IPMA
INTERNATIONAL PRACTICE MANAGEMENT ASSOCIATION

2026

Business Partner & Sponsorship Guide

The International Practice Management Association
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About IPMA

377 members

1146 LinkedIn Followers

42% Canadian

58% American

96,760 Conference App Sponsor Impressions

The IPMA is the leading professional association for legal practice managers. Our membership includes Directors, Managers, Supervisors, and other **decision-makers** in major law firms and legal practices throughout North America.

Learn a bit more about the association, by the numbers.

Why Become A Business Partner?

At the IPMA, Business Partners are viewed as strategic collaborators, including expanded partner benefits to significantly enhance value and brand visibility across the association's membership.

1. Participation in IPMA events and access to membership directory.
2. Company listing in Business Partner Directory.
3. Quarterly meetings to keep you informed of IPMA opportunities.

See Appendix A for more information about Business Partner categories, benefits, and 2026 rates.

Ask about the IPMA's **Golden Ticket** membership program!

Year-Round Engagement

IPMA Business Partners can advertise to the largest network of legal practice managers in North America. Consider taking advantage of the following opportunities.

- Website Banner Ad ($500 USD)
- Dedicated Email to Members ($750 USD)
- Ad in IPMA Weekly ($500 USD)
- Social Media Post ($250 USD)
- Managerial Skills Co-Sponsorship ($600 USD)
- Career Center Job Listing ($199 USD)
- Ad in Career Center ($595 USD)
- Webinar Contact HQ

See Appendix B for more information about year-round engagement opportunities.

42nd Annual IPMA Conference & Expo

The IPMA Annual Conference & Expo is the association's hallmark professional development and networking event. Through educational sessions, an active Expo Hall, and a robust schedule of networking and social events, business partners enjoy meaningful, high-quality opportunities to interact with IPMA members. From sponsoring conference sessions and social events to branding and other exposure opportunities, partners have multiple ways to maximize their presence and connect with current and prospective clients.

October 21-23, 2026

The Hilton Charlotte Uptown, Charlotte, NC

See Appendix A for more information about Expo participation and pricing.

Conference Sponsorships

• Conference App	($2,000 USD)
SOLD! • Conference Attendee Bags	($3,000 USD)
• Conference Water Bottles	($2,000 USD)
SOLD! • Conference Lanyards	($3,500 USD)
• Keynote Session (3 available) 2 Left!	($1,500 USD)
• Breakout Session (15 available) 14 Left!	($ 600 USD)
• Development Session Co-Sponsorship	($2,500 USD)
• Breakfast (2 available)	($1,500 USD)
• Snack Break (4 available) 3 Left!	($ 750 USD)
• Hotel Key Cards	($2,500 USD)
• Seat Covers	($3,500 USD)
• Conference Enamel Pins	($ 1,500 USD)
• Speaker Gifts	($2,000 USD)
• Conference Pens	($1,000 USD)
• IPMA Pillar Columns (4 available)	($4,000 USD)
SOLD! • Opening Reception	($5,000 USD)
SOLD! • Closing Event	*Variable*

See Appendix C for more information about Conference Sponsorships.

Business Partner Bundles

SPONSOR BENEFITS	PREMIER LEVEL	BRONZE LEVEL	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL	DIAMOND LEVEL
Year-Round Benefits						
Logo on IPMA Home Page and Business Partner Directory	●	●	●	●	Premium Placement	Premium Placement
Description of Offerings on IPMA Website	●	●	●	●	Premium Placement	Premium Placement
Golden Ticket(s)		●●	●●●	●●●●	●●●●●	●●●●●●
Access to IPMA Membership Directory	●	●	●	●	●	●
Ad Placement in T*he IPMA Weekly*	●	●	●	●	●●	●●●●
One Exclusive Webinar or Product Demo	●	●	●	●	●	●
One Dedicated Email Sent to Members		●	●	●	●	●
Managerial Skills Seminar Co-Sponsorship at Conference				●	●	●
Conference Benefits						
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 Post-Conference Mailing in November 2026		●	●	●	●	●
Conference Passes (includes full registration and meals)		●●	●●	●●	●●	●●
Additional Conference Passes				●●	●●●●	●●●●●●
Ad in Annual Program Guide / Mobile App			●	●	●	●
Company Description Included on Conference Website and Mobile App		●	●	●	●	●
Logo on Conference-Related Social Media Posts		●	●	●	●	●
Breakout Session Sponsorship (limit 1)				●	●	●
A la carte Value	$2,000	$5,800	$6,550	$9,500	$13,750	$25,750
Bundle Discount	**$1,000**	**$3,500**	**$5,000**	**$7,000**	**$10,000**	**$20,000**

Note – Membership must be purchased separately.

Get In Touch

Are you ready to become a Business Partner and Sponsor? Reach out to info@theipma.org to discuss your options.

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Appendix A

Business Partner Categories & 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. 2026 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. 2026 rate - $600 USD

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 you Informed about the IPMA
- Golden Tickets - a free membership to any individual who is not already an IPMA member. *(exclusive to sponsorship bundles. Quantity based on sponsorship level.)*

Click here to see our different Business Partner Categories.

Expo Participation and Pricing

Expo Booth: 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

2026 rates: Business Partner Members: $2,250 USD; Non-Members: $2,750 USD

10 x 20 Booth is available to Business Partner Members Only at a rate of $5,000 USD

Booth selection and assignment will be offered on a priority basis. Only paid exhibitors and sponsors will be allowed to display, solicit, or distribute literature or collateral.

Additional Conference Passes: Additional conference passes may be purchased at $550 per person, limited to 8 total representatives.

Appendix B

Year-Round Engagement Opportunities

Website Banner Ad: 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: 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 in The IPMA Weekly: The IPMA Weekly is distributed to all subscribed members of the IPMA twice monthly and contains IPMA announcements and upcoming events and activities. The available ad space is 600 x 150 pixels and we will require a high-resolution PNG. (limit one ad per newsletter)

Social Media Post: The IPMA will share dedicated social media post distributed across LinkedIn, Instagram, and Facebook. Promote an upcoming event or product, spotlight your services, or publicly celebrate your partnership with the IPMA.

Managerial Skills Seminar Co-Sponsorship: Join us as a co-sponsor for the IPMA Managerial Skills Seminar, a dynamic two-part virtual experience designed to sharpen the leadership and supervisory skills of professionals managing paralegals, litigation support, docketing, technology, and other legal practice support teams.
(Spring Virtual Seminar; Limit 6)

Career Center Job Listing: 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. The career center access is free to our members.

Ad Space in Career Center: Enjoy premium ad placement in the IPMA Career Center. Choose the ad size and ad duration that best suits your needs.

IPMA Managerial Skills Seminar

Elevate your Brand While Empowering Legal Leaders

Participants will gain actionable strategies in management, team building, and communication—skills that drive success in today's legal organizations.

As a co-sponsor, your company will enjoy:

- Premium visibility: Your name and logo featured prominently throughout the event and on all promotional materials.
- Exclusive recognition: Highlighted as a key partner in advancing leadership excellence.
- Complimentary access: One free registration to the seminar for your team.

April 23-24, 2026

Webinar: Showcase your expertise by hosting an IPMA webinar! As a Business Partner, you'll provide the speaker and topic (subject to approval), and we'll handle the promotion - on our website, in emails, and at meetings. Your webinar will be recorded and featured on the IPMA website for ongoing visibility.

Appendix C

Conference Sponsorships

Conference App: Stay in front of attendees all conference long by being the official conference app sponsor. The conference app is the 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.

Conference Bags: 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.

Conference Water Bottles: 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. Water Bottle sponsorship includes your company's logo and web address imprinted on the bottle along with The IPMA and/or conference logo.

Conference Lanyards: All conference attendees are required to display their access badges throughout the conference. Lanyard sponsorship includes your company's logo along with The IPMA and/or conference logo imprinted on the lanyards attached to access badges.

Keynote Session: 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.

Leadership Development Session: (Wednesday, October 21st) Partner with the IPMA Board of Directors to deliver high-level leadership development to our most experienced members. This exclusive sponsorship supports an in-person seminar preceding the 2026 Annual Conference in Charlotte, led by a distinguished leadership coach or professional development expert and focused on advancing management and leadership effectiveness within legal organizations.

Breakout Session: 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.

Hotel Key Cards: Put your brand quite literally in attendees' hands. As the exclusive hotel key card sponsor, your logo, web address, and custom messaging will be printed directly on the room keys used by conference participants at the host hotel. This repeated, daily exposure ensures consistent visibility and reinforces brand recognition from check-in through the final session.

Seat Covers: As seat cover sponsor, your company's branding will be displayed on chair covers throughout the general session space. This highly visible placement ensures continuous exposure as attendees participate in educational sessions, keynote presentations, and group discussions.

Conference Pins: Become a part of IPMA conference tradition - a premium enamel pin distributed to all attendees at registration. Each pin will be presented on a card with your branding, and you will be included in conference advertisement as the exclusive sponsor of this year's collectible conference pins.

Speaker Gifts: Speaker Gift Sponsorship includes your branding on the gifts provided to all presenters, demonstrating your support for the conference and offering premium visibility to your organization.

Appendix C (Continued)

Conference Sponsorships

Breakfast: (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 Break: 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

Opening Reception: 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: 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. Contact HQ to discuss.

IPMA Pillar Columns: Make a statement by displaying your company on free-standing pillars in the lobby/registration area, located outside/inside of the exhibit halls. These exclusive sponsorships offer prominent branding throughout the conference space. Sponsorship includes your company's logo, web address, and products/services imprinted on the wraps along with The IPMA and conference logo and one of the IPMA Pillars.

Managerial Skills Co-Sponsorship: 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. 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.

Raffle Gift Donation: By donating a prize, your organization will gain visibility, engage directly, showcase your brand, and demonstrate your support for the IPMA community. Prizes can include gift cards, tech gadgets, or unique experiences—anything that excites and leaves a lasting impression. This is more than a donation; it's a chance to build goodwill and keep your brand top-of-mind with decision-makers.