

A wide-angle photograph of Niagara Falls, showing the massive volume of water cascading over the edge. A small tour boat with a red roof is visible in the turbulent water at the base of the falls. The sky is overcast and grey.

# TLOMA 2024 CONFERENCE & TRADE SHOW SEP 25TH - 28TH, 2024 NIAGARA FALLS, ON

**BUSINESS PARTNER PROSPECTUS**



## THE TLOMA ANNUAL CONFERENCE & TRADE SHOW

The TLOMA Conference & Trade Show is the pre-eminent Canadian education and networking event for law office management professionals and Business Partners who supply products and services to the legal industry.

For over 30 years, the TLOMA Conference & Trade Show has provided our members and the wider legal community the opportunity to discover the latest products and services, network with peers, learn new trends in the industry, and most importantly, have fun!

Join us for an unforgettable in-person Conference & Trade show where attendees can see new technologies and solutions, forge partnerships and close deals. With an expanding base of industry experts, influencers, and prospective buyers, there is no event more essential to legal management than the Annual TLOMA Conference & Trade Show.

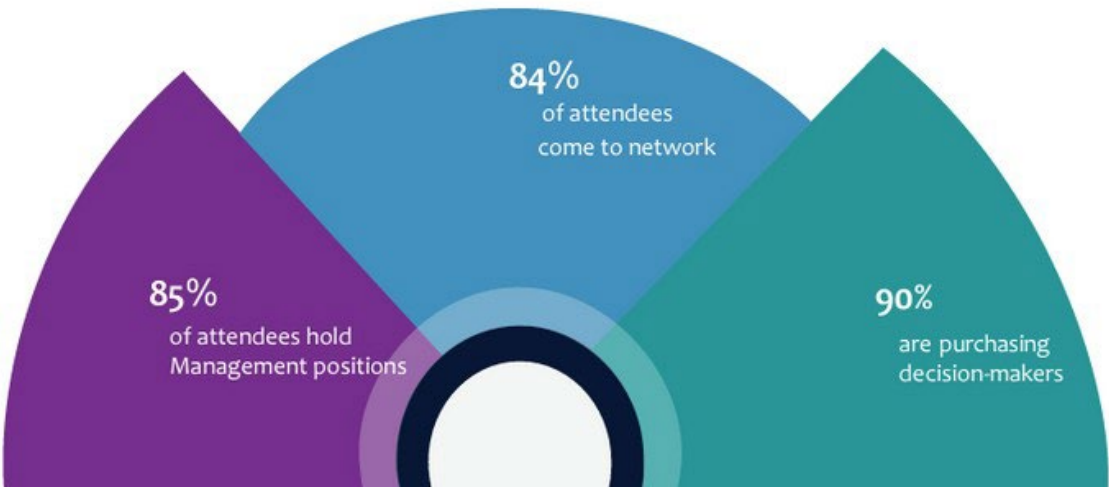
# DEMOGRAPHICS

The TLOMA Annual Conference & Trade Show offers unparalleled opportunities to brand your company as the elite in your field. Your company will be seen by 100+ legal management professionals in attendance from large, medium and small law firms. The most successful companies in legal management today exhibit and sponsor every year because they understand that law firms support the companies that support TLOMA.

400+  
TLOMA MEMBERS

Attendee titles include:

- FINANCE
- HUMAN RESOURCES
- MARKETING
- FACILITIES/MAINTENANCE
- TECHNOLOGY/IT





# SPONSORSHIP

The TLOMA Annual Conference & Trade Show has the decision makers and influencers you want to reach.

The on-site experience enables businesses to showcase their transformational, innovative products and solutions, to make connections, and open doors to new business opportunities.

Securing sponsorship gives you the options and to reach and exceed your conference goals.



Bring the audience together to connect under the umbrella of your brand.

- provide speakers for program sessions and round- tables that resonate with your brand



With event sponsorships, you can place your organization in the spotlight and increase engagement with key decision makers.

- Professional Development sessions
- Events to sponsor such as breakfasts, lunches, and breaks
- Welcome Reception, Delegates Dinner



Be seen by key industry professionals by reinforcing your corporate image with high visibility signage.

- Mobile App
- Tote Bag Inserts
- Notepads
- Promotional videos

# 2024 EXHIBITOR OPPORTUNITIES

## DIAMOND EXHIBITOR

- Company advertisement on Conference website BP page
- Company profile on conference app
- 10' x 10' Tradeshow booth
- Two (2) Tradeshow badges
- One (1) Keynote speaker pass
- One (1) conference session pass
- Two (2) passes to Wednesday business partner/delegate welcome event
- Two (2) passes to Thursday business partner/delegate reception & dinner
- Sponsor acknowledgement in one (1) issue of TLOMA Today e-newsletter
- Sponsor logo displayed on screen during conference sessions & breaks
- One (1) sponsor promotion video
- Access to delegate registration list
- Option: TLOMA Business partner directory listing (\$210/year)

## PREMIUM EXHIBITOR

Receive all the benefits of a Diamond Exhibitor, plus: Banner

- ads on the conference app
- Four (4) Tradeshow badges
- Two (2) Keynote speaker pass
- Two (2) conference session pass
- Four (4) passes to Wednesday business partner/delegate welcome event
- Four (4) passes to Thursday business partner/delegate reception & dinner
- Two (2) sponsor promotion videos
- TLOMA Business Partner directory listing
- Option: sponsor the Day 2 Business Partner Lounge (\$500): create a space for conference delegates that's unique to your company. Help them relax, provide a charging station, provide games and have an additional opportunity to connect. Two half-day opportunities are available.

## ELITE EXHIBITOR

Receive all the benefits of a Premium Exhibitor, plus:

- Company logo (including website link where applicable) in all TLOMA Conference & Tradeshow marketing materials
- Company advertisement on Conference website homepage
- Sponsorship of and attendance at one (1) TLOMA SIG event, held in the conference year
- Inclusion in quarterly email blast sent to TLOMA members
- Half-page ad in TLOMA Today e-newsletter
- Main page ad on conference app
- 20' x 10' tradeshow booth
- Eight (8) Tradeshow badges
- Four (4) Keynote speaker pass
- Four (4) conference session pass
- Eight (8) passes to Wednesday business partner/delegate welcome event
- Eight (8) passes to Thursday business partner/delegate reception & dinner
- Four (4) sponsor promotion videos
- Sponsorship of opening keynote speaker, including the opportunity to introduce or thank the speaker
- Sponsorship of Conference Breaks: Day 1 AM and Day 2 AM
- Two (2) conference invitations: extend an invitation to a new or potential client to join you at the TLOMA Conference & Tradeshow at a discounted rate (determine discount)

## Gift-in-Kind Exhibitor \*NEW FOR 2024\*

The Conference Gift-in-Kind sponsor helps us ensure that delegates receive a welcome gift that is unique for each year's event. Gifts must be a minimum value of \$100 per delegate. Gift-in-kind sponsors receive the following benefits:

- Company advertisement of Conference website business partner page
- Company profile on conference app
- Conference app "announcement"
- 10' x 10' Tradeshow booth
- Four (4) Tradeshow badges
- Four (4) passes to Wednesday business partner/delegate welcome event
- Four (4) passes to Thursday business partner/delegate reception & dinner
- Half-page ad in TLOMA Today e-newsletter
- Sponsor acknowledgement in TLOMA Today – one issue
- One (1) sponsor promotion video (provide details)
- Access to delegate registration list
- Sponsorship of Day 2 Conference PM Break
- One (1) conference invitation: extend an invitation to a new or potential client to join you at the TLOMA Conference & Tradeshow at a discounted rate
- TLOMA Business Partner directory listing

2024 SPONSORSHIP LEVELS AND FEES		Elite \$14,000	Premium \$6,000	Diamond \$3,300	Gift-in-Kind \$10,000
Company logo with link in all TLOMA Conference & Tradeshow marketing materials		x			
Company advertisement on Conference website home page		x			
Company advertisement on Conference website BP page		X	X	X	X
Sponsorship of and attendance at SIG event (in conference year)		x			
Inclusion in quarterly email blast sent to TLOMA members		x			
Half page ad in the TLOMA newsletter		x			x
Banner ads on conference app		x	x		x
Main page ad on conference app		x			
Conference App Announcement					x
Company profile on conference app		x	x	x	x
Trade show badges		8	4	2	4
Trade show booth (20x10)		x			
Trade show booth (10x10)			x	x	x
Promotional video creation		4	2	1	1
Passes to keynote speakers		4	2	1	
Passes to all conference professional development sessions		4	2	1	
Passes to Wednesday business partner/delegate welcome event		8	4	2	4
Passes to Thursday business partner/delegate reception & dinner		8	4	2	4
Business partner directory listing – link to company website		N/C	N/C	\$210/year	N/C
Sponsor acknowledgement in TLOMA Today – one issue		X	X	X	X
Sponsor logo – displayed on screen during all breaks and session		X	X	X	X
Access to delegate registration list		X	X	X	x
Sponsorship of opening keynote session (intro or thank you of keynote speaker)		X (2 attendees)			
Sponsorship of conference breaks	Day 1 AM	X			
	Day 2 AM	X			
	Day 2 PM				X
Invitee discount **X number of invitations incl. a discount code for conference attendance**		2			1
Day 2 BP Lounge **add on available to Elite and Premium sponsors at an additional fee, max 2 (AM & PM)**		x	x		



**\*\*NEW\*\***

## 2024 SUPPORTER OPPORTUNITIES

If you're not able to participate in the tradeshow, it doesn't mean you can't have a presence at Conference. Join us as a Supporter to build brand awareness and stay connected with delegates.

All Conference Supporters have the opportunity to purchase conference and/or event passes at a discounted rate (rate to be determined).

These opportunities are also available to Elite, Premium, Diamond and Gift-in-Kind level sponsors.

### WELCOME BREAKFAST - \$750

Join us at the Day 1 welcome breakfast, with:

- Company name/logo on conference agenda
- Company logo on event signage
- Company logo on "first-time attendee" tables
- For those attending conference, join us at the reserved "first-time attendee" tables for an opportunity to connect with delegates new to the Conference

### SESSION SPONSORSHIP - \$750

Talk the talk and sponsor a speaker session or conference panel.

- Company name/logo on conference agenda
- Company logo on event signage
- Session welcome & thank you from conference committee
- For those attending conference, take the opportunity to introduce your sponsored session

## WELLNESS/RECHARGE LOUNGE - \$1,500

Sponsor the Day 2 Conference Lounge. Create a space for delegates that's unique to your company. Help them relax, provide a charging station, provide games – the choice is yours.

- Company name/logo on conference agenda
- Company logo on event signage
- Lounge naming rights
- Promotion materials and swag items permitted in lounge
- For those attending conference, take the opportunity to connect with delegates in the lounge (note, the lounge cannot be used for demos or product pitches).

## CONFERENCE BAG SPONSOR - \$1,500 -

Bag the spotlight and be seen all over conference.

- Company logo on conference tote bag (with TLOMA Annual Conference & Tradeshow logo)
- Thank you in conference materials with company logo
- Conference bag insert

## REGISTRATION SPONSOR - \$1,000 - SOLD OUT

Be first in line with delegates as the conference registration sponsor.

- Company name/logo on conference agenda
- Company logo on event signage
- Conference bag insert
- Opportunity to have swag at registration table

### PHOTOBOOTH SPONSOR - \$1,500

Make a picture-perfect partnership and sponsor the Thursday night photobooth.

- Company name/logo on conference agenda
- Company logo on event signage
- Company logo on photos

### TRANSPORTATION SPONSOR - \$1,500

Drive Your Brand to Success: Become Our Transportation Sponsor and Steer the Conference Experience! Two members of your company will be able to join delegates for the round-trip conference travel.

- Company name/logo on conference agenda
- Company logo on all transportation signage

### ENTERTAINMENT SPONSOR - \$2,500

Steal the show by sponsoring the entertainment for the Conference's evening events – DJ, band, comedian.

- Company name/logo on conference agenda
- Company logo on event signage
- Thank you at event by conference committee

### LUNCH SPONSOR - \$600

Bite into an opportunity to satisfy delegates by sponsoring the Day 2 lunch.

- Company name/logo on conference agenda
- Company logo on event signage
- For those attending conference, join us at lunch to connect with delegates

ACCESSIBILITY SPONSOR - \$500.00

Increase your brand's impact and commitment to inclusivity by becoming our Accessibility Sponsor. Your support will help ensure that the conference is fully accessible to all attendees, fostering a welcoming and inclusive environment. Your sponsorship may provide support for accessible materials, assistive technology, accessible transportation, communication, or swag.

- Thank you in conference materials with company logo
- Conference app “announcement”

SIGNAGE SPONSOR – IN-KIND

Lead the way and provide in-kind sponsorship for all signage printing.

- Company acknowledgement on the bottom of all Conference signage
- Thank you in conference materials with company logo

**Conference supporters who are not sponsors attending tradeshow will have the opportunity to purchase conference and/or event passes at a discounted rate.**

NOTE: This option is for companies that are **unable to Sponsor or attend** and would like to have a presence at the Conference. Be a Conference Contributor by donating below:

CONFERENCE CONTRIBUTION		PRIZE DRAW	
General Gift for Trade show Prize Draw: <i>deliver to the address below by <b>Thursday, September13<sup>th</sup>, 2024.</b></i> <i>(Please provide the name of the gift.)</i>			
NOTE:	TLOMA 7068 Cadiz Crescent, Mississauga, ON L5N 1Y4. <b>Attention: Karen Gerhardt</b>		

## 2024 Business Partner Registration Form

### CONTACT INFORMATION

Company Name [name as shown will be used on all virtual materials]:					
Authorized Representative:					
Title:					
Address:					
City:		Province:		Postal Code:	
Tel:		E-mail:			
Contact for Trade Show correspondence: [if different than above]					
Tel:		E-mail:			
Company Website:					
Company Twitter Link:					
Company LinkedIn link:					
Company Facebook link:					
Company Instagram link					
Company description: [50 words or less]					



EXHIBITOR	COST	HST @ 13%	AMOUNT
Elite	\$14,000.00	\$1,820.00	
Premium	\$6,000.00	\$780.00	
Diamond	\$3,300.00	\$429.00	
Gift-in-Kind	\$10,000.00	\$1,300.00	
SUPPORTER OPPORTUNITIES	COST	HST @ 13%	AMOUNT
Welcome Breakfast (Day 1)	\$750.00	\$97.50	
Session Sponsorship	\$750.00	\$97.50	
Wellness/Recharge Lounge	\$1,500.00	\$195.00	
Conference Bag Sponsor - SOLD OUT	\$1,500.00	\$195.00	
Registration Sponsor - SOLD OUT	\$1,000.00	\$130.00	
Photobooth Sponsor	\$1,500.00	\$195.00	
Transportation Sponsor	\$1,500.00	\$195.00	
Entertainment Sponsor	\$1,500.00	\$195.00	
Lunch Sponsor	\$600.00	\$78.50	
Accessibility Sponsor	\$500.00	\$65.00	
Signage Sponsor-In-Kind			
<a href="#">Business Partner Directory Listing</a> - Elite and Premium		Included	Included
<a href="#">Business Partner Directory Listing</a> – Diamond and all other Conference Sponsors and Contributors	\$210.00	\$27.30	

## METHOD OF PAYMENT

VISA

☐

MASTERCARD

☐

AMEX

☐

E-TRANSFER TO TLOMA

☐

Bank Name: TD Bank

Institution #: 004

Transit: 19922

Account no.: 5227598

Bank Account Address: 55 King St. W., Toronto, ON M5K 1A2

[Click here for TLOMA VOID Cheque](#)

[E-transfer one - 25% non-refundable deposit due upon registration]

[E-transfer two - no later than **Wednesday, July 31<sup>st</sup>, 2024**, covering the remaining balance]. Please forward your E-transfer to [TLOMA](#).

*I hereby authorize TLOMA to use the credit card below to pay the 25% non-refundable deposit upon receipt of this registration form as well as the 75% balance due by **Wednesday, July 31<sup>st</sup>, 2024**.*

CARD  
NUMBER:

EXPIRY  
DATE:

VERIFICATION CODE:  
[3 digit # on the back]

NAME ON  
CARD:

SIGNATURE:

### CANCELLATION OF SPONSORSHIP

Will result in a refund of monies paid less the 25% deposit. No refunds will be made for cancellations received after **Wednesday, July 31<sup>st</sup>, 2024**.

### CONFIRMATION OF SPONSORSHIP

This registration form will not be processed without the 25% non-refundable deposit. Remaining balance due **Wednesday, July 31<sup>st</sup>, 2024**.

TLOMA HST #861523074

Please return this completed registration form to TLOMA by Email to:

[Karen Gerhardt](#)

For information, questions or to secure your 2024  
conference opportunity, please contact  
**Karen Gerhardt** at [kgerhardt@tloma.com](mailto:kgerhardt@tloma.com)

