



**Alliance Partner Program and
Sponsorship Opportunities**



THE ASSOCIATION OF LITIGATION SUPPORT PROFESSIONALS

The Association of Litigation Support Professionals

With a mission to establish global standards for the litigation support profession through collaboration, education and certification, ALSP is dedicated to advancing the profession and contributing to the professional development of practitioners around the world.

The only organization whose members comprise the full spectrum of the litigation support community, ALSP was formed to cultivate global standards for the profession. Incorporated in 2007, ALSP is a rapidly growing organization committed to building a cross-functional coalition to benefit the litigation support community.

Reach Professionals With Purchasing Power

Why Partner With ALSP?

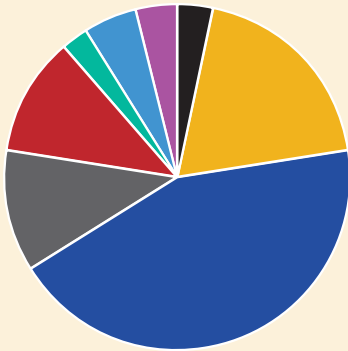
In today's challenging economy, ALSP realized that how you chose to invest your company's marketing dollars is under more scrutiny than ever before. Partnering with ALSP will allow you to deliver your company's message to a targeted audience of practicing litigation support professionals who have purchasing power.

Gain access to a group of engaged professionals who are key decision-makers — **people who use, buy and recommend litigation related products and services.**

ALSP Chapters

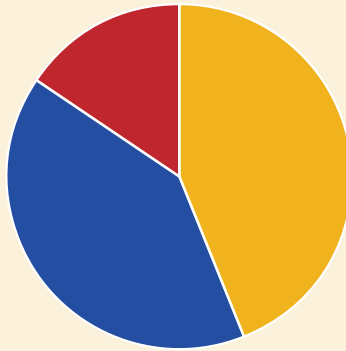
ALSP has a growing number of active regional chapters. The chapter program allows ALSP members to connect at a local level for education, networking and sharing best practices. Visit the [ALSP Web site](#) to learn more about getting involved with an ALSP chapter.

About ALSP



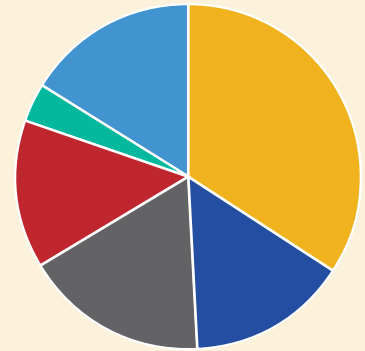
Industry Sector

Attorney	3.4%
Consultant	19.4%
Litigation Support Manager/Analyst	43.6%
Other	11.3%
Paralegal	11.2%
Software Developer	2.4%
Technical Support Staff	5.1%
Vendor	3.7%



Decision Making Authority

Final decision-making authority	44.0%
Recommend and/or influence purchasing decisions	40.5%
No role in purchasing decisions	15.5%



Number of litigation support professionals in member organizations

Less than 5	34.4%
5 to 9	15.0%
10 to 19	17.0%
20 to 29	14.0%
30 to 49	3.7%
50 or more	15.9%

ALSP Alliance Partner Benefits

The ALSP Alliance Partner Program exists to provide active, integrated ways to participate in the ALSP community. The program combines membership, advertising and knowledge-share in one complete package, offering you a year-round marketing campaign.

As an ALSP Alliance Partner, your company will receive the following benefits for the duration of one year from contract date.

- **ALSP Membership** — receive three complimentary ALSP memberships
- **ALSP Update** — opportunity to sponsor two issues of monthly e-newsletter, *ALSP Update*
 - o Sent to more than 16,000 professionals, including members and the litigation community at large
 - o Includes logo recognition at the top of the e-newsletter and sponsorship text with a link to your company's Web site
- **Webcast** — opportunity to sponsor and host a Webcast available to the ALSP membership
 - o Company logo in two dedicated e-mails promoting your Webcast
 - o Company logo in *ALSP Update* and in a post-Webcast message to attendees

Note: Content must be educational in nature (i.e., co-presentation with a customer, case study, white paper presentation, etc.) and approved by the ALSP Program Committee.
- **Banner Advertisement** — opportunity to post one banner ad on ALSP Web site (*GIF file 158 x 300 pixel size; animated file accepted*)
- **Broadcast E-mail** — opportunity to have ALSP send a broadcast e-mail to its distribution list on your behalf
- **Vendor Directory Listing** — opportunity to post company name, address, phone, e-mail, Web site, logo and a brief description of the products and services your company offers
- **Additional Visibility** — receive recognition as an Alliance Partner on the ALSP Web site, in ALSP member communications and during ALSP events

Investment: \$10,000

Alliance Partner Program

ALSP is grateful to our partners and sponsors for believing in our mission and identifying themselves as part of our collaborative community. Their financial support demonstrates a commitment to ALSP and our mission: to establish global professional standards for litigation support through education and certification.

—Espe Rebollar, ALSP President, litigation support coordinator, Winston & Strawn LLP

Additional Sponsorship Opportunities

Maximize your exposure to the litigation support community by personalizing your ALSP sponsorship with one or more of the following opportunities.

Online Advertising

ALSP members and thousands of other litigation support professionals visit www.alsponline.org each month for news, networking and knowledge. Place your marketing message on this high-volume Web site and capture the attention of your target market.

Audience Access:

- Over 15,000 page views per month
- Over 2,500 unique visitors per month

Banner Advertising Rates

Place your personalized advertisement with a direct link to your home page on the ALSP Web site. *Note: Banners are posted within 10 business days upon receipt of payment.*

Investment: \$1,325 for three-month posting

Investment: \$2,300 for six-month posting

Investment: \$4,250 for 12-month posting

Specifications

Pixel Width: 158

Pixel Height: 150

Webcast Sponsorship

Your company has the opportunity to sponsor and host one Webcast through ALSP within a year of your sponsorship.

- Sponsor logo and/or company name in two dedicated e-mails promoting Webcast to an audience of 16,000
- Webcast also will be promoted in the *ALSP Update* in the month preceding your Webcast
- PowerPoint slide at beginning of Webcast with logo and/or company name (i.e., Sponsored by XYZ Company)
- One 30-second monologue about your company at the beginning of the Webcast, read by Webcast moderator or sponsor representative
- One dedicated post-Webcast e-mail to attendee list, thanking them for participating and promoting your company's products and services

Note: Content must be educational in nature (i.e., co-presentation with a customer, case study, white paper presentation, etc.) and approved by ALSP Program Committee.

Investment: \$2,500

The screenshot shows the ALSP website homepage. At the top left is the ALSP logo with the tagline "Association of Litigation Support Professionals". To the right are links for "contact us", "sitemap", and "login", along with a search bar. A vertical navigation menu on the left includes links for Home, About Us, Education, Certification, Membership, Chapters, Sponsorship, Resources, Media, ALSP Newsletter, and Contact Us. The main content area features a banner with a keyboard and a gavel, containing the text: "Dedicated to establishing global professional standards for the litigation support profession through collaboration, education and certification". Below the banner is the title "The Association of Litigation Support Professionals" and a paragraph describing the organization's mission. To the right of this text is a call to action: "Help Set the Standard For Litigation Support" with the ALSP logo and "Become an ALSP Sponsor". Below this is a section for "ALSP Announcements" with a photo of hands holding a gavel and a "Join ALSP" button. A sidebar on the right contains links for "General Calendar", "Mailing List", "ALSP Updates", "Chapters", "Join ALSP", "LinkedIn", "Webcasts", and "CALSP". At the bottom, there is a section for "Other Updates" with a bullet point about renewing membership.

Additional Sponsorship Opportunities (Continued)

ALSP Update Newsletter Sponsorship

You can receive added exposure by sponsoring *ALSP Update*, ALSP's monthly e-newsletter, sent to more than 16,000 professionals, including members and the litigation community at large. Your company can be recognized as sponsoring this timely news and information resource for litigation support practitioners.

Sponsorship of *ALSP Update* includes logo recognition at the top of the e-newsletter (sent in both HTML and text format) and sponsorship text including a link to your company's Web site.

ALSP Update publishes on Thursday of the first full week of every month. Dates may change without notice. All materials must be submitted the Friday before the e-newsletter's publication date.

Specifications

- Sponsorship copy will be clearly distinguished from the main e-newsletter copy
- Sponsorship copy is limited to 50 words plus a URL
- Provide company logos as high-resolution jpeg files

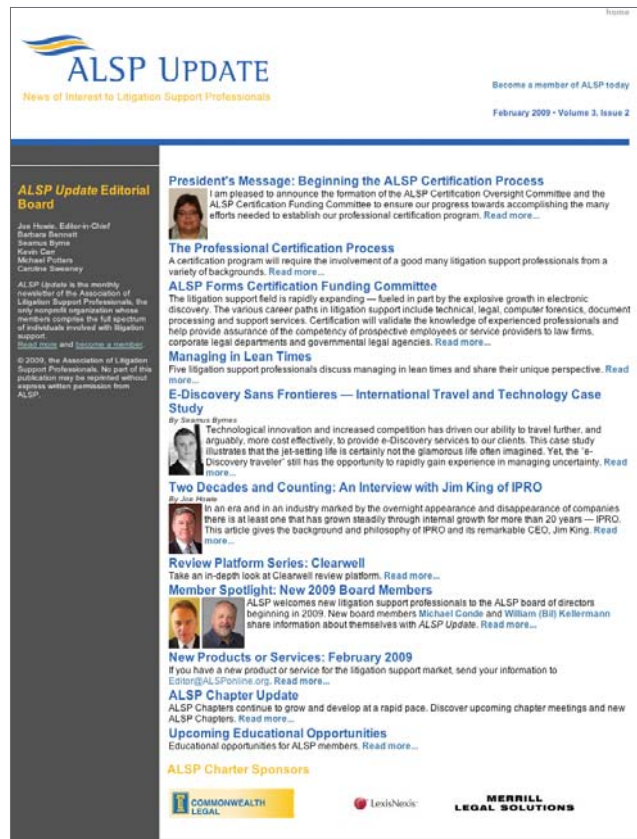
Parameters

- Only one sponsor will be accepted per issue (12 issues per year)
- Issue dates will be contracted on a first-come, first-served basis
- Only copy regarding products/services relating to the litigation community will be accepted, and copy may not include pricing or competitive/disparaging statements involving other vendors
- Sponsorships are non-commissionable to advertising agencies
- *ALSP Update* distribution is to the entire international membership (no "zone" sponsorships will be allowed)

ALSP Update Newsletter Rates

ALSP will reach out to practicing litigation professionals and knowledge leaders to provide high-quality regional events. The events are marketed to ALSP and its partnering associations and online communities — more than 16,000 professionals.

Duration	Investment
One Month	\$750
Six Months	\$3,375
12 Months	\$5,850



Direct Access to ALSP Membership

Access ALSP members directly — with ALSP mailing and e-mail list rentals. By mailing or e-mailing your company's marketing message through ALSP, your company can reach more than 1,500 litigation support professionals. *Note: Distribution date based on availability. Partner to incur production and postage fees.*

Investment: \$1,000

Vendor Directory Listing

The ALSP Vendor Directory helps members learn more about providers of litigation products and services. They can search for providers who are affiliated with ALSP by company name, location, products/services or keyword. Members also can visit your Web site and contact you directly.

Each listing in the Vendor Directory includes company name, address, phone, e-mail, Web site, logo, and a brief description of the products and services your company offers. Listings are active for one year from contract date.

Investment: \$500

Sponsorship Contract



CONTACT _____

COMPANY _____

CONTACT _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____

FAX _____

E-MAIL _____

Alliance Partner Program\$10,000

Web Banner Advertising

Duration	Rate
<input type="checkbox"/> Three Months	\$1,325
<input type="checkbox"/> Six Months	\$2,300
<input type="checkbox"/> 12 Months	\$4,250

Webcast Sponsorship

\$2,500

Vendor Directory Listing

\$500 (please also complete vendor directory form)

ALSP Update Sponsorship

No. of issues	Price
<input type="checkbox"/> 1 month	\$750
<input type="checkbox"/> 6 months	\$3,375
<input type="checkbox"/> 12 months	\$5,850

Direct Marketing

ALSP membership mailing or broadcast e-mail\$1,000

Method of Payment:

For check payment: Make checks payable to ALSP

Standard Mail Delivery:

ALSP
6099 Paysphere Circle
Chicago, IL 60674

Overnight Delivery:

ALSP; Attn: Exhibits and Sponsorship
401 N. Michigan Avenue, Suite 2300
Chicago, IL 60611

For Credit Card Payment:

VISA MasterCard American Express

CREDIT CARD NUMBER

EXPIRATION

PRINT NAME

SIGNATURE

Return via fax to: +1.312.644.0575

Vendor Directory Form



Please complete and return this form with payment:

COMPANY _____

CONTACT _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COUNTRY _____

PHONE _____

FAX _____

E-MAIL _____

Vendor Directory Listing Information:

Company Description (150 word maximum):

Which of the following categories your organization should be listed under (check all that apply):

- | | |
|--|--|
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Electronic Discovery Processing |
| <input type="checkbox"/> Data storage | <input type="checkbox"/> Forensic Data Collection |
| <input type="checkbox"/> Staffing | <input type="checkbox"/> Trial Support Services |
| <input type="checkbox"/> Law firm | <input type="checkbox"/> Court Reporters |
| <input type="checkbox"/> Recruiting | <input type="checkbox"/> Course Development and Training |
| <input type="checkbox"/> Software provider | <input type="checkbox"/> Document Coding |
| <input type="checkbox"/> Paper to Digital Conversion | <input type="checkbox"/> Attorney First Review |
| <input type="checkbox"/> Copy services | |

Method of Payment:

For check payment: Make checks payable to ALSP

Standard Mail Delivery:

ALSP
6099 Paysphere Circle
Chicago, IL 60674

Overnight Delivery:

ALSP; Attn: Exhibits and Sponsorship
401 N. Michigan Avenue, Suite 2300
Chicago, IL 60611

For Credit Card Payment:

- VISA MasterCard American Express

CREDIT CARD NUMBER

EXPIRATION

PRINT NAME

SIGNATURE

Return via fax to: +1.312.644.0575

ALSP Sponsorship Terms and Conditions

The following represents a binding contractual agreement for the terms of sponsorship (hereafter "Agreement") between Association for Litigation Support Professionals (hereafter "ALSP") and Sponsor. The terms of the Agreement are as follows:

I. General Terms

- A. The terms and conditions set forth in this Agreement govern the relationship between ALSP and Sponsor. Unless expressly agreed to in writing by ALSP no other terms or conditions appearing in contracts, orders, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on ALSP.
- B. ALSP shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement.
- C. The waiver of any provision of this Agreement shall not be construed to be a waiver of either party's right to later require strict observation and performance of each of the provisions hereof.
- D. Facsimile transmission of a copy of this Agreement bearing a signature shall be deemed to be delivery of a signed original Agreement.

II. Limited Liability

- A. The liability of ALSP for any act, error or omission for which it may be held legally responsible shall not exceed the cost of any cash payment. ALSP will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. ALSP shall not be subject to any liability whatsoever for any failure to hold conference because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of ALSP. Unintentional or inadvertent failure of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of the Agreement.

III. No Cancellation After Acceptance.

- A. Sponsor may not cancel this Agreement after acceptance by ALSP except for breach of this Agreement by ALSP.

IV. Payment Terms

- A. Acceptance of Agreement binds Sponsor to full payment of sponsorship.
- B. 50% deposit payment must accompany the Agreement.
- C. Upon receipt of agreement, ALSP will issue an invoice for the balance due 90 days from date of acceptance by ALSP.
- D. If Sponsor fails to perform any other term or condition of the Agreement, or fails to observe and abide by the terms of this Agreement, ALSP reserves the right to terminate the contract immediately without refund of any monies previously paid.
- E. All payments are non-refundable and non-transferable.

V. Severability

- A. If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in force.

VI. Entire Agreement

- A. This Agreement constitutes the entire agreement between Sponsor and ALSP. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged by the party to be bound.
- B. By completing and returning this Agreement, ALSP acknowledges that this document becomes a binding contract between Sponsor and ALSP.

We, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Agreement and the Terms and Conditions governing ALSP Sponsorship.

Print Name: _____

Title: _____

Signature: _____

Date: _____