



Boston
Chapter

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, educational offerings, recruitment and retention initiatives. We have also earned the President's Award of Excellence for achieving the highest standards set by the International Association for several consecutive years.

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.

- ✓ ALA International 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 firms
- ✓ Members represent operations, administration, IT, HR, marketing and finance
- ✓ All of our Members are looking to increase efficiency through the latest technology, products and services provided by our Business Partners

The Boston Chapter ALA 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 Chapter Members, who are encouraged to look to the Chapter Business Partners for goods and services whenever possible.

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, educational offerings and recruitment and retention initiatives. The Boston Chapter is also the proud recipient of the President's Award of Excellence for several consecutive years recognizing those select Chapters

that meet the highest standards set by the International Association.

2. Our Members

You will have direct access to nearly 200 Boston Chapter ALA 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 does not end with our Chapter 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 sponsorships, and attending and displaying at the Boston Chapter ALA One Day Leadership Conference & 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 examples are:

- ✓ Business Partner Spotlight in our quarterly newsletter the "Boston ChapterChatter", and/or the weekly "Buzz"
- ✓ Direct address and email information for communications to our Members

6. Concierge Benefit

Based on level of sponsorship, you will be assigned a "Concierge" to help you best take advantage of the benefits of sponsorship and get access 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 ALA website under Business Partner section:
 - Displayed alphabetically, and by industry and sponsorship level
 - Based on sponsorship level, logos are displayed prominently on website
- ✓ Access to the Boston Chapter ALA 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 "Boston Chapter ALA Business Partner Logo" which can be incorporated in communications with Members
- ✓ Access to our online Member search which will give you more detail about specific Members and their firms
- ✓ Access to our New Member list, showing all New Members to the Chapter and their contact information