

2021 Partner Benefits and Program

Why Legal Sales and Service Organization (LSSO)?

Legal Sales and Service Organization (LSSO) is the go-to organization for education, ideas and networking focused solely on legal sales and client service. We provide law firm sales, business development, and service professionals with the resources and strategies they and their teams need to achieve the highest levels of success.

What is LSSO's RainDance Conference?

LSSO's annual RainDance Conference, now in its 17th year, is the key resource for sales and service professionals. The two-day conference is filled with high-level interactive sessions, roundtables and lively discussions with industry thought leaders.

RainDance continues to offer less of the theory and more of the practical, effective sales and service strategies for attendees to bring back to their firm and implement immediately. With an intimate setting, sponsor partners can expect open and honest dialogue among the attendees about the challenges they face in meeting the demands of the increasingly competitive and evolving industry.

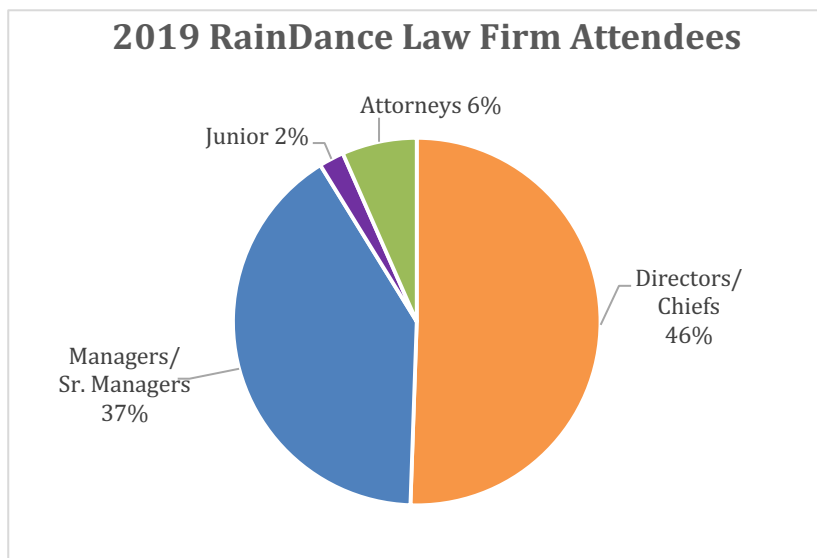
"Best conference I go to each year, gets better each year."

Chief Client Officer, AmLaw 50

Who Attends LSSO's RainDance?

RainDance is for firm leaders who have significant responsibilities for client retention, client growth, new business development, client service, and process improvement strategies to shape the future of their firms. Attendees come from law firms of all sizes. Last year 56% were from AmLaw 100 & 200 firms and 44% from mid-size firms.

RainDance is recognized and known for attracting the highest caliber of attendees who are regarded as the thought leaders and decision-makers in their firms and consultants who work with them to help shape the industry.



Why Be Involved in LSSO's RainDance Conference?

We recognize that your #1 goal is to network and make valuable business connections which will result in new business. We work with our partners to establish a year-long relationship.

Partnering with LSSO and our RainDance Conference is one of the most cost-effective ways to reach your target market to demonstrate how your product or service will help to drive revenue in law firms. LSSO's RainDance Conference is unlike other industry conferences. Our sponsor partners are shoulder to shoulder with conference attendees, who are the decision-makers at their firms.

2022 LSSO RainDance Partner Opportunities

Pre-Conference - Principal Level Sponsor (1) (\$15,000)

- **2 hour Pre-Conference** Workshop for up to 40 in-house professionals; program to be approved by LSSO and include in-house law firm professionals (Day 1)
- **Plus all Principal Level Sponsor Benefits**

Conference Emcee and Host - Principal Level Sponsor (1) (\$15,000)

- **Conference Co-Chair, Host and Emcee** the 2-day conference
 - Provide welcome and closing remarks on days 1 and 2, and introduce panels; share industry knowledge and insight throughout the conference as Emcee
- **Plus all Principal Level Sponsor Benefits**

Principal Level Sponsors Benefits Include:

- **Relationship Building:** 5 Conference Admissions
 - 2 free conference admissions to share with an in-house law firm professional
 - Additional attendees from sponsor company attend at discounted rate of \$500 per person
 - **Logo:** Premier placement on all advertising, communications, signage, LSSO website with link
 - logo on Save the Date postcard (if sponsorship secured before printing)
 - logo included in LSSO newsletter for 2019/2020
 - **Dedicated meeting space in the Learning Lab:** schedule meetings with attendees, provide product demos, film a video – you decide. This dedicated meeting room is for Principal and Gold Level Sponsors.
 - **Advertisement:** ad placement on LSSO website home page for 2 months
 - **Attendee Contacts:** One week before conference and after the conference with permission to send 2 emails to attendees
 - **Literature:** In electronic conference toolkit
 - **Year-Round Visibility:** 2 Spotlight articles and 1 Tip of the Month in LSSO's newsletter
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Problem and Solution Demo or Hands-on Workshop – Gold Level (2) (\$7,500)

- **Design & Moderate:** 45 minute Problem & Solution Demo or a Hands-on Workshop

Problem & Solution Demo

- Presentation of a sales/service issue
- Demo of the technology applied to the issue
- Explanation of the solution/outcome
- Must include in-house law firm professional

Hands-on Workshop

- Conduct a hands-on case study workshop for attendees
- Must be interactive and involve group work
- Case study to be approved by LSSO

- **Plus all Gold Level sponsor benefits**

Speakers and LSSO Board of Advisors Dinner – Gold Level (1) (\$7,500)

- **Host the Speakers and BOA dinner on June 3**
 - This dinner is exclusively for the speakers, LSSO Board of Advisors and special guests. You will have the opportunity to connect with approximately 25 senior decision-makers and industry leaders.
 - Three members of your organization to attend the dinner.
 - Option to invite up to three special guests (guests to be approved by LSSO).
 - Dinner to take place in a private dining room at the Mid-America Club immediately following the conference networking reception.
- **Plus all Gold Level sponsor benefits**

LSSO Sales and Service Award Sponsor – Gold Level (1) - (\$7,500)

- **Pre-Conference:** Facilitate all announcements and publicity for the Awards Program, participate as a judge on the selection panel
- **Moderate:** Announce the Award winners and moderate session with winners at conference
- **Plus all Signature Level sponsor benefits**

Gold Level Sponsor Benefits Include:

- **Relationship Building:** 3 Conference Admissions
 - 1 free conference admission to share with an in-house law firm professional
 - Additional attendees from sponsor company attend at discounted rate of \$500 per person
- **Dedicated meeting space in the Learning Lab:** schedule meetings with attendees, provide product demos, film a video – you decide. This dedicated meeting room is for Principal and Gold Level Sponsors.
- **Logo:** Placement on all advertising, communications, signage, LSSO website with link
- **Program:** ad placement on LSSO website home page for 1 month
- **Attendee Contacts:** One week before conference and after the conference with permission to send 2 emails
- **Literature:** In RainDance 2020 Virtual Toolkit
- **Year Round Visibility:** 1 Spotlight articles and 1 Tip of the Month in LSSO's newsletter

Ask the Expert – Silver Level (1) – (\$5,000)

- **Relationship Building:** 2 Conference Admissions
 - 1 free conference admission to share with an in-house law firm professional
 - Additional attendees from sponsor company attend at discounted rate of \$500 per person
- **Ask the Expert:** 10-minute Q&A session during the conference; sponsor to select topic and attendees to submit question during the conference; sponsor to read and answer questions during assigned time
- **Logo:** Placement on all advertising, communications, signage, LSSO website with link
- **Attendee Contacts:** One week before conference and after the conference with permission to send 1 email
- **Literature:** In RainDance 2020 Virtual Toolkit
- **Year Round Visibility:** 1 Tip of the Month in LSSO's newsletter

Registration & Schedule Sponsor – Silver Level (1) – (\$5,000)

- **Registration Greater:** This is your opportunity to meet all of the conference attendees. Two members of your organization will welcome attendees as they arrive and distribute the conference schedule co-branded with your logo.
- **Relationship Building:** 2 Conference Admissions
 - 1 free conference admission to share with an in-house law firm professional
 - Additional attendees from sponsor company attend at discounted rate of \$500 per person
- **Logo:** Placement on conference schedule to be distributed at the event and on all advertising, communications, signage, LSSO website with link
- **Attendee Contacts:** One week before conference and after the conference with permission to send 1 email
- **Literature:** In RainDance 2020 Virtual Toolkit
- **Year Round Visibility:** 1 Tip of the Month in LSSO's newsletter

Charging Station Sponsor – Bronze Level (1) – (\$3,000)

- **Relationship Building:** 1 Conference Admission
- **Logo/Name:** Signage at charging station table, name placement on all advertising, communications, signage, LSSO website with link
- **Attendee Contacts:** One week before conference and after the conference (does not include emails)
- **Literature:** In RainDance 2020 Virtual Toolkit
- **Year-Round Visibility:** 1 Tip of the Month in LSSO's newsletter

Beverage Station Sponsor – Bronze Level (1) – (\$3,000)

- **Relationship Building:** 1 Conference Admission
- **Logo/Name:** Signage at beverage station, name placement on all advertising, communications, signage, LSSO website with link
- **Attendee Contacts:** One week before conference and after the conference (does not include emails)
- **Literature:** In RainDance 2020 Virtual Toolkit
- **Year-Round Visibility:** 1 Tip of the Month in LSSO's newsletter

Additional Opportunities

Value Add Sponsor – (\$750)

Can't be at RainDance in person? Not to Worry. Be there in name and expertise with our Value-Add Sponsorship.

RainDance's Value-Add Sponsors are virtual sponsors who provide materials to be distributed as part of the conference electronic toolkit. Materials must be resources and tools that help attendees better address issues they face in law firms. The content can be in the form of articles, templates, research, case studies, white papers, blog reprints, checklists, and so on.

Your logo will be displayed throughout the conference and your content will be part of our RainDance Toolkit 2019, which will be distributed conference attendees and all LSSO members.

Add-Ons

We provide several exclusive event premiums to enable you to raise your profile with attendees, these include:

Add-Ons	w/ sponsorship	w/o sponsorship	DESCRIPTION
Lanyard & Name Badges	\$1,000	\$1,500	Supply Lanyards and Badge Holders, LSSO will provide name inserts
Conference Books	\$1,000	\$1,500	Premium logo and advertisement placement on RainDance Conference books. Books include the agenda, speakers' bios, thank you page with sponsors logos. As the book sponsor, your company will have the exclusive option to include advertisements for the front and/or back inside cover pages.

If you would like more information, please contact [Kirsten Lovett](mailto:klovett@legalsales.org) today at klovett@legalsales.org.

Summary of Benefits

Benefits of Sponsorship	Principal	Gold	Silver	Bronze
Sponsorship Rate	\$15,000	\$7,500	\$5,000	\$3,000
Logo/name on event advertising, communications, signage, LSSO website with link and brief company description;	Level 1 logo placement	Level 2 logo placement	Level 3 logo placement	Level 4 Company Name
Logo on Save the Date postcard (if sponsorship secured before printing)	√			
Social Media (LSSO LinkedIn and Twitter)	10	6	4	2
Conference Admissions (additional attendees from company at \$500)	5	3	2	1
Learning Lab Meeting Space	√	√		
Free Conference Admission to Share with In-house law firm professional (client or prospect)	2	1	1	
Attendee Contact List 7 business days prior to event	Names, Company, Title and permission to send 2 emails	Names, Company, Title and permission to send 2 emails	Names, Company, Title and permission to send 1 emails	Names, Company, Title
Literature/logo items distributed to attendees	√	√	√	√
Article in LSSO's monthly newsletter	2- spotlight articles 1- tip of the month	1- spotlight article 1- tip of the month	1- tip of the month	1- tip of the month
Advertisement on LSSO website home page	2 months	1 month		

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