



**2009**  
MAY 7 - 8

Marriott Wardman Park Hotel  
Washington, D.C.

**& The Betsy Ann Reynolds Awards for Excellence in Litigation Support**

**THE PREMIER EDUCATION AND NETWORKING EVENT FOR LITIGATION SUPPORT PROFESSIONALS!**

**INFO UPDATED  
MAR 2, 2009**

## SPONSORSHIP & EXHIBITOR PROSPECTUS

The 2008 inaugural conference was a sell out with more than 175 registrants and the exhibit area filled to capacity. The 2009 conference promises to be even more impressive, meaningful and successful. It will be held at the spacious Marriott Wardman Park Hotel providing exhibitors with excellent capabilities and facilities to enhance their contact efforts.

**As an exhibitor**, you'll have face-to-face interaction with top litigation support decision makers from major law firms, corporate legal

departments, government agencies and industry, from across the nation and international cities as well. These influential men and women are responsible for the complex needs of e-discovery, data processing, attorney support, trial technology and much more. They are the litigation support professionals who use and recommend your products and services!

**Exhibit spaces are limited.** Act now to ensure your company participates in this exciting education and networking event!



## STAR CLASS SPONSORSHIP OPPORTUNITIES



There are four levels of **Star Class Sponsorships** available for this event. Each Star Class sponsorship affords high impact and multiple exposures before, during and after the conference. Star Class sponsorships include a **FREE exhibit space** with all standard exhibitor benefits **plus the unique features of the Star Class sponsorship you choose, plus the following special Star Class advantages:**

**Your company name and/or logo** listed as a **Star Class Sponsor** in all advertising, marketing and promotion of the conference, including:

- Direct mail campaign numbering about 15,000 pieces.
- Several email campaigns to subscribers of *Litigation Support Today* and other potential attendees.
- Logo/link on LST website throughout conference promotion and post-conference follow up.
- Mention in all conference house ads in *Litigation Support Today*, on the LST website and in other advertising efforts that may be utilized to promote the conference.
- Free single-sheet distribution inside conference bag.

## STANDARD EXHIBITOR PACKAGE

**\$2,175**

- **8' x 8' exhibit space** suitable for portable pop-up or table-top display. Includes one 6' x 30" draped table.
- **2 complimentary exhibitor badges** for your staff members. Includes meals and breaks (except for Thursday opening day breakfast and the Awards Dinner, which are sold separately). Includes access to all sessions where you can meet and network with prospects.
- **Mention of your company** in multiple pre-conference email blasts inviting attendees to visit your booth.
- **Free 1/2 page ad** (black & white) in the

conference program that is distributed to all attendees.

- **Free listing.** A 50-word company description with your contact information will appear in the May/July issue of *Litigation Support Today* magazine, which reaches more than 10,000 litigation support professionals nationwide and in key international cities.
- **Your company name with a link** to your Web site in the conference section of the *Litigation Support Today* website.
- **Use of the attendee list** for a post-conference marketing mailing.

# 2009 International Litigation Support Leaders Conference Sponsorship Plans

## 4-STAR SPONSOR - KEYNOTE EVENT (One available)



\$15,000

This outstanding sponsorship covers the first-day private breakfast for registrants plus the introduction of the Keynote Speaker at the opening session, immediately following the breakfast. An excellent opportunity to capture dedicated attention of registrants at the start the conference and position your brand at the top. This sponsorship includes:

- Opportunity for your company to welcome attendees to the conference and speak briefly to a captive audience at the private sit-down breakfast on opening day. (Company comments subject to approval by conference management)
- Thursday morning breakfast tickets for 4 company representatives.
- Signage in the breakfast room.
- Branded décor such as sponsor logo on napkin.

- Placement of small promo item at each place setting. (Item to be provided by sponsor)
- Opportunity to introduce the Keynote Speaker.
- Signage in the keynote room.
- Placement of company banners at selected locations in the conference area (determined by conference management and hotel rules). Banners to be supplied by sponsor.
- Acknowledgement by conference management.
- Free exhibit space with standard exhibitor benefits upgraded to 4 exhibitor passes and full page ad in conference program.
- All promotional benefits stated in Star Class category.

*Note: The sponsorship fee for this event covers up to 200 attendees at the breakfast. Should breakfast attendance exceed 200, sponsor understands that a surcharge may apply of \$40 per plate (including tax and service charge), but not to exceed a total surcharge of \$3,500, or a total sponsorship cost of \$18,500.*

## 3-STAR SPONSOR - FOOD (Three available)



\$7,500

### Choose from: Lunch Thursday or Friday; Breakfast Friday

Each of these excellent sponsorships provides your company with a high-profile presence and exposure throughout the conference. The **ONE SOLD** lunches on both days of the conference are held in the general conference area. This sponsorship includes:

- Signage at food centers and elsewhere promoting the sponsorship

- Branded décor such as sponsor logo on napkins
- Placement of company banners at selected locations in the conference area (determined by conference management and hotel rules). Banners to be supplied by sponsor.
- Free exhibit space with standard exhibitor benefits including 2 exhibitor passes. Upgraded to full page ad in conference program.
- All promotional benefits stated in Star Class category.

## 3-STAR SPONSOR - ENTERTAINMENT (One available)



\$7,500

Enjoy unique and memorable "branding" of your company name by sponsoring the highly entertaining show presented after the awards dinner. Last year's comedy presentation by The Capital Steps brought the house down, and this year's entertainment will continue the tradition. This sponsorship includes:

- Opportunity to assist conference management in recommending and choosing the entertainment to be presented (final decision rests with management).
- Opportunity for your company to speak briefly from the podium to

introduce the entertainment. (Company introductory comments subject to approval by conference management)

- Reserved seating and invitations for 5 guests at the Awards Dinner.
- Signage in the ballroom, on stage and at key locations throughout the hotel on opening day to remind attendees of this excellent attraction.
- Free exhibit space with standard exhibitor benefits including 2 exhibitor passes. Upgraded to full page ad in conference program.
- All promotional benefits stated in Star Class category.

## 2-STAR SPONSOR - REFRESHMENT BREAK (Four available)



\$5,000

An excellent sponsorship opportunity to catch the attention of attendees **3 SOLD** at the conference and introduce them **1 LEFT** being a part of the conference promotions before during and after the event. This sponsorship includes:

- Signage at food centers and elsewhere promoting your sponsorship.

- Branded décor such as sponsor logo on napkins.
- Free exhibit space with standard exhibitor benefits including 2 exhibitor passes. Upgraded to full page ad in conference program.
- All promotional benefits stated in Star Class category.

# Special Sponsorship Opportunity!



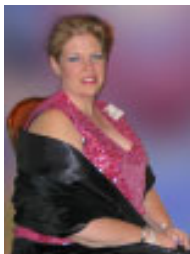
## The Betsy Ann Reynolds Awards Sponsorships

Now you can capitalize on the prestige and excitement of the 2<sup>nd</sup> Annual **Betsy Ann Reynolds Awards for Excellence in Litigation Support** with a special sponsorship opportunity!

Your company can be featured as a major supporter of the awards which will be presented at a gala banquet at **The International Litigation Support Leaders Conference** this May. As an awards sponsor your company will benefit from thousands of marketing impressions to qualified litigation support professionals, before, during and after the industry's leading event!

### The Betsy Ann Reynolds Awards sponsorship package includes the following benefits:

- **Full page, b/w ad** in the Betsy Ann Reynolds Awards Commemorative Booklet, which is distributed to all awards banquet attendees
  - **Acknowledgment** of your firm as an awards sponsor from the banquet podium
  - **100 copies** the Commemorative Booklet for your own promotional use
  - **12 months of additional exposure** via posting of the booklet on the International Litigation Support Leaders Conference Web site
  - **Mention of your sponsorship in a press release** announcing the awards presentation
  - **Exhibit space for both days** of the International Litigation Support Leaders Conference **PLUS** 2 complimentary exhibitor badges (including attendance at all conference sessions, meals and breaks except for the Thursday opening day breakfast)
  - **Two tickets** to the Awards Banquet Dinner
  - **Designation as conference sponsor** in event marketing materials
  - **Listing of your company** as a Betsy Ann Reynolds Awards sponsor in the Conference Directory appearing in May/July issue of *Litigation Support Today*.
  - **Your logo posted** on the conference Web site as a sponsor, with link to your site
  - **Use of the attendee list** for one post-conference marketing mailing
- This outstanding package is available for just \$5,800 complete! Don't delay – reserve your spot today!



*Betsy Ann Reynolds*

This prestigious annual award is proudly named in memoriam of Betsy Ann Reynolds, a distinguished leader in the field of litigation support who passed away in 2007. In her honor each year a part of the proceeds of this event is donated by Litigation Support Today to The Leukemia & Lymphoma Society.

### TO ORDER, CONTACT:

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Columbia, MD 21044-6206

### Winners of the 2008 Betsy Ann Reynolds Awards for Excellence in Litigation Support

**Industry Wide:** Tom O'Connor, Industry Consultant • Legal Electronic Document Institute; **Private Law Firm:** Florinda Baldrige, Director of Practice Support • Fulbright and Jaworski; **Corporate Legal Department:** Beth Kellermann, Litigation E-discovery Manager • Apple, Inc.; **Government:** Carl Kikuchi, Branch Chief - Office of Litigation Support • U.S. Department of Justice, Civil Division

## 2009 International Litigation Support Leaders Conference Sponsorship Plans

### INTERNET CAFE SPONSOR (One available)

\$4,500

This unique sponsorship gives your company name and logo repeated exposure as attendees stop by the internet cafe and use the portals to go online or check their email. This sponsorship includes:

- Availability of up to 3 freestanding terminals in the cafe, networked to high-speed internet connection.
- Signage at the station and elsewhere pointing to the cafe.

- Your logo/name on of each station.
- Home Page of each station linked directly to your company website.
- Free single-sheet distribution inside conference bag.
- Free 1/2 page b/w ad in the conference program.
- Use of the attendee list for a post-conference marketing mailing.

### TOTE BAG SPONSOR (One available)

\$4,500

Get high-visibility branding with your company logo and name prominently displayed on the front of the official conference Tote Bag. Your identity is carried throughout the conference and for months after--as attendees put these handsome bags to use at home and at the office. This sponsorship includes:

- Company logo imprinted on tote bag.
- Free single-sheet distribution inside conference bag.
- Free 1/2 page b/w ad in the conference program.
- Use of the attendee list for a post-conference marketing mailing.

### LANYARD SPONSOR (One available)

\$3,500

This sponsorship provides outstanding brand recognition with your company name/logo on the lanyard carrier issued to every attendee. This sponsorship includes:

- Company logo imprinted on lanyard.

- Free single-sheet distribution inside conference bag.
- Free 1/2 page b/w ad in the conference program.
- Use of the attendee list for a post-conference marketing mailing.

### OTHER SPONSORSHIP ITEMS

\$ varies

Several additional sponsorship items can be made available to interested exhibitors, such as imprinting your logo on coffee mugs, notebooks, pens, pads, or other items utilized during the conference. Prices vary depending on the item selected. Please contact us to discuss availability and costs.

#### **A Special Note about The Betsy Ann Reynolds Awards for Excellence in Litigation Support**

Each year, in conjunction with **The International Litigation Support Leaders Conference**, Litigation Support Today's is proud to present the **Betsy Ann Reynolds Awards for Excellence in Litigation Support**. These prestigious awards recognize the achievements of outstanding litigation support professionals in four major categories: law firms, corporate legal departments, government agencies and industry-wide.

**These awards are proudly named in memoriam of Betsy Ann Reynolds**, a prominent litigation support leader at Manatt, Phelps & Phillips, whose work and activism helped further the litigation support profession.

Betsy Ann passed away at the age of 48 from Burkett's lymphoma. As part of her memorial each year, Litigation Support Today donates a share of the Awards Dinner sponsorship fee in her name to the Leukemia & Lymphoma Society. We also encourage all our clients to contribute to this worthy cause.

#### **OPTIONAL EVENT TICKETS** Available only to registered exhibitors or sponsors!

**Awards Dinner, \$100 per person**  
**Opening Day Breakfast, \$40 per person**

**ADDITIONAL EXHIBITOR BADGES**  
Limited to 2 extra per exhibitor. \$300 each.

**ACT NOW to order your exhibit space or  
sponsorship before they sell out!**

**Litigation Support  
TODAY**

#### Corporate Headquarters:

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#### Sales Headquarters

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**For latest updates on the conference program,  
check our website: [www.litigationsupporttoday.com](http://www.litigationsupporttoday.com)**