

## Join Us: Justice Business Partners Program 2018-2019

April 11, 2018

### Who We Are:

1,900 trial attorneys practicing across Pennsylvania.

We are a state where courthouse doors remain open for its citizens when they have a dispute. The Pennsylvania Association for Justice ("PAJ") is the state's only organization singularly dedicated to fighting for a strong civil justice system consistent with the U.S. Constitution, the state's most important export ever. The Association represents 1,900 trial attorneys, their clients and consumers throughout the state. In Pennsylvania, a healthy civil justice system is important to those who provide services to trial attorneys in their practice. Keeping courthouse doors open is your issue, too.

Our Justice Business Partner program provides you with the tools to meet the best trial attorneys in the Commonwealth. We are continually adding features to make the package more attractive for your company's growth.

### What PAJ Does:

PAJ has a proven track record of success in preserving the state's civil justice system in the face of a never-ending effort on behalf of corporate interests to close courthouse doors to the most vulnerable people in our society. In addition to its vital lobbying mission and communications effort, PAJ provides a number of services to its 1,900 members in all corners of the state:

- Provides members with the best information on which companies and experts can help them win their cases and manage their offices with the new Pennsylvania Justice Business Partner Program.
- Pointed and direct communications with its members.
- Hosts one of the most robust CLE programs in the country with more than 20 courses a year.
- Publishes a unique suite of books critical to practicing law in Pennsylvania.
- Provides members with free opinions, information and news through Weekly E-news and the PAJustice Newsletter (published 6x times a year).
- Gives members a chance to communicate with each other through five highly active list servers, CLE courses, Annual Retreat, quarterly meetings, and regional meetings.
- Connects members with practice tools like the TrialSmith deposition bank and FastCase.





## How We Can Help You:

Our members are waiting to hear from you. PAJ's Board of Governors has a stake in this program's success. Let us help you meet your business goals.

- Opportunity to interact with our members at PAJ Retreat events and select dinners and receptions. *All-Access Pass for Gold Level Partners (up to 3) and Silver Level Partners (1).*
- Buddy Program (Gold Level Exclusive): PAJ Board Member who partners with you in an intensive one-one-one relationship to increase your business.
- Member Email Blasts! PAJ will send your email(s) to members.
- Your linked listing in our new weekly News Brief sent to our 1,900 members.
- Your linked logo featured prominently on our website homepage [www.pajjustice.org](http://www.pajjustice.org).
- Over 3,000 attorneys attend PAJ CLE programs involving 20-25 courses every year.
- At Auto Law seminars, PAJ reaches over 900 attorneys throughout the state in three locations (Philadelphia, Harrisburg, and Pittsburgh) with prime exhibition opportunities.
- Our 2018 Retreat will celebrate our 50<sup>th</sup> retreat anniversary at Nemacolin Woodlands Resort (June 28-July 1, 2018) offering unique educational seminars, golf, and fun social events.
- Experienced executive staff will guide you through every step to ensure that your sponsorship, exhibiting or event is a success.
- **EVEN MORE BENEFITS:** Free CLE credit for your attorney staffers, receive all print newspapers, participation in promotions to increase member traffic, attentive and eager staff, credits on new on-line and on-demand series, and DVDs for sale. We are constantly looking for new ways to work with our Partners; let us know your idea! PAJ reserves the right to suspend a service and will endeavor to replace it with something of equal value.

## PAJ Fast Facts:

- 1,900 members.
- 88% admitted to practice 10+ years.
- Statewide geographic spread, with emphasis on Philadelphia (5-County), Pittsburgh, Harrisburg, Reading, and Northeast.
- Practice areas (in descending order of representation): automobile, premises liability, medical malpractice, products liability, workers' compensation, insurance bad faith, commercial, criminal, employment, family, civil rights, toxic torts.
- Politically astute, both major parties represented.
- Public personas that appear in print and TV news programs when stories require their particular expertise.
- Affluent, sophisticated consumers of retail, real estate (commercial and non), and financial products.

		
	<b>\$2,083.33 per month/ \$25,000 a year</b>	<b>\$833.33 per month/ \$10,000 a year</b>
Exhibit space at CLE seminars and quarterly meetings*	✓	✓ (\$250)*
Exhibiting at Annual Retreat (Table Cost)*	✓	✓ (\$250)*
Pre- and post-event registration lists with mailing addresses only	✓	✓
Member Email Blast(s) - Customized emails sent from PAJ with delivery statistics	5 Emails/yr.	4 Emails/yr.
Access to PAJ Retreat and select dinners and social events (determined by PAJ)	All-Access Pass (Up to 3)	All-Access Pass (1 per Partner)
Tailored mailings to reach all members, or target them. PAJ can help get out your mailing. (Printing & postage at your cost.)	✓ 3x	✓ 2x
Justice Partner web landing page. Including logo, hotlink, "contact us" email link and blurb	✓	✓
Recognition in Justice Business Partners column in PAJustice News (printed 4x annually) & Weekly News Brief Email	✓	✓
Article from your organization in <i>PA Justice News</i> (once annually)	✓	
Listing in CLE course materials	✓	✓
Listing in Retreat Program Book	✓	✓
PAJ Board Member works one-on-one with you to help build client relationships	<b>Exclusive Gold Benefit:</b> Intensive one-on-one relationship building	

\*Based on exhibit space availability.

**Contact:** Please contact Maggie Nerozzi about partner opportunities.

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