



RainDance CONFERENCE™



Redefining Rainmaking
June 3-5, 2009
Hotel Sax, Chicago

Sponsorship Opportunities

You have budget constraints and quotas to meet . . . We've rolled back our sponsorship pricing to 2004! Don't miss this opportunity to build relationships with the leading decision makers of the legal industry. With an economic downturn, law firms are looking to the marketing, sales and service professionals in their firms for answers now more than ever. This is your chance to reach your target market and show how your product or service will drive revenue in law firms.

The Legal Sales and Service Organization (LSSO) is pleased to invite you to sponsor RainDance 2009 in Chicago. Hotel Sax Chicago is a luxurious urban resort, anchoring the Marina City Complex in Downtown's River North area. This exciting destination adjoining the Loop Business District, Theatre District, and The Magnificent Mile of Michigan Avenue is also perfect for entertaining clients at night.

RainDance is recognized and known for attracting the highest caliber of attendees. As a sponsor, you are positioned to be shoulder to shoulder, participating in sessions and discussing the very subject for which you are an expert: sales and service. Over last several years, RainDance attendees have held positions ranging from senior level marketing and sales professionals to managing partners and were from notable firms such as:

**Akin Gump
DLA Piper
Fenwick & West
Jones Day
Nutter McClennen
Ropes & Gray**

**Choate, Hall & Stewart
Dorsey & Whitney
Fish & Richardson
Latham & Watkins
Patton Boggs
Wilmer Hale**

**Dewey Ballantine
Duane Morris
Goodwin Procter
Nixon Peabody
Preston Gates & Ellis
Womble Carlyle**

What attendees and sponsors say about RainDance:

"That was one hell of a conference. It was light years ahead of anything I've seen... both in content and in the level of attendees."

"With so few events in the market that successfully meld trends from both the marketing and sales-oriented worlds, specifically tailored for the legal community, this event stands out from many of the others organized each year."

"A phenomenal event! Top rate programming and quality of attendees... LSSO continues to be the type of organization I can (and will) really support."

To review the agenda and other testimonials from previous RainDance conferences, please visit our website at www.legalsales.org/raindance



2009 Sponsorship Opportunities

All sponsor logos will be featured on the Hotel Sax's "Video Wall"

Platinum Level: \$10,000

- Exclusive Sponsor in your service/product category with specific benefits to be established in addition to:
- Opportunity to introduce a keynote speaker. Recommend speakers for programming.
- Prominent placement of your company banner.
- Exhibit space in premium location.
- Company logo with hyperlink on LSSO website.
- 5 complimentary registrations for the conference.
- Two additional attendees at welcome reception
- Logo included on all conference promotional materials.
- Sponsor ribbon on name badge.
- Acknowledgement of sponsorship during opening and closing general session.
- A list of conference attendees three days in advance of event.
- Use of Rain Dance 2009 logo.
- Two article opportunities for LSSO's on-line library and distributed in an email blast to subscribers and members.

RainDance Reception: \$8,500

- Exclusive sponsor for networking reception held on Thursday night at 10Pin bowling lounge, part of the Marina City venue.
- Acknowledgement of sponsorship during opening session and general session immediately preceding event.
- Prominent placement of your company banner.
- Company logo with hyperlink on website.
- 2 complimentary conference registrations.
- 2 additional attendees at welcome and RainDance receptions each
- Opportunity to design co-branded email invitation to RainDance Reception sent by LSSO.

Bag sponsor: \$1,500 Supplies co-branded conference bags with material/promo item.

Gold: \$7,500

- Exclusive lunch sponsor.
- Brief welcome at the beginning of lunch.
- Company logo displayed during lunch.
- Promotional item and/or flyer might be distributed during lunch.
- Company logo with hyperlink on LSSO website.
- Logo included on all conference promotional materials.
- Exhibit space.
- 3 complimentary registrations for conference.
- 2 additional attendees at welcome reception.
- A list of conference attendees.
- Use of Rain Dance 2009 logo. One article opportunity for LSSO's on-line library.
- Free one year listing on our website resource directory

Silver Level: \$5,000

- Named break sponsor (first-come basis).
- Company logo with hyperlink on website.
- Logo included on all conference promotional materials.
- Exhibit space (location on first-come basis).
- 2 complimentary registrations for conference.
- 2 additional attendees at reception.
- Sponsor ribbon on name badge.
- A list of conference attendees.
- Use of Rain Dance 2009 logo.

Friend/Supporter Level: \$2,500

(All attendees currently not in-house at a law firm)

- One year LSSO membership
- 1 complimentary registration
- Listed as supporter in conference attendee list
- Approved article in LSSO Library
- Free one year listing on LSSO website resource directory

Lanyard sponsor: \$1,500

Supplies co-branded lanyards for conference.

Levels may be combined at a discount



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Sponsorship Reservation Form

Reservations will be confirmed by December 31, 2008.

Company Name:	Address:
Contact:	Title:
Phone:	Fax:
Email:	

Level of sponsorship desired:

- | | |
|---------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Platinum: \$10,000 | <input type="checkbox"/> RainDance Reception: \$8,500 |
| <input type="checkbox"/> Gold: \$7,500 | <input type="checkbox"/> Friend/Supporter: \$2,500 |
| <input type="checkbox"/> Silver: \$5,000 | <input type="checkbox"/> Bag: \$1,500 |
| | <input type="checkbox"/> Lanyard: \$1,500 |

Sponsorship packages may be combined at a discounted fee.

All sponsorship fees will be due 45 days before the conference and are non-refundable.

To reserve your sponsorship of RainDance 2009, please print this form and mail it along with your check to Legal Sales and Service Organization, Inc., Post Office Box 1572, Manchester, Massachusetts 01944. For more information, please contact Catherine Alman MacDonagh at cam@legalsales.org or 617.726.1500.