

A wide-angle photograph of Niagara Falls, showing the massive volume of water cascading over the edge. In the foreground, a red and white boat is navigating the turbulent, white-water rapids. The sky is overcast with grey clouds. The text is overlaid on the top half of the image.

**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

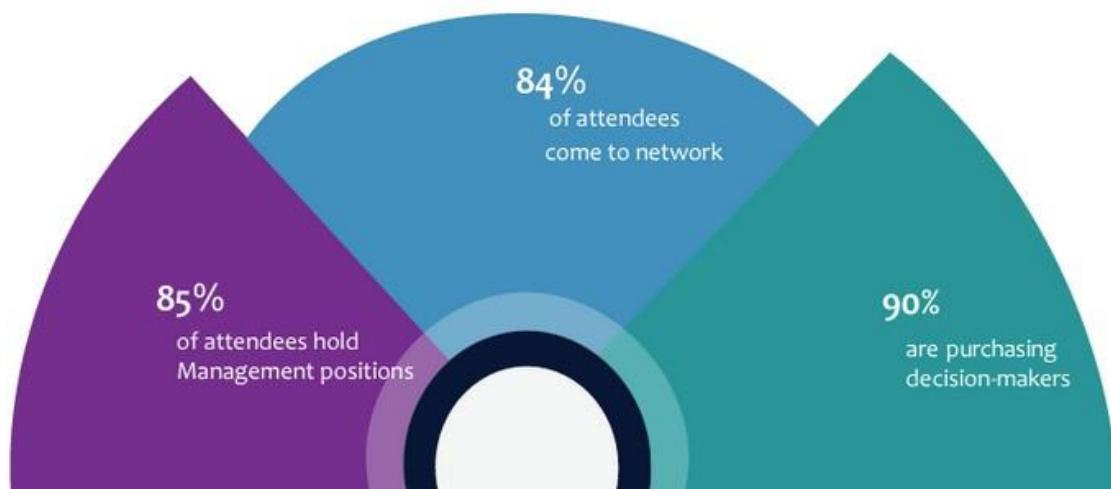
The TLOMA Annual Conference & Trade Show offers unparalleled opportunities to brand your company as the elite in your field. Your company will be seen by 100+ legal management professionals in attendance from large, medium and small law firms. The most successful companies in legal management today exhibit 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 – **SOLD OUT**

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 – **4/7 SOLD**

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 – SOLD OUT

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 – SOLD OUT

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 – SOLD OUT

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 – SOLD OUT

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, September 13<sup>th</sup>, 2024.</b></i> <i>(Please provide the name of the gift.)</i>		
NOTE:	<i>TLOMA</i> <i>7068 Cadiz Crescent, Mississauga, ON L5N 1Y4.</i> <b>Attention: Karen Gerhardt</b>	

# 2024 SPONSOR & EXHIBITOR REGISTRATION

Please complete the 2024 Sponsor & Exhibitor Registration form by clicking the link below:

[TLOMA 2024 Conference Sponsor & Exhibitor Registration](https://forms.office.com/r/HricumvbJY)

[<https://forms.office.com/r/HricumvbJY>]

## 2024 CONFERENCE CONTRIBUTOR

If you are **unable to Sponsor or attend** and would like to have a presence at the Conference, you can be a Conference Contributor by donating a gift for the Trade Show Prize Draw.

All items must be received no later than September 13, 2024.

Please [contact TLOMA](#) for more information.

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

