



ABA Law Firm Marketing Strategies Conference Branding Guidelines

1. The conference's full name is ABA Law Firm Marketing Strategies Conference and should not be abbreviated or shortened.

Correct: **ABA Law Firm Marketing Strategies Conference**
Incorrect: ABA Marketing Conference / Law Firm Marketing Conference /
Marketing Strategies Conference

2. *Differentiate* is the theme for the 2009 ABA Law Firm Marketing Strategies Conference. Please use when appropriate.
3. ABA Law Firm Marketing Strategies Conference Web site address: The preferred Web site label for the conference is www.lawpractice.org/marketingconference (with or without the highlighting or underlining, depending on the style of the piece). This label is identical to the address www.abanet.org/lpm/marketingconference.
4. Please refer to the ABA Law Firm Marketing Strategies Conference as a "conference." In any formal communications, please do not refer to the conference as a "show."
5. The ABA Law Firm Marketing Strategies Conference is presented by the ABA Law Practice Management Section. When referring to the conference for the first time, or to an unfamiliar audience, it may be appropriate to add the phrase, "presented by the ABA Law Practice Management Section." Below are other guidelines for referring to the Section.

Correct: **ABA Law Practice Management Section**
Correct: **ABA Law Practice Management (LPM) Section**
 with subsequent references to LPM or ABA LPM
or **ABA Law Practice Management Section (LPM)**
 with subsequent references to LPM or ABA LPM

Incorrect: ABA Law Practice Management
LPMS (no longer in use)
Law Practice Management (except informally/internally)

ABA Law Firm Marketing Strategies Conference Event Promoter Branding Guidelines

The ABA Law Firm Marketing Strategies Conference cooperates with a large number of other large bar association groups to extend a registration discount to the members of those associations. In exchange, those groups agree to promote the conference to their members, and receive brand recognition on the conference Web site and Program Guide. Below are suggested branding guidelines to be used along with the general ABA TECHSHOW branding guidelines.

1. Participating associations should refer to themselves as ABA Law Firm Marketing Strategies Conference Event Promoters.

Correct: **ABA Law Firm Marketing Strategies Conference Event Promoter**

Incorrect: ABA Law Firm Marketing Strategies Conference Program Promoter

Incorrect: ABA Law Firm Marketing Strategies Conference Partner

2. When promoting the conference, Event Promoters should share the unique event promoter code assigned to them by ABA for the conference:

Preferred: “Event Promoter Code _____”

Incorrect: Code

Incorrect: Registration Code