

ASSOCIATION OF LEGAL ADMINISTRATORS



2012  
*Business Partner*  
*Guide to PSALA Opportunities*

The Puget Sound Chapter of ALA invites you to join us in educating and supporting the local legal community in the year 2012.

Included inside this guide is a calendar of the upcoming year's events as well as detailed information about each Business Partner opportunity.

**Mark your calendars now ... the deadline for inclusion in the 2012 Business Partner Pictorial Directory is February 10, 2012.**

# ASSOCIATION OF LEGAL ADMINISTRATORS



## WHAT IS ALA & WHY WOULD YOU WANT TO BE A BUSINESS PARTNER?

The Association of Legal Administrators is a not for profit organization founded in 1971, with its headquarters located in Lincolnshire, Illinois. Its membership has grown steadily over the years and now has approximately 10,000 members from 30 countries world-wide. The local Puget Sound Chapter (PSALA) started in 1974 and has over 250 members in the state of Washington. These people are the decision makers and managers of over 130 law firms, corporations, and government agencies. When evaluating needs for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner program each year.

We have listed below some of the many reasons we value our Business Partner relationships:

- *One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.*
- *Chapter members depend upon contacts within the business community who will share information about their products and services to help them stay educated in those areas.*
- *Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.*
- *Trusting vendor relationships bring to the administrator enhanced credibility and improved quality of management within legal service organizations.*
- *Business Partners who provide external services are our first choice in seeking service providers.*

We hope you find this 2012 Business Partner Opportunities Guide and the services of our Business Partner Relations Committee useful when planning your future involvement with PSALA. We recognize and appreciate the support from our Business Partners and thank you for all you have done and continue to do in helping us achieve our mission. We value your knowledge, participation and commitment, and your continued support is invaluable to PSALA's success.

# ASSOCIATION OF LEGAL ADMINISTRATORS



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# 2012 BUSINESS PARTNER ACTIVITIES CALENDAR

## “AT A GLANCE”

**JANUARY**

- √ Remember to sign up for your 2012 Sponsorship!

**FEBRUARY**

- √ New Business Partner Orientation Event, 2/2
- √ Deadline for Business Partner Pictorial Directory, 2/10
- √ Managing Partner Panel and Exhibit Hall, 2/23

**MARCH**

- √ Networking event, 3/13
- √ Passing of Gavel & Volunteer Recognition Chapter Meeting, 3/22

**APRIL**

- √ Beginning of new Board term
- √ Membership and Business Partner Pictorial Directories published
- √ Annual Conference, 4/22 – 4/26 Honolulu, HI

**MAY**

**JUNE**

**JULY**

- √ Diversity Chapter Meeting

**AUGUST**

- √ Summer Networking Event

**SEPTEMBER**

- √ Vendor Forum

**OCTOBER**

- √ Region 5 & 6 Conference, Anaheim, 10/11-13
- √ Community Challenge Weekend
- √ Managing Partners Dinner and Charitable Auction

**NOVEMBER**

**DECEMBER**

- √ Holiday Social

Please visit our website at [www.psala.org](http://www.psala.org) for updated event and date information.

# ***PSALA BUSINESS PARTNER COMMITMENT PROCEDURES***

**We are now accepting Business Partner commitments for 2012. Other than Emerald City and Pike Place Market Business Partners, all Business Partners will be confirmed upon receipt of payment.**

Emerald City and Pike Place Market Business Partners: We are now accepting Business Partner commitment materials for these levels of Business Partner. However, in order to preserve our ability to distribute Emerald City and Pike Place Market Business Partner opportunities in an equitable manner, **all commitment forms and deposits received on or before 12:00 noon on November 11, 2011, will be held and processed at 12:00 noon that day.** As we can only accommodate one Emerald City Business Partner and five Pike Place Market Business Partners, if more than that number of organizations submit payments for those Business Partner levels, a drawing will be held at K&L Gates and all entrants will be invited to witness the drawing on November 11 to determine which Business Partner will be awarded that specific opportunity. In the event a company's name is not drawn, every effort will be made to award that company its first choice of various options. Refunds will be made, if necessary. All participants will be notified no later than Monday, November 14 of their confirmed Business Partner level. Business Partner opportunities still available after November 14, 2011, will continue to be available on a first-come, first-served basis.

***NOTE: In order to be listed in the 2012 Business Partner Pictorial Directory, Business Partner sponsorships must be established and information received no later than February 10, 2012.***

## **PAYMENT PROCEDURE**

For all Business Partner packages, a minimum 25% deposit is required to secure the opportunity. All payment arrangements for remaining balances must be made pursuant to agreement with Vicki Denning, Co-Director of Business Partner Relations. **A special 10% discount is available for those who commit to a 3-year Business Partner at the same or a higher level.**

Checks should be made payable to *ALA Puget Sound Chapter* and sent to:

**Vicki Denning**  
2011-2012 Co-Director of Business Partner Relations  
c/o K&L Gates LLP  
925 Fourth Avenue, Suite 2900  
Seattle, WA 98104

### **QUICK CHECKLIST:**

- Mail completed 2012 Business Partner Commitment Form and check to Vicki Denning
- Unless already on file, send email with attached photo and company logo to Vicki Denning

# 2012 BUSINESS PARTNER COMMITMENT FORM

**Note: Deadline for inclusion in 2012 Business Partner Pictorial Directory is  
February 10, 2012**

Please complete the items on the list below to reserve your chance to be a part of the ALA Puget Sound Chapter's 2012 Business Partner program. If requesting an Emerald City or Pike Place Market Business Partnership, be sure to include a 2<sup>nd</sup> choice.

**Note: DRAWING for Emerald City or Pike Place Market Business Partners only:  
November 11, 2011, at 12 noon**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

1<sup>st</sup> choice Business Partner Level \_\_\_\_\_

2<sup>nd</sup> choice Business Partner Level \_\_\_\_\_

\_\_\_\_\_ **We commit to a 3-year Business Partner at this or a higher level for a 10% discount each year.**

Amount enclosed (25% minimum deposit ) \$ \_\_\_\_\_

Check should be made payable to *ALA Puget Sound Chapter* and sent with Commitment Form to:

**Vicki Denning**  
2011-2012 Co-Director of Business Partner Relations  
c/o K&L Gates LLP  
925 Fourth Avenue, Suite 2900  
Seattle, WA 98104

Three key product/service categories (see list on following page):

\_\_\_\_\_

One paragraph describing your company's business philosophy:

\_\_\_\_\_

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**Important:** Email primary contact digital photo (portrait 1.5x2") and company logo (landscape 1x2.5"), attached as separate files, to Vicki Denning at [vicki.denning@klgates.com](mailto:vicki.denning@klgates.com). Photo and logo should have minimum 300 dpi resolution.

**Disclaimer:** PSALA does not guarantee business to our Business Partners. In the event it is determined that the Business Partner relationship is no longer a good fit, please note that no refunds or reductions in sponsorship level will be granted.

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## PRODUCT/SERVICE CATEGORIES

*(Please select three for company listing in Business Partner Pictorial Directory and [www.psala.org](http://www.psala.org))*

Accounting/Auditing & Tax Services
Architecture
Audio/Video Conferencing
Banking
Benefits/Retirement Services
Business Continuity Planning
Business Valuation Services
Coffee/Refreshment Services & Supplies
Commercial Carpet/Floor Covering
Commercial Property & Casualty
Computer Hardware
Computer Software
Copiers/Scanners/Printers/Imaging Solutions
Corporate Catering/Dining
Corporate Real Estate
Cost Recovery
Court Reporting & Videography
Digital Dictation Equipment
Disaster Prevention/Recovery
Docketing/Calendar
Document Management/Retrieval/Destruction
E-discovery
Email/Spam Protection
Ergonomics
Facilities Management/Billing Software
Financial Services/Management
Furniture
Green Business Solutions
Group Benefits
Human Resources
Insurance-Related Services
Internet
Litigation Support Services

Managed Print Services
Manufacturing
Marketing
Messenger Service
Moving - Offsite/Onsite
Network Administration/Consulting
Office Supplies/Stationery/Forms
Offsite Storage
Photographer
Placement Services
Print Management
Printer/Engraver
Promotional Products
Real Estate/Brokerage
Records Management
Recruiting/E-cruiting/Placement Services
Relocation Consultants
Retirement Programs/Services
Risk Management
Space Planning/Design
Strategic Planning
Strategic Planning for Real Estate
Telecommunications
Telephone Systems
Temporary/Temporary to Hire Placement/Contract Placement Services
Tenant Advisory Services
Training and Development
Unified Messaging
Voice and Data Cabling
Voice-Over IP
Water Systems
Wealth Management
Webinars/Web Conferencing

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MEMBERSHIP DIRECTORY & MAILING LIST ORDER FORM

As a 2012 Business Partner, you may purchase the ALA Puget Sound Chapter Membership Directory or a set of mailing labels of all Chapter members. (Note: Emerald City, Pike Place Market, Pioneer Square, and In-Kind Business Partners get a specified number of complimentary copies.)

The cost of the first directory is \$175.20. Additional copies may be purchased at \$147.83 each. Mailing labels may be purchased at \$153.30 per set. All prices include sales tax.

Please send me \_\_\_ Membership Directory @ \$160.00 + \$15.20 tax\* = \$175.20

Please send me \_\_\_ additional Directory(s) @ \$135.00 + \$12.83 tax\* = \$147.83 each

Please send me \_\_\_ set(s) of Mailing Label(s) @ \$140.00+ \$13.30 tax\* = \$153.30 each

Total enclosed \$ \_\_\_\_\_

\*or prevailing tax rate at time of purchase

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Checks should be made payable to ALA Puget Sound Chapter and sent to:

Martha Tanner
2011-2012 Co-Chair of Membership
c/o Ogden Murphy Wallace, PLLC
1601 Fifth Avenue, Suite 2100
Seattle, WA 98101

ASSOCIATION OF LEGAL ADMINISTRATORS



**2012  
BUSINESS PARTNER  
OPPORTUNITIES**

Emerald City Business Partner (1) .....	\$15,000
Pike Place Market Business Partners (5).....	\$11,000
Pioneer Square Business Partners (Unlimited) .....	\$8,000
Waterfront Business Partners (Unlimited) .....	\$4,000
Harbor Steps Business Partners (Unlimited).....	\$2,500
Freeway Park Business Partners (Unlimited).....	*\$1,500

**In-Kind Business Partners**

- Membership Directory (1)
- Principal Advertising (1)
- Principal Printing (1)
- Publicity (1)

\*\$750 special introductory offer for new Business Partners for first year only

# ASSOCIATION OF LEGAL ADMINISTRATORS



## 2012 BUSINESS PARTNER BENEFITS

Please see following pages for benefit details

	Business Partner Levels							In-Kind Levels			
	EC	PP	PS	WF	HS	FP		MD	PA	PP	PB
<b>Managing Partners Dinner Benefits</b>											
Attend cocktail party	2	2									
Attend dinner	2										
Acknowledgement as top level Business Partner from podium	X										
Introduce keynote speaker	X										
Business Partner recognition for decorations, cocktail party, Silent Auction, Wine Pull or awards		X									
Acknowledgement in program	X	X	X	X	X	X		X	X	X	
<b>Soundings Newsletter Benefits</b>											
Complimentary full page advertisement in 6 issues	X									X	
Complimentary 1/2-page advertisement in 6 issues		X									
Complimentary 1/3-page advertisement in 6 issues			X					X	X	X	
Picture & full-page “personal profile” in one issue	X										
Picture & 1/2-page “personal profile” in one issue		X									
Headline listing in annual “Thank the Business Partners” advertisement	X										
Prominent listing in annual “Thank the Business Partners” advertisement		X									
Bolded listing in annual “Thank the Business Partners” advertisement			X								
Listing in annual “Thank the Business Partners” advertisement				X	X	X		X	X	X	
Receive all 6 issues for 2012/2013	X	X	X	X	X			X	X	X	
<b>Chapter Website Benefits</b>											
Logo & website hotlink on home page	X										
Logo, website hotlink & paragraph	X	X	X	X				X	X	X	
Logo					X						
Listing in general directory of “Business Partners” section	X	X	X	X	X	X		X	X	X	
<b>Other Benefits</b>											
Business Partner Pictorial Directory 2012: full-page profile & copy	X	X	X	X	X	X		X	X	X	
Use of PSALA Business Partner 2012 logo	X	X	X	X	X	X		X	X	X	
Membership Directory: complimentary copies	3	2	1					1	1	1	
Membership Directory: electronic download	1										
Membership Directory: exclusive advertising								X			
Networking event: complimentary admission	3	2	1					1	1	1	

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	Business Partner Levels							In-Kind Levels			
	EC	PP	PS	WF	HS	FP		MD	PA	PP	PB
Networking event: opportunity to attend	X	X	X	X	X	X		X	X	X	X
Summer Networking Event: complimentary admission	3	2	1					1	1	1	1
Summer Networking Event: opportunity to attend	X	X	X	X	X	X		X	X	X	X
February Exhibit Hall: Includes exhibit booth and first choice of location	X										
February Exhibit Hall: opportunity to attend		X	X	X	X	X		X	X	X	X
Sponsorship of March Chapter meeting: Includes admission for two	2		1								
March Chapter meeting: remarks from podium	X										
March Chapter meeting: acknowledgement of Business Partner	X		X								
March Chapter meeting: complimentary admission to Special Cocktail Reception	2		1								
Attendance at all chapter meetings	2										
Chapter Meeting sponsorship: includes admission for two		1									
Sponsorship of One Webinar	X	X									
Sponsorship of Sound Advice (1 issue)	X	X									
Vendor Forum: complementary admission	3	2	1								
Vendor Forum: opportunity to attend	X	X	X	X	X	X	X	X	X	X	X
Community Challenge Weekend: opportunity to participate	X	X	X	X	X	X		X	X	X	X
Holiday Social: complimentary admission	3	2									
Chapter Section meeting: opportunity to attend one				X							
Annual Compensation & Benefits Survey: advertisement				X							
Chapter printed materials: company name recognition										X	
Membership mailing labels: complimentary	4	3	2	1				1	1	1	1
"News You Can Use" monthly emails	X	X	X	X	X	X		X	X	X	X

**Key**

EC - Emerald City Business Partner  
 PP - Pike Place Market Business Partners  
 PS - Pioneer Square Business Partners  
 WF - Waterfront Business Partners  
 HS - Harbor Steps Business Partners  
 FP - Freeway Park Business Partners

In-Kind:  
 MD - Membership Directory  
 PA - Principal Advertising  
 PP - Principal Printing  
 PB - Publicity



## EMERALD CITY BUSINESS PARTNER

**\$15,000**

**Number Available – 1**

*New benefits for 2012 are bold and italicized.*

The organization contributing \$15,000 will receive the following Benefits:

- **Exclusive Managing Partners Dinner Benefits:**
  - Complimentary admission for two representatives to attend cocktail reception and dinner
  - Acknowledgment as top level Business Partner from podium
  - Opportunity to introduce keynote speaker
  - Recognition as top Business Partner in program and advance print opportunities
  
- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for three representatives to attend the March networking event for PSALA members and Business Partners only
  - Complimentary admission for three representatives to attend the Summer Networking Event for members and Business Partners only
  - Complimentary admission for three representatives to attend the Vendor Forum
  - ***Complimentary admission for three representatives to attend the Holiday Social Event for members and Business Partners only and opportunity to assist with scholarship drawings (if any).***
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - Recognition as sponsor of one scholarship awarded at a social event (to be determined by Chapter President)
  
- **Chapter Meeting Benefits:**
  - Recognition as meeting sponsor and complimentary admission for two representatives for the March Chapter Meeting (Passing of the Gavel and Volunteer Recognition), along with an opportunity to make remarks from the podium
  - ***Complimentary admission for two representatives to attend all Chapter meetings***
  - ***Business Partner sponsorship recognition of one Webinar (chosen by Business Partner)***
  - Automatic member of the Business Partner Advisory Committee
  
- **Business Partner Exhibit Hall/Managing Partner Panel Benefits:**
  - ***Complimentary exhibit table (including power)***
  - ***Choice of table location***
  - ***Complimentary admission for two representatives to attend the Managing Partner Panel***
  
- **Soundings Newsletter/Sound Advice Benefits:**
  - ***Complimentary full page advertisement*** in six issues of *Soundings* (4/12 – 2/13)
  - Picture and full-page “personal profile” in one issue of *Soundings*
  - Headline listing in annual “Thank the Business Partners” advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*

- *Sponsorship of Sound Advice (1 issue), this is the President's message sent to all members*
- **Chapter Website Benefits:**
  - Company logo and Website hotlink on home page
  - Company logo and hotlink to company's website and small promotional paragraph on "Emerald City Business Partner" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Membership Information Benefits:**
  - Three complimentary copies of Membership Directory
  - Four complimentary sets of membership mailing labels (upon request)
  - *Electronic download of membership database (provided once upon request)*
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events



## PIKE PLACE MARKET BUSINESS PARTNERS

**\$11,000**

**Number Available – 5**

*New benefits for 2012 are bold and italicized.*

Each organization contributing \$11,000 will receive the following Benefits:

- **Exclusive Managing Partners Dinner Benefits:**
  - Complimentary admission for two representatives to attend cocktail reception only of the event
  - Business Partner sponsor recognition for table decorations, cocktail reception, silent auction, awards *or* wine pull, assigned by Business Partner Relations Co-Directors with input of Business Partners
  - Recognition in program
  
- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for two representatives to attend Holiday Social, with acknowledgement from the podium
  - ***Complimentary admission for two representatives to attend the March networking event for PSALA members and Business Partners only***
  - ***Complimentary admission for two representatives to attend the Summer Networking Event for PSALA members and Business Partners only***
  - ***One complimentary admission to the Vendor Forum***
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  
- **Chapter Meeting Benefits:**
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
  - ***Business Partner sponsorship recognition of one chapter meeting, assigned by Business Partner Relations Co-Directors with input of Business Partners***
  
- **Soundings Newsletter/Sound Advice Benefits:**
  - ***Complimentary 1/2-page advertisement*** in six issues of *Soundings* (4/12 - 2/13)
  - Picture and 1/2-page "personal profile" in one issue of *Soundings*
  - Prominent listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
  - ***Sponsorship of Sound Advice (1 issue), this is the President's monthly message sent to all members***

- **Chapter Website Benefits:**
  - Company logo, hotlink to company’s website and small promotional paragraph in “Pike Place Market Business Partners” section of Chapter’s website
  - Listing in general directory of “Business Partners” section of Chapter’s website
  
- **Membership Information Benefits:**
  - Two complimentary copies of Membership Directory
  - Three complimentary sets of membership mailing labels (upon request)
  
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly “News You Can Use” email detailing upcoming PSALA events



## PIONEER SQUARE BUSINESS PARTNERS

**\$8,000**

**Number Available – Unlimited**

*New benefits for 2012 are bold and italicized.*

Each organization contributing \$8,000 will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for one representative to attend the March networking event for PSALA members and Business Partners only
  - Complimentary admission for one representative to attend the Summer Networking Event for PSALA members and Business Partners only
  - One complimentary admission to the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
- **Chapter Meeting Benefits:**
  - Complimentary admission for one representative to attend the Passing of the Gavel and Volunteer Recognition March Chapter Meeting, with acknowledgement from podium
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
- **Soundings Newsletter Benefits:**
  - ***Complimentary 1/3-page advertisement*** in six issues of *Soundings* (4/12 – 2/13)
  - Bolded listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
- **Chapter Website Benefits:**
  - Company logo, hotlink to company's website, and small promotional paragraph in "Pioneer Square Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Membership Information Benefits:**
  - One complimentary copy of Membership Directory
  - Two complimentary sets of membership mailing labels (upon request)
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as contributor to Chapter's education scholarship



## **WATERFRONT BUSINESS PARTNERS \$4,000**

**Number Available – Unlimited**

*New benefits for 2012 are bold and italicized.*

Each organization contributing \$4,000 will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Opportunity to attend the March networking event for PSALA members and Business Partners only
  - Opportunity to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  
- **Chapter Meeting Benefits:**
  - Exclusive opportunity for company representative to attend one meeting of one of the following Chapter sections, upon request: Corporate/Government/Judicial, Facilities, Finance, Human Resources, Small Firm or Technology
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
  
- **Soundings Newsletter Benefits:**
  - Listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2011 issues and 2/12 issue of *Soundings*
  
- **Chapter Website Benefits:**
  - Company logo, hotlink to company's website, and small promotional paragraph in "Waterfront Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
  
- **Membership Information Benefits:**
  - One complimentary copy of Membership Directory
  - One complimentary set of membership mailing labels (upon request)
  
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as contributor to Chapter's education scholarship
  - Complimentary ¼ page advertisement in Chapter's annual Compensation and Benefits Survey



## HARBOR STEPS BUSINESS PARTNERS

**\$2,500**

**Number Available – Unlimited**

*New benefits for 2012 are bold and italicized.*

Each organization contributing \$2,500 will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Opportunity to attend the March networking event for PSALA members and Business Partners only
  - Opportunity to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
  
- ***Soundings* Newsletter Benefits:**
  - Listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
  
- **Chapter Website Benefits:**
  - Company logo in "Harbor Steps Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
  
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as contributor to Chapter's education scholarship



## **FREEWAY PARK BUSINESS PARTNERS**

**\$1,500\***

**Number Available – Unlimited**

*New benefits for 2012 are bold and italicized.*

Each organization contributing \$1,500\* will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Opportunity to attend the March networking event for PSALA members and Business Partners only
  - Opportunity to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
- ***Soundings* Newsletter Benefits:**
  - Listing in annual "Thank the Business Partners" advertisement in *Soundings*
- **Chapter Website Benefits:**
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as contributor to Chapter's education scholarship

**\*\$750 introductory offer for new Business Partners for first year only**



## MEMBERSHIP DIRECTORY BUSINESS PARTNER

Number Available – 1

*New benefits for 2012 are bold and italicized.*

Business Partner will provide printing services related to the production of the Chapter's annual Membership Directory.

Contributing organization will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for one representative to attend the March networking event for PSALA members and Business Partners only
  - Complimentary admission for one representative to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
- **Soundings Newsletter Benefits:**
  - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/12 – 2/13)
  - Listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
- **Chapter Website Benefits:**
  - Company logo, hotlink to company's website and small promotional paragraph in "In-kind Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Membership Information Benefits:**
  - Exclusive advertising in Chapter's Membership Directory
  - One complimentary copy of Membership Directory
  - One complimentary set of membership mailing labels, upon request
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as in-kind contributor to Chapter



## PRINCIPAL ADVERTISING BUSINESS PARTNER

Number Available – 1

*New benefits for 2012 are bold and italicized.*

Business Partner will provide advertising in its legal industry publication for Chapter events.

Contributing organization will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for one representative to attend the March networking event for PSALA members and Business Partners only
  - Complimentary admission for one representative to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
- ***Soundings* Newsletter Benefits:**
  - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/12 – 2/13)
  - Listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
- **Chapter Website Benefits:**
  - Company logo, hotlink to company's website and small promotional paragraph in "In-kind Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Membership Information Benefits:**
  - One complimentary copy of Membership Directory
  - One complimentary set of membership mailing labels, upon request
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as in-kind contributor to Chapter



## PRINCIPAL PRINTING BUSINESS PARTNER

Number Available – 1

*New benefits for 2012 are bold and italicized.*

Business Partner will provide printing services for Chapter materials, including letterhead, invitations to Managing Partners Dinner, Managing Partners Dinner Program/Silent Auction Catalog, invitations to Business Partner/member Appreciation/Networking events, and note cards.

Contributing organization will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for one representative to attend the March networking event for PSALA members and Business Partners only
  - Complimentary admission for one representative to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
- **Soundings Newsletter Benefits:**
  - Complimentary 1/2-page advertisement in six issues of *Soundings* (4/12–2/13)
  - Listing in annual "Thank the Business Partner" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
- **Chapter Website Benefits:**
  - Company logo, hotlink to company's website and small promotional paragraph in "In-kind Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Membership Information Benefits:**
  - One complimentary copy of Membership Directory
  - One complimentary set of membership mailing labels, upon request
- **Other Benefits:**
  - Company name recognition, as appropriate, on printed materials
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as in-kind contributor to Chapter



## **PUBLICITY BUSINESS PARTNER**

**Number Available – 1**

*New benefits for 2012 are bold and italicized.*

Business Partner will provide 15-20 hours of consulting related to Chapter marketing and publicity.

Contributing organization will receive the following Benefits:

- **Chapter Social/Networking Event Benefits:**
  - Complimentary admission for one representative to attend the March networking event for PSALA members and Business Partners only
  - Complimentary admission for one representative to attend the Summer Networking Event for PSALA members and Business Partners only
  - Opportunity to attend the Vendor Forum
  - Opportunity to participate in Chapter's *Community Challenge Weekend* in October, as well as other community service activities
  - ***Complimentary admission for one representative to attend the Managing Partners Panel (held in conjunction with the Business Partner Exhibit Hall, if exhibiting)***
  - Opportunity to exhibit at the Business Partner Exhibit Hall
- **Soundings Newsletter Benefits:**
  - Complimentary 1/6-page advertisement in six issues of *Soundings* (4/12-2/13)
  - Listing in annual "Thank the Business Partners" advertisement in *Soundings*
  - Receive all five 2012 issues and 2/13 issue of *Soundings*
- **Chapter Website Benefits:**
  - Company logo, hotlink to company's website and small promotional paragraph in "In-kind Business Partners" section of Chapter's website
  - Listing in general directory of "Business Partners" section of Chapter's website
- **Membership Information Benefits:**
  - One complimentary copy of Membership Directory
  - One complimentary set of membership mailing labels, upon request
- **Other Benefits:**
  - Full-page profile in 2012 Business Partner Pictorial Directory and one complimentary copy
  - Use of PSALA Business Partner 2012 logo for correspondence and marketing materials
  - Monthly "News You Can Use" email detailing upcoming PSALA events
  - Acknowledgement in Managing Partners Dinner program as in-kind contributor to Chapter

# SOUNDINGS ADVERTISING

The Puget Sound Chapter publishes a bi-monthly newsletter, *Soundings*, which reaches over 250 members in Washington State and other ALA members around the country. ALA's membership is comprised of executive directors, administrators, office managers, human resource managers, accounting managers, information systems managers, facilities managers, and other individuals responsible for the management and operations of private law firms, corporate legal departments and governmental, judicial and legal agencies.

Advertising space is available to businesses that wish to reach the people who make purchasing decisions in these organizations. You do not need to be a PSALA Business Partner to advertise in *Soundings*. Inquiries should be made to Char Coulburt, Director of Advertising, via email at [ccoulbert@cairncross.com](mailto:ccoulbert@cairncross.com) or 206-254-4468.

## ADVERTISING RATES

(Per Issue)

Size	Approximate Dimensions	1 Issue	2 Issues	3-5 Issues*	6 Issues*
1/6 Page (Vertical)	2-1/4" x 4-3/4"	\$150.00	\$127.50	\$120.00	\$112.50
1/6 Page (Horizontal)	4-3/4" x 2-1/4"	\$150.00	\$127.50	\$120.00	\$112.50
1/3 Page (Box)	4.8" x 4.8"	\$250.00	\$212.50	\$200.00	\$187.50
1/3 Page (Vertical)	2-1/4" x 9-5/8"	\$250.00	\$212.50	\$200.00	\$187.50
1/2 Page (Horizontal)	7-3/16" x 4-3/4"	\$300.00	\$255.00	\$240.00	\$225.00
Full Page	7-3/16" x 9-1/2"	\$500.00	\$425.00	\$400.00	\$375.00

\*A 5% discount will be given for pre-payment of all 3-6 issues.

## PRINTING SPECIFICATIONS

- Ads must be provided to the Director of Advertising as graphics files: jpg, pdf, tif or png (anything that isn't Macintosh exclusive). Ads may either be gray scale or color with a resolution of at least 150 dpi.
- There is no additional charge for color.

## SUBMISSION DEADLINES

ISSUE MONTH	DEADLINE DATE
February 2012	January 5, 2012
April 2012	March 1, 2012
June 2012	May 3, 2012
August 2012	July 5, 2012
October 2012	September 6, 2012
December 2012	November 1, 2012
February 2013	January 3, 2013

### Payments

You will receive an invoice, along with a pdf copy of *Soundings*, when it is published. Checks should be made payable to *ALA Puget Sound Chapter* and sent to:

**Char Coulbert**

c/o Cairncross & Hempelmann, P.S.  
524 Second Avenue, Suite 500  
Seattle, WA 98104-2323

- Questions should be addressed to Char Coulbert at 206-254-4468 or [ccoulbert@cairncross.com](mailto:ccoulbert@cairncross.com).
- The Co-Editors, in cooperation with designated members of the ALA Puget Sound Chapter Board of Directors, reserve the right to refuse any ad deemed not suitable.
- Please note that as part of the Chapter's commitment to sustainability and better practices, the method of advertising has been converted to an electronic format.

## ***BUSINESS PARTNER EVENTS***

*(Exclusive for Business Partners only, except educational Vendor Forum to which all vendors will be invited. Additional charges apply.)*

Throughout the year, we join to celebrate the mutually beneficial relationship we share with our valued Business Partners,  
**YOU!**

### **EXHIBIT HALL FOR BUSINESS PARTNERS**

On February 23, 2012, the Puget Sound Chapter is excited to host an informative Managing Partners Panel. In conjunction with this event, we will also host an exhibitor hall for 2012 Business Partners only, featuring tabletop booths and an opportunity to interact with decision makers from Puget Sound area law firms and legal departments. This year, we will conclude the panel portion of the seminar with time for cocktails and appetizers. In addition to showcasing products and services, exhibitors will be encouraged to highlight what they can do to help law firms/legal departments during these challenging economic times. The number of booths is limited, so sign up early. **You must be confirmed as a 2012 Business Partner before registration in the exhibit hall will be accepted.**

### **NETWORKING EVENTS**

Our first 2012 networking event for Chapter members and 2012 Business Partners only will take place the evening of Tuesday, March 13, 2012. Our summer social and sponsor appreciation will be held in August. These events will provide a valuable opportunity to get to know many of our Chapter members and interact with them in a casual, social environment. We anticipate great attendance by Chapter members from law firms and legal departments all over the Puget Sound area and hope you will join us for a fun evening of drinks, hors d'oeuvres, and scintillating conversation. Plans are underway for fun events!

#### **Managing Partners Dinner**

A premier event every year for the Puget Sound Chapter is its annual Managing Partners Dinner and Charity Auction. The 2012 event will be held in October. As delineated in the description of our Business Partner benefits, our top two sponsorship levels are entitled to attend a portion of or the entire event, depending on their Business Partner level. In addition, our Business Partners will have the opportunity to donate items for inclusion in the community service fundraising auction and receive recognition at the event for their donations.

## ***BUSINESS PARTNER EVENTS CONTINUED...***

*(Exclusive for Business Partners only, except educational Vendor Forum to which all vendors will be invited. Additional charges apply.)*

### **Vendor Forum**

The Puget Sound Chapter is proud to present an opportunity where ALA members and our vendor partners can exchange important information to help enhance our mutually-beneficial business relationships. The 2012 event is scheduled to be held in September.

### **2012 Regional Conference**

The 2012 Regions 5 & 6 Conference will be held in Anaheim, CA on October 11-13 at The Disneyland Hotel. Regions 5 & 6 consists of members in Washington, Oregon, Idaho, Montana, Wyoming, Alaska, Hawaii, California, Nevada, Arizona, British Columbia, Alberta, Saskatchewan and Manitoba, and New Zealand. Stay tuned for more information to come as planning gets underway for this amazing conference.

In addition to educational sessions, the Conference will offer a one-day vendor exhibit hall. For further information or to ensure that you are on the mailing list to receive an Exhibitor's Prospectus, please contact Denise Doherty, 2011-2012 Region 5 Projects Officer, at 503.219.3811 or [ddoherty@cvk-law.com](mailto:ddoherty@cvk-law.com).

**Please direct your inquiries regarding Business Partner events to:**

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**2011-2012 Co-Director of Business Partner Relations**  
Perkins Coie  
1201 Third Avenue, Suite 4800  
Seattle, Washington 98101  
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Facsimile: 206-359-9017  
E-mail: [lminer@perkinscoie.com](mailto:lminer@perkinscoie.com)

**Vicki Denning**  
**2011-2012 Co-Director of Business Partner Relations**  
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## 2011 BUSINESS PARTNERS

We would like to take this opportunity to once again thank our

### 2011 Business Partners:

<i>ABA Retirement Funds</i>	<i>Final Review, LLC</i>	<i>Omega Legal Systems</i>
<i>Advanced Document Systems – Xerox</i>	<i>FOI Commercial Interiors</i>	<i>Pacific Law Recruiters</i>
<i>ALL Phase Communications, Inc.</i>	<i>Gukenheimer</i>	<i>Pacific Office Automation</i>
<i>Aramark</i>	<i>HUB International Northwest, LLC</i>	<i>Pacific Real Estate Partners, Inc.</i>
<i>Archive Systems, Inc.</i>	<i>Humanscale</i>	<i>Peterson Sullivan LLP</i>
<i>Bank and Office Interiors</i>	<i>IKON Office Solutions</i>	<i>Pitney Bowes Legal Solutions</i>
<i>Bravo Carpet Care, Inc.</i>	<i>Integra Telecom</i>	<i>Preferred Copier Systems, Inc.</i>
<i>Bridge Communications Services, LLC</i>	<i>Iron Mountain</i>	<i>PrintCom, Inc.</i>
<i>Callison Architects</i>	<i>Kenney's Office Plus</i>	<i>Pure Water Technology of Puget Sound</i>
<i>Canterbury Associates/Snapdone</i>	<i>Kibble &amp; Prentice</i>	<i>QBSI Xerox</i>
<i>Clothier &amp; Head, P.S.</i>	<i>KNOLL, Inc.</i>	<i>Robert Half Legal</i>
<i>Comcast</i>	<i>Konica Minolta Business Solutions U.S.A., Inc.</i>	<i>Scott Areman Photography</i>
<i>Complete Office</i>	<i>Langley Recruiting, LLC</i>	<i>Seitel Systems</i>
<i>CompuLaw</i>	<i>Law Dawgs Legal Staffing &amp; QUID PRO QUO</i>	<i>Sterling Savings Private Banking</i>
<i>Control Systems PNW</i>	<i>Lovsted-Worthington</i>	<i>Tri-Tec Communications, Inc.</i>
<i>Copiers Northwest</i>	<i>Magnum Print Solutions</i>	<i>Trutina Financial</i>
<i>Copper Conferencing</i>	<i>Milliken Constantine Carpet</i>	<i>Washington Archives Management</i>
<i>Efficiency, Inc.</i>	<i>Nesso Strategies</i>	<i>Washington Legal Messengers</i>
<i>EHS Design</i>	<i>North Coast Moving &amp; Storage Co./Allied Van Lines</i>	<i>Washington Partners, Inc.</i>
<i>Equitrac Corporation</i>	<i>Northwestern Mutual Financial Network</i>	<i>Western Office Interiors</i>
<i>Filterfresh</i>	<i>Océ Business Services</i>	<i>Woods &amp; Associates, LLC</i>
		<i>Xerox</i>

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