


# P3<sup>®</sup> – THE VIRTUAL EXPERIENCE

June 9-12, 2020

PARTNERSHIP OPPORTUNITIES



Hosted by LMA's Client Value Shared Interest Group (SIG), P3® – The Virtual Experience is a series of online, interactive content focused on the business aspects of developing a successful law practice, including the disciplines of project management, pricing and process improvement. The P3 audience has buying power and influence; they are here to buy your legal solutions.

## P3 GOES VIRTUAL

Economic hardships are already impacting our industry. Firms are looking for new approaches to pricing models, more efficient and effective ways of doing business, and technologies and processes to ensure business continuity.

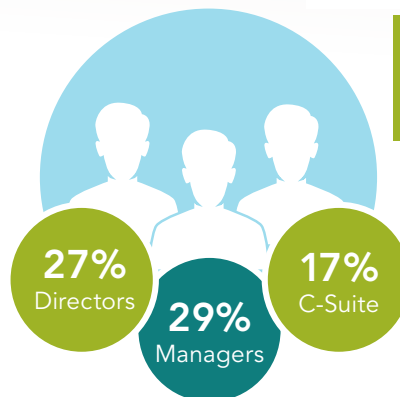
LMA transformed the highly successful in-person P3® – The Practice Innovation Conference which attracts 440+ attendees each year into P3® – The Virtual Experience to meet the time-sensitive needs of the business of law community.

The P3 Conference is invaluable for equipping legal business professionals with the knowledge, resources, and network of peers that are essential for success in the growing fields of legal pricing and project management.

**Jean Katz**  
Business Development Manager  
Beveridge & Diamond, P.C.

## P3 BUYING POWER

440+ ATTENDEES



**100%** of exhibitors felt P3 attracts their target audience

95

Am Law  
200 firms  
represented

55%

Client  
Value  
sessions

22%

increase in  
attendance  
over 2015

Review the full 2020 schedule on the [P3 website](#).

*\*The above data is the historical makeup of the P3 Community.*



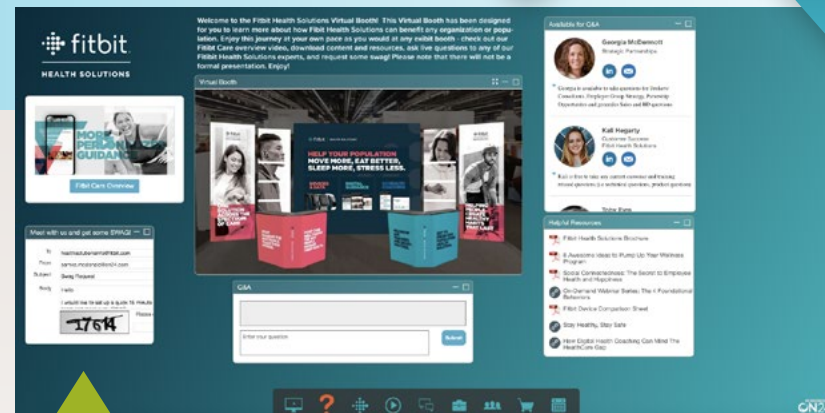
Contact the LMA Sales Team at [sales@legalmarketing.org](mailto:sales@legalmarketing.org)

# BROADEN AWARENESS AND SALES, VIRTUALLY

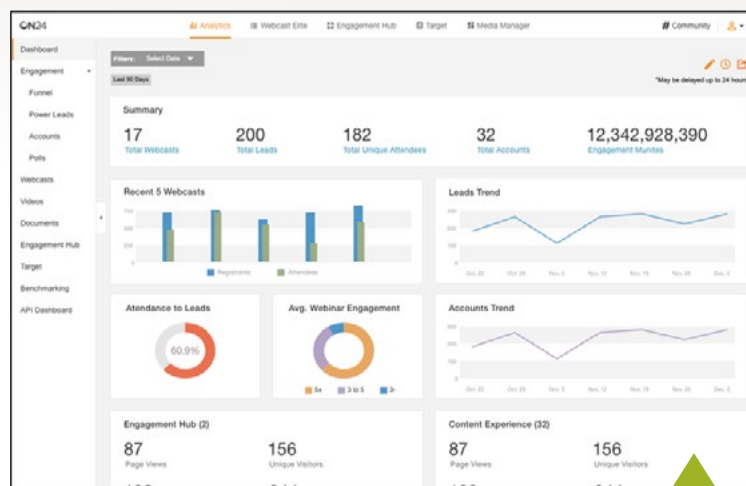
This new format allows partners the opportunity to:

- Network virtually with our engaged and growing group of business of law professionals through the use of virtual booths
- Hold demos and educational sessions to share the timely updates and information about your products, services and approaches that will help law firms survive — and even thrive — during this economic downturn
- Reach even more attendees who will be able to attend P3 – The Virtual Experience at a lower cost without the risk or need to travel
- Showcase your support of the legal industry and specifically those leading efforts in pricing, project management and process improvement

\*Brands, products and services noted in the On24 Engagement Hub examples are included for reference only and do not necessarily constitute or imply an endorsement by LMA.



Case Study: Fitbit was able to engage with their target audience using a Virtual Booth on **ON24 Engagement Hub**.



Gain a data-based view of how attendees are engaging with your content, products and services through a detailed dashboard on the **ON24 Engagement Hub**.



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# BECOME A PARTNER

P3 – The Virtual Experience is laser-focused on providing targeted education and engagement opportunities for industry leaders involved in project management, pricing, process improvement and more. Based on your total investment, you can qualify to receive the following partner benefits:

## PARTNER LEVELS

	Premier Partner	Diamond Partner	Gold Partner	Silver Partner
Investment Level	\$25,000+	\$15,000 - \$24,999	\$7,500 - \$14,999	\$5,000 - \$7,499
Sponsor Recognition	●	●	●	●
Complimentary Registration(s)	10	8	5	2
Virtual Exhibitor Booth	●	●	●	●
Social Media Recognition	●	●	●	
LMA Homepage Advertising	●	●	●	●
Special Rate on LMA Advertising Leading Up to Event*	50%	25%	10%	

● Included at partner level    \*Email blast and webinar not eligible for discount



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# BECOME A PARTNER

## PARTNERSHIP OPPORTUNITIES

### Thought Leadership and Education

60-Minute Education Session (2 Available)	\$10,000
Opening Keynote Sponsor	\$7,500
Bulk Proceedings Download Sponsor	\$5,000
On-Demand Presentation Hub Sponsor	\$5,000
30-Minute Demo Session (10 Available)	\$3,900
Virtual Exhibit Booth	\$2,900

### Networking and Receptions

Evening Experience Reception (3 Available)	\$5,000
Social Media Hub Sponsor	\$5,000
Social Media Notifications	\$2,500
Passport to Prizes	\$1,000

### Branding Opportunities

Registration Sponsor	\$5,000
Virtual Notebook Sponsor	\$3,000
Break Sponsor (5 Available)	\$2,500
Daily Event Email Sponsor	\$2,500

### Customized Opportunities

Reach out to the [LMA Sales Team](#) to create a sponsorship package that works best for you.



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# THE LMA PARTNER PROMISE

LMA partnerships allow top product and solutions providers to create their own promotional roadmap, adding key touch points and stops along the way to LMA membership, including opportunities in addition to P3® – The Virtual Experience.

An LMA partnership is the most effective way to reach a targeted group of decision makers in the legal marketing and business development profession.

Click through the items below to discover all of our partnership opportunities to find the best way for your organization to reach the LMA community.

Target  
Communication



Social Media  
Marketing



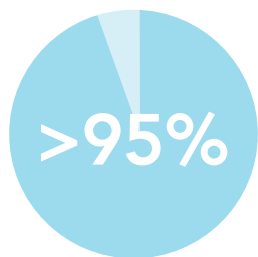
Print  
Marketing



Digital  
Marketing



Event  
Marketing



**More than 95%** of U.S.  
law firms have LMA  
members on staff

This conference gains momentum each year, and never disappoints. I always walk away with something new to bring back to my firm.

**Jenny Brown**, Senior Manager of Strategic Pricing, Husch Blackwell LLP



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June 9-12, 2020

## Company Information:

Please print exactly as you wish information to appear in all event materials

Company:	Contact:	
Address:	City:	State/Province:
Country:	ZIP/ Postal Code:	
Phone:	Email:	
Primary Sponsorship Contact:		
Phone:	Email:	

## Partnership Opportunities:

### Thought Leadership and Education

- |  |          |
|--|----------|
| <input type="checkbox"/> 60-Minute Education Session (2 Available) | \$10,000 |
| <input type="checkbox"/> Opening Keynote Sponsor                   | \$7,500  |
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### Networking and Receptions

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### Branding Opportunities

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| <input type="checkbox"/> Virtual Notebook Sponsor    | \$3,000 |
| <input type="checkbox"/> Break Sponsor (5 Available) | \$2,500 |
| <input type="checkbox"/> Daily Event Email Sponsor   | \$2,500 |

Total Investment: \$ \_\_\_\_\_

## Signature Agreement:

Authorized Signature:	Title:	Date:
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A Legal Marketing Association representative will contact you with payment information. Please email the completed application to [sales@legalmarketing.org](mailto:sales@legalmarketing.org). Once a signed contract is received, an invoice will be sent. The invoice must be paid within 30 days of the invoice date. If payment is not received by the invoice date, a 10% service fee will be added to the total balance each month that the balance remains outstanding.