



Differentiate

1.1 MILLION LAWYERS IN THE UNITED STATES

More Competition,
Shrinking Market,
Changing Rules

Why Pick You?

The Return of the Biannual

ABA Law Firm Marketing Strategies Conference

November 12-13, 2009

The Four Seasons Hotel
Philadelphia, Pennsylvania



www.lawpractice.org/marketingconference

Presented by the



Differentiate

A Comprehensive Two-Day Program for Attorneys, Law Firm Executives and Marketing Directors

To assure your company high visibility, ABA limits the number of conference sponsors to ten. This is the only not-for-profit professional conference of its kind. And with name & logo recognition that extends to ABA LPM's vast online and print readership, interaction with attendees is just the tip of the iceberg.

Sponsorship Opportunities Available:

CONFERENCE SPONSOR - \$10,000 (Limited to 10 companies)

- Company logo and link placed on the LPM website for one year;
- A web banner ad in *Law Practice Today* webzine for two issues;
- Four complimentary full-conference registrations;
- Logo featured in pre- and post-conference *Law Practice Magazine* conference advertising;
- A company brochure and/or promotional item in registration packets;
- A full-page ad in the program guide;
- Table display throughout conference in space adjoining programs; and
- Verbal recognition during the Conference, with an exclusive focus on your company during one conference session.

LAW FIRM WELCOME RECEPTION SUPPORTER - \$4,500 (Limited to 6 firms)

With the conference drawing attorneys and executives from throughout the country, law firms are invited to help greet their colleagues by serving as sponsors of the opening night welcome reception. This sponsorship category is open only to law firms.

- Four complimentary full-conference registrations;
- Logo featured in pre- and post-conference *Law Practice Magazine* conference advertising;
- Verbal recognition at the conference and reception;
- Recognition in printed marketing materials and signage; and
- Marketing material/promotional item displayed in reception space.



2009 Program and Faculty To Be Announced

The 2009 Program is in the final stages of development and will be released to the public on or about May 1, 2009. Included in the conference will be two keynote addresses by high-profile lawyers known for their business development savvy. In addition, the program will feature a pair of dual-track programs for large and small firms on public relations and technology topics. The famous LPM 10x10 is back. And programs involving ethics and other "hot topics" will be included in the two-day session.

Speakers and Topics from the 2007 ABA Marketing Strategies Conference

Thursday, November 8, 2007:

From 'No Comment' to 'No Problem': Developing a Media Strategy For Handling a Crisis and Growing Your Business

James Diaferia, Infinite Public Relations, Moderator
Chris Lehane, Partner, Fabiani & Lehane
Mike France, BusinessWeek
Douglas McCollam, The American Lawyer
Paul Geller, Lerach Coughlin Stoia Geller Rudman & Robbins

10x10 Extreme Marketing: Best Practice Case Studies

Robert L. Clayton, Littler Mendelson, P.C.
Constance B. Foster, Partner, Saul Ewing LLP
John B. Frisch, Principal, Miles & Stockbridge P.C.
Scott Gilbert, Chairman, Gilbert Randolph LLP
Andrea S. Hartley, Shareholder, Akerman Senterfitt
Linda B. Hollinshead, Partner, WolfBlock
John Macleod, Senior Partner, Crowell & Moring
Steven Miles, Partner, Baker Botts L.L.P.
John J. O'Malley, Shareholder, Volpe and Koenig, P.C.

Return to Bates v. Arizona – The Ongoing Ethics Debate

Micah Buchdahl, HTMLawyers, Moderator
Van O'Steen, Managing Partner, O'Steen & Harrison
Elizabeth Tarbert, Ethics Counsel, The Florida Bar
Gregory Beck, Equal Justice Works Fellow, Public Citizen Litigation Group
Barbara Ann Williams, Deputy General Counsel/Ethics Counsel, McGuireWoods

The Diversity Dilemma: Meeting the Expectations of the Law Firm, the Diverse Workforce and the Client

Joan Bullock, Professor of Law, Florida A&M University College of Law, Moderator
Paulette Brown, Partner, Edwards Angell Palmer & Dodge
Rachel Silverman, Bracewell & Giuliani
Jane K.P. Tam, Partner, Holland + Knight
Thomas P. Dale, Executive Vice President & General Counsel, Rolls-Royce North America, Inc.
Cynthia R. White, Assistant General Counsel, GlaxoSmithKline

Friday, November 9, 2007:

Wasted Time, Wasted Spending

Walter Karnstein, Partner, Kolisch Hartwell, Moderator
Van O'Steen, Managing Partner, O'Steen & Harrison
Michael Nestor, Partner, Young Conaway Stargatt & Taylor
Micah Buchdahl, HTMLawyers

Technology Marketing – Maximizing Cyberworld

Steven Silverberg, Partner, Silverberg Zalantis, Moderator
Greg Siskind, Partner, Siskind Susser Bland
Timothy Stanley, CEO, Justia, Inc.
William Nelson, Partner, Rothgerber Johnson & Lyons



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Acknowledgements

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