\*Additional conference passes may be purchased at \$550 per person, limited to 8 total representatives.

*Booth selection and assignment will be offered on a priority basis, considering 2025 conference sponsor levels, current IPMA business partner members, and past conference sponsors and exhibitors. Only paid exhibitors and sponsors will be allowed to display, solicit, or distribute literature or collateral.*



# Conference Sponsorships

## **Your Conference App (Limit 1) \$2,000**

Stay in front of attendees all conference long by being the official conference app sponsor. The conference app will be a central hub for attendees to connect, build their schedules, and stay up to date on conference events. Your organization will be branded as the official sponsor of the app with plenty of logo and ad placement within the app itself and signage during the event. The app will be in front of nearly all attendees, meaning a great return on sponsor dollar investment. The app will replace the paper program from years past.

## **Conference Attendee Bags (Limit 1) \$3,000**

All conference attendees receive a tote bag for use at the conference and throughout the year. Enhance your company's visibility with practice support managers and others in the legal community with this valuable opportunity for exposure. Bag sponsorship includes your company's logo and web address imprinted on the bag along with The IPMA and/or conference logo. Sponsorship also includes the opportunity to provide promotional materials highlighting your company's offerings inside the attendee bag for continued reference by conference participants once the conference is over.

## **Conference Attendee Water Bottles (Limit 1) \$1,500**

As a part of our green initiative this year, we are offering attendees the use of reusable water bottles for the duration of the conference. Enhance your company's visibility with practice support managers and others in the legal community with this valuable opportunity for exposure. Water Bottle sponsorship includes your company's logo and web address imprinted on the bottle along with The IPMA and/or conference logo.

## **Conference Attendee Lanyards (Limit 1) \$3,000**

All conference attendees are required to display their access badges throughout the conference. Enhance your company's visibility with conference attendees with this valuable opportunity for exposure. Lanyard sponsorship includes your company's logo or promotional message imprinted on the lanyards attached to access badges.

## **Conference Keynote Sponsorships (Options Below)**

Sponsoring a keynote session at The IPMA Annual Conference & Expo will include premium signage at the best-attended and most prestigious sessions and the opportunity to introduce the speaker from the stage.

- **Opening Keynote Sponsorship (Wednesday) - \$1,500**
- **Thursday Keynote Sponsorship - \$1,500**
- **Closing Keynote Sponsorship (Friday) - \$1,500**

## **Breakfast Sponsorship: Thu, October 16 & Fri, October 17 Exclusive Sponsorship for Both Days \$2,500 / One Day Exclusive Sponsorship \$1,500**

Daily breakfast will be served, giving companies an opportunity to socialize and develop contacts among conference attendees. Sponsorship will include company branding on signage along with recognition in the conference program guide and during introductions and announcements.

## **Snack Sponsorship: Thu, October 16 & Fri, October 17 Snack Break Sponsorship \$750 each**

Snack breaks will take place once in the morning and once in the afternoon, giving companies an opportunity to socialize and develop contacts among conference attendees. Sponsorship will include company branding on signage along with recognition in the conference program guide and during introductions and announcements.

## Single Conference Breakout Sessions Sponsorships (Limit to number of sessions) \$600

Sponsoring one or more educational programs demonstrates your company or law firm's commitment to the professional development and continuing education of practice support managers. Sponsorship includes recognition on signage, logo on session PowerPoint slides, and introductions from the podium.

## IPMA Managerial Skills Seminar Co-Sponsorships (Limit 6) \$600 (Tuesday, October 14, 2025)

The one-day IPMA Managerial Skills Seminar is designed to develop and refine practical managerial skills involved in the supervision of paralegals, litigation support, docket, technology, and other legal practice support professionals. Participants will learn valuable management, team building, and communication skills essential to supervision in a legal organization. Co-sponsorship includes recognition on promotions and seminar materials, one complimentary seminar registration, and in-person introductions. Your company name and logo will be displayed numerous times during this day-long event.

## Opening Reception: Wednesday, October 15 Exclusive Sponsorship \$5,000 **SOLD**

The opening reception will be held in the IPMA expo hall and will allow exhibitors and sponsors to freely mingle and network with conference participants. Sponsorship will include company branding on signage, recognition in the conference program guide and during introductions and announcements, and the opportunity to distribute promotional items during the opening reception.

## Closing Event: Friday, October 17 Exclusive Sponsorship **SOLD**

This event is the final activity for the members participants attending conference. Sponsorship of the closing event requests the commitment of the sponsor to finance, plan and execute the event for the IPMA's members. **Please contact HQ to discuss.**

## Custom Sponsorship

Have you seen some sponsorships that really resonated at other events? Let's talk! If the venue allows for these ideas, we can work with you to create a custom sponsorship.

# Conference Sponsorships



# Business Partner Bundles

SPONSOR BENEFITS	PREMIER LEVEL	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL	DIAMOND LEVEL
<b>Year-Round Benefits</b>						
Logo on IPMA Home Page and Business Partner Directory	●	●	●	●	Premium Placement	Premium Placement
Description of Offerings on IPMA Website	●	●	●	●	Premium Placement	Premium Placement
Golden Tickets		●●	●●●	●●●●	●●●●●	●●●●●●
Access to IPMA Membership Directory	●	●	●	●	●	●
Ad placement in one News & Notes	●	●	●	●	●●	●●●●
One Exclusive Webinar or One Product Demo	●	●	●	●	●	●
One Dedicated Email sent to Members		●	●	●	●	●
Managerial Skills Seminar Co-Sponsorship at Annual Conference				●	●	●
<b>Conference Benefits</b>						
Booth at Conference		8' x 10'	8' x 10'	8' x 10'	10' x 20'	10' x 20'
Exclusive Ad Placement on Conference Website						●
Mainstage Commercial (pre-recorded)					30 Seconds	60 Seconds
Registrant Contact Information for One Pre-Conference Mailing in September 2024		●	●	●	●	●
Registrant Contact Information for One Post-Conference Mailing in November 2024		●	●	●	●	●
Conference Passes (includes full registration and all meals)		●●	●●	●●	●●	●●
Additional Conference Passes				●●	●●●●	●●●●●●
Ad in Annual Conference Program Guide/Mobile App			●	●	●	●
Company Description Included on Conference Website & on Mobile App		●	●	●	●	●
Logo on Conference-Related Social Media Posts		●	●	●	●	●
One Breakout Session Sponsorship at Annual Conference				●	●	●
A la carte Value	\$2,000	\$5,800	\$6,550	\$9,500	\$13,750	\$25,750
<b>Bundle Discount</b>	<b>\$1,000</b>	<b>\$3,500</b>	<b>\$5,000</b>	<b>\$7,000</b>	<b>\$10,000</b>	<b>\$20,000</b>

**Note – Membership must be purchased separately.**

# Get in Touch

Are you ready to become a Business Partner and Sponsor?  
Reach out to [executivedirector@theipma.org](mailto:executivedirector@theipma.org) to discuss your options.

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