



## 2016 Partner Benefits & 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 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 is the key resource of the organization. The two-day conference is filled with high-level interactive sessions, roundtables and lively discussions with industry thought leaders.

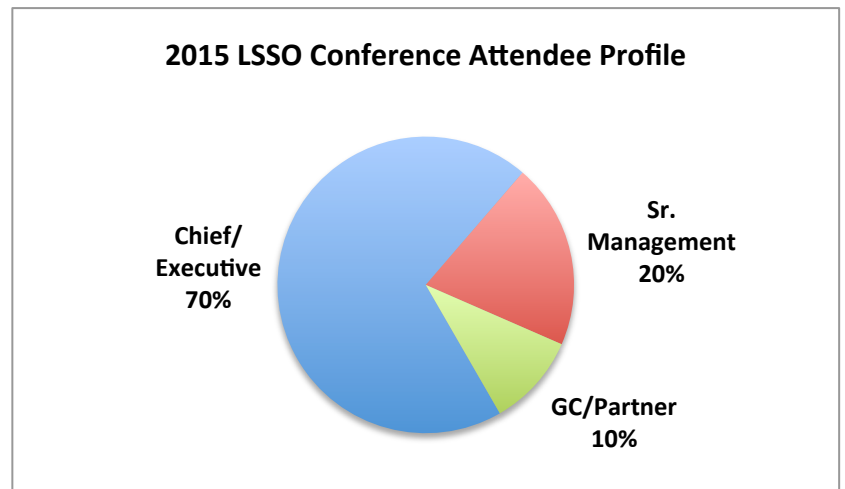
RainDance continues to offer less of the theory and more of the practical, effective sales and service strategies for attendees to bring back to their firm and implement immediately. With an intimate setting, you can expect open and honest dialogue among the attendees about the challenges they face in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

### Who Attends LSSO's RainDance Conference?

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.

The RainDance Conference is recognized and known for attracting the highest caliber of attendees who are often regarded as the thought leaders in their firms and those who help shape the industry.

Over 70% of the conference attendees hold the title of Chair, VP, Director or Partner. Many attendees say it is the conference they attend for their own professional development.



### Why Be Involved in LSSO's RainDance Conference?

We recognize that your #1 goal is to network and make valuable business connections that will result in new business. We work with our partners to establish a yearlong relationship, not one that is over when a conference ends.

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 conference. Our sponsor partners are shoulder to shoulder with conference attendees, who are the decision-makers at their firms.

**1) Networking, Networking, Networking**

- Unlike most conferences, you are actively involved in our entire 2-day event by attending the actual conference and contributing to roundtables and discussions.
- You will engage in strategic conversations with key decision makers.

**2) Highly Targeted and Effective Way to Spend Sponsorship Dollars**

- You will cost effectively reach a concentrated group of high-level decision makers who buy your product or service.

**3) Premium branding opportunities**

- Sponsorship of the cocktail reception, lunch, conference bags and more.

**4) Attendee contact information.**

- You will be provided attendees' contact information before the event to further enhance your networking opportunities.

**5) Advertising and exposure**

- Sponsor logos and/or descriptions are included in the program, the event website, and in all of the Conference communications.

**6) Literature distribution**

- Specific sponsorship levels entitle you to place brochures/literature in various sessions.
- All sponsors are offered the opportunity to place literature in the conference bag.