



**Boston**  
Chapter

## Business Partner Membership Return on Investment (ROI) for the Boston Chapter of the Association of Legal Administrators

### Who is the Boston Chapter of the Association of Legal Administrators?

The Boston Chapter ALA, founded in 1974, is one of the largest (with approximately 200 members) and best run chapters within the International Association of Legal Administrators. The Chapter has won multiple awards for its Business Partner program, Education offerings and Recruitment and Retention initiatives. We have also earned the President's Award of Excellence for achieving the highest standards set by the international association.

### Who are the members of the Boston Chapter ALA?

As a business partner of The Boston Chapter ALA you will have access to members from all size firms; those in AMLaw 200 all the way down to a 2 attorney firm.

- ✓ National ALA has determined that 100% of ALA members have buying influence in their firms
- ✓ 80% of ALA members are responsible for making the final purchasing decision within their firm
- ✓ Our members represent operations, administration, IT, HR, marketing and finance
- ✓ All our members are looking to increase efficiency through the latest technology, products and services provided by our Business Partners

## Our Commitment to Business Partners

The Boston Chapter is dedicated to educating its members about the business of law. Our business partners play a vital role by educating and delivering products and services that help members with strategy, innovation, profitability and thought leadership. By being a business partner of the Boston Chapter ALA, you have access to all members who are always encouraged to look to the Chapter Business Partners for goods and services whenever possible.

### Key Benefits

#### 1. The Boston Chapter ALA

As a Business Partner you are working with one of the largest and best run chapters within the International Association of Legal Administrators – A Chapter that has won multiple awards for their Business Partner program, Education offerings and Recruitment and Retention initiatives. The Chapter is also the proud recipient of the President's Award of Excellence recognizing those select Chapters meeting the highest standards set by the international association.

## 2. Our Members

You will have direct access to nearly 200 Boston Chapter members that have buying influence within their firms. Administrators often refer our business partners to their firm's clients, when they are looking for products and services.

## 3. Fellow Business Partners

Networking just does not end with our members. You will have access to nearly 60 fellow business partners to help shape the business partner program as well as market your services to them.

## 4. Direct Benefits

Based on level of sponsorship you will have avenues to build name recognition and relationships with our members through:

- ✓ Several meet and greet social events, program sponsorship, golf tournament, and attending and displaying at the Boston ALA One Day Leadership Conference and Business Expo

## 5. Knowledge Transfer

Based on level of sponsorship, you will have opportunities through various communication avenues to demonstrate your expertise and become a trusted advisor to our members. Some of these are:

- ✓ "Expert Insight Series" program
- ✓ Business Partner Spotlight in our newsletter the "Boston Chapter Chatter"
- ✓ Access to the Business Partner Message Board (currently under development) where you can offer advice/help members with issues they are having within their firms
- ✓ Direct mail labels and email communications to our members

## 6. Concierge Benefit

Based on level of sponsorship, you will be assigned a "Concierge" to help you develop, grow and get access for your company to as many members as possible.

## 7. Access and Advertising

As a business partner you will be issued a unique login and password which will give you access to:

- ✓ Listing on the Boston Chapter Website under Business Partner section:
  - Displayed alphabetically, industry and sponsorship level
  - Based on sponsorship level, logos are displayed prominently on website
- ✓ Access to the Boston Chapter on-line directory which includes:
  - All members and their firm size information
  - Your company and contact information with live links to your profile page on the website and your contact's email address
  - Based on sponsorship level, email or mail directly to members once a month
  - As a sponsor, you will have the opportunity to display the official "ALA Boston Business Partner Logo" which can be incorporated in communications with members
- ✓ Access to our member online search which will give you more detail about a specific member and their firm
- ✓ Access to our new member list, showing all new members and their contact information who have newly joined our chapter in the past year