



BRIDGING LEGAL PROFESSIONALS WITH
OPPORTUNITIES & CONNECTIONS



2020-2021

Business Partnership Program

(Program year is April 1, 2020 through March 31, 2021)

*The PLAA is a 2019 Platinum Award
Winner for Chapter Excellence*





2020-2021 Business Partnership Program

What is PLAA and Why Would You Want to be a Business Partner

The PLAA is a chapter of the Association of Legal Administrators (ALA) and is a not for profit organization made up of law firm, corporate legal department and government agency decision-makers and managers. We currently have over 100 members in the Pittsburgh area, representing over 50 law firms, corporations and government agencies.

When evaluating needs for goods and services, our members are encouraged to consider companies which have developed a relationship with our Chapter, which typically is established through our Business Partner program each year. We have listed below some of the many reasons we value our Business Partner relationships:

- One of our primary missions is to educate our members to the highest standards, which is made possible in large part through your sponsorship dollars.
- Chapter members depend upon contacts within the business community who will share information about their products and services and/or expertise in a given field to help them stay educated in those areas. We often ask them to present this information at one of our educational meetings.
- Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.
- Trusting your Business Partner relationships bring to the administrator enhanced credibility and improved quality of management within legal service organizations.
- Business Partners who provide external services are our first choice in seeking service providers.

The Pittsburgh Legal Administrators Association (PLAA) invites you to join us in educating and supporting the legal community in 2020-2021 by participating in our Business Partnership Program. We hope you find this Guide useful when planning your future involvement with PLAA. We recognize, appreciate and value the knowledge, participation and commitment from our current Business Partners and hope to build new partnerships in the coming year. Your continued support is invaluable to our success.



2020-2021 Sponsorship Opportunities

Platinum Sponsor	\$7,500*
Gold Sponsor	\$6,000*
Silver Sponsor	\$3,000*
Bronze Sponsor.....	\$1,500*
Event Sponsor.....	\$500*

***YOUR SPONSORSHIP WILL ALSO INCLUDE:**

September 25 luncheon at the 2020 PLAA Education Conference. Business Partners will have the opportunity to speak for about 5 minutes and will have networking/lunch with attendees.

2020 PLAA EDUCATION CONFERENCE - September 24 – 26, 2020 – Oglebay Resorts

All Business Partners are invited to attend Education Conference activities (golf, receptions, education) at a PLAA member rate. INFORMATION SENT OUT CLOSER TO CONFERENCE



Pittsburgh Legal Administrators Association
Business Partnership Program
2020-21 Partnership Levels

Platinum Sponsor: \$7,500

- Recognition as Platinum partner at Attorney/Administrator Event, in event program and advance notices. Opportunity for three partner representatives to attend and be introduced at event.
- Acknowledgment as Platinum partner from podium, in program and advance notices of the Exhibit show. Opportunity for four partner representatives to attend the event. Additional attendees will be subject to additional costs. Choice of table location
- A representative from your company is invited to attend one lunch with minimum of two members of PLAA Board of Directors or Business Partner Relations Committee during the program year.
- Join us for a complimentary lunch at one Chapter meeting. At the beginning of this meeting, three partner representatives will have 10 minutes total to introduce themselves, speak about your company and services. The Platinum partner will be listed in the event calendar on the Chapter's website for the date the representative will attend this meeting.
- PLAA/Business Partner Event acknowledgment as the Platinum level partner. Opportunity for four partner representatives to attend and be introduced at this event. (ex. Networking event, ballgame, happy hour tbd) .
- Automatic member of the Business Partner Advisory Committee.
- Listing in the Business Partner Directory (under the categories you select) on the PLAA website. The Business Partner Directory may be downloaded by all members and Business Partners.
- Partner logo will be displayed prominently on the PLAA website (www.plaa.com) home page and Business Partner page, hyperlinked to the partner's website during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address, with updates as they occur.
- Opportunities to participate with our members at the various Community Connection event(s).
- Opportunity to start discussions on industry trends and solutions on the PLAA website via social media.
- 2020 PLAA Education Conference September 25 luncheon at Oglebay and opportunity to speak for 5 minutes and networking/lunch with members.

Pittsburgh Legal Administrators Association Business Partnership Program 2020-21 Partnership Levels

Gold Sponsor: \$6,000

- Recognition as Gold partner at Attorney/Administrator Event and in event program. Opportunity for two partner representatives to attend and be introduced at event.
- Acknowledgment as Federal District Court partner at the Exhibit Show. Opportunity for three partner representatives to attend the event. Additional attendees will be subject to additional costs. Choice of table location.
- Join us for a complimentary lunch at one Chapter meeting. At the beginning of this meeting, two partner representatives will have a total of 10 minutes to introduce themselves, speak about your company and services. The Gold partner will be listed in the event calendar on the Chapter's website for the date the representative will attend this meeting.
- PLAA/Business Partner Event acknowledgment as the Gold level partner. Opportunity for three representatives to attend and be introduced at this event. (ex. Networking event, ballgame, happy hour tbd) .
- Automatic member of the Business Partner Advisory Committee
- Listing in the Business Partner Directory (under the categories you select) on the PLAA website. The Business Partner Directory may be downloaded by all members and Business Partners.
- Partner logo will be displayed prominently on the PLAA website (www.plaa.com) home page and Business Partner page, hyperlinked to the partner's website during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address, with semi-annual updates.
- Opportunities to participate with our members at the various Community Connection event(s).
- Opportunity to start discussions on industry trends and solutions on the PLAA website via social media.
- 2020 PLAA Education Conference September 25 luncheon at Oglebay and opportunity to speak for 5 minutes and networking/lunch with members.

**Pittsburgh Legal Administrators Association
Business Partnership Program
2020-21 Partnership Levels**

Silver Sponsor: \$3,000

- Recognition as Silver partner at Attorney/Administrator Event in event program. Opportunity for one partner representative to attend event.
- Recognition as Silver partner in event program of the Exhibit show. Opportunity for two partner representatives to attend the event. Additional attendees will be subject to additional costs.
- Join us for a complimentary lunch at one Chapter meeting. At the beginning of this meeting, one partner representative will have a total of 10 minutes to introduce himself, speak about your company and services. The Silver partner will be listed in the event calendar on the Chapter's website for the date the representative will attend this meeting.
- PLAA/Business Partner Event acknowledgment as the Silver level partner. Opportunity for two partner representatives to attend and be introduced at this event. (ex. Networking event, ballgame, happy hour tbd) .
- Listing in the Business Partner Directory (under the categories you select) on the PLAA website. The Business Partner Directory may be downloaded by all members and Business Partners.
- Partner logo will be displayed prominently on the PLAA website (www.plaa.com) home page and Business Partner page, rotating with other Silver partners, hyperlinked to the partner's website during the program year.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address, with semi-annual updates.
- Opportunity to serve as a member of the Business Partner Advisory Committee.
- Opportunities to participate with our members at the various Community Connection event(s).
- Opportunity to start discussions on industry trends and solutions on the PLAA website via social media.
- 2020 PLAA Education Conference September 25 luncheon at Oglebay and opportunity to speak for 5 minutes and networking/lunch with members.

**Pittsburgh Legal Administrators Association
Business Partnership Program
2020-21 Partnership Levels**

Bronze Sponsor: \$1,500

- Recognition as Bronze partner in Attorney/Administrator Event program.
- Recognition as Bronze partner in Exhibit show.. Opportunity for two partner representatives to attend the event.
- PLAA/Business Partner Event acknowledgment as the Bronze level partner. Opportunity for two partner representatives to attend and be introduced at this event. (ex. Networking event, ballgame, happy hour tbd) .
- Partner name will be displayed on the PLAA website (www.plaa.com) Business Partner page, hyperlinked to the partner's website during the program year.
- Listing in the Business Partner Directory (under the categories you select) on the PLAA website. The Business Partner Directory may be downloaded by all members and Business Partners.
- PLAA full member list, including member name, firm affiliation, address, phone number and email address on labels for one mailing.
- Opportunity to serve as a member of the Business Partner Advisory Committee.
- Opportunities to participate with our members at the various Community Connection event(s).
- Opportunity to start discussions on industry trends and solutions on the PLAA website via social media.
- 2020 PLAA Education Conference September 25 luncheon at Oglebay and opportunity to speak for 5 minutes and networking/lunch with members.

**Pittsburgh Legal Administrators Association
Business Partnership Program
2020-21 Partnership Levels**

Event Sponsorship: \$500*
(Limited to 6 Sponsorships)

EVENT SPONSOR - AVAILABLE TO 6 SPONSORS

- Attendance by one (1) company representative to event sponsored.
- Sponsor recognition from the podium at speaker sponsored event.
- Sponsor recognition on all correspondence regarding event.
- Sponsor recognition on PLAA chapter website for the month sponsored.
- Attendance and complimentary lunch for one (1) company representative at the PLAA Annual Business Partners Appreciation Event
- Business Partner Networking Event (ex. Ballgame/tailgating or happy hour, tbd).
- 2020 PLAA Education Conference September 25 luncheon at Oglebay and opportunity to speak for 5 minutes and networking/lunch with members.

**Not eligible to participate in the Exhibit Show*

If interested, table may be purchased for an additional \$1,000

Pittsburgh Legal Administrators Association 2020-21 Business Partner Benefits “At a Glance”

Indicates number of company representative invited to attend	Platinum	Gold	Silver	Bronze	Event Sponsor
	\$7500	\$6000	\$3000	\$1500	
Recognition at Attorney/Administrator Event. Opportunity for representative to attend and be introduced.	3	2	1	■	
Opportunity for partner representative to attend Exhibit Show	4	3	2	2	
Opportunity for one representative to participate in New Member event	■				
Representative to attend one lunch with two members of PLAA Board of Directors or Business Partner Relations Committee	2				
Lunch at one Chapter Meeting with a 5-10 minute presentation and small table for your company.	3	2	1		
Invited to participate, PLAA Education Conference (every other year)	■	■	■	■	■
PLAA Member and Business Partner Event Invited to attend event (ex. Networking event, Ballpark, happy hour) with PLAA members date TBD	4	3	2	2	1
2020 PLAA Education Conference September 25 luncheon at Oglebay and opportunity to speak for 5 minutes and networking/lunch with members.	4	3	2	2	1
Automatic member of the Business Partner Advisory Committee	■	■			
Opportunity to serve as a member of the Business Partner Advisory Committee			■	■	
Listing in the Business Partner Directory	■	■	■	■	■
Business Partner logo and link to website on PLAA website	■	■	■	■	
PLAA full member list	■	■	■	■	■
Opportunities to participate at various Community Service events	■	■	■	■	■
Opportunity to start discussions on industry trends and solutions on the PLAA website via social media	■	■	■	■	

Pittsburgh Legal Administrators Association 2020-2120 Business Partner Activities Calendar “At a Glance”

JANUARY

Remember to submit your 2020-2021 Sponsorship!

JULY

FEBRUARY

Business partner Committee meet to discuss upcoming BP Exhibit – New members to committee invited

AUGUST

MARCH

Sponsorship Forms due March 2
PLAA Attorney/Administrator Luncheon

SEPTEMBER

2020 PLAA Education Conference – Sept 24-26

APRIL

Beginning of new PLAA Board term
Welcome event TBD

OCTOBER

2020 PLAA Business Partner Exhibit Show
October 23, 2019 at The Rivers Casino

MAY

Meeting with BPRC to discuss upcoming events

NOVEMBER

Community Service Event – Food Drive

JUNE

DECEMBER

Holiday Social PLAA Members and Business Partners

PLAA 2020-2021 Business Partnership Registration Form

DUE MARCH 2, 2020

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____ E-Mail: _____

Company Website (for link to www.plaa.com): _____

Pittsburgh Legal Administrators Association appreciates your support and pledges to provide the benefits listed in our partnership benefit package. Business development, strong relationships and quality service are the lifeblood of the legal industry. We trust that your partnership with PLAA will benefit both your company and the many ALA members who participate in our outstanding programs.

PLAA Partnership Levels: Please select one of the following partnership packages and complete the Product/Service Categories page for company listing in the Business Partner Directory.

- Platinum Sponsor \$7,500
- Gold Sponsor \$6,000
- Silver Sponsor \$3,000
- Bronze Sponsor..... \$1,500

Event Sponsorship

- Yes, we will sponsor an event TBD \$500

ALL SPONSORSHIPS INCLUDE LUNCH AT 2020 PLAA EDUCATION CONFERENCE – September 25, 2020

Total Amount Enclosed \$ _____

PLEASE FORWARD REGISTRATION FORM AND PAYMENT TO:

Pittsburgh Legal Administrators Association
c/o Sandra Fantini
Papernick & Gefsky, LLC
301 Grant Street, Suite 3420
One Oxford Centre
Pittsburgh, PA 15219
sfantini@papernick-gefsky.com

In order to be listed in the 2020-2021 Business Partner Directory, sponsorships must be established and information received no later than March 2, 2020

Quick checklist:

- Mail completed 2020-2021 Business Partner Registration Form and check to Sandra Fantini.
- Complete attached Product/Services Categories and return with Registration Form to be included in the Business Partner Directory.

Product/Service Categories

(Please select three for company listing in Business Partner Directory and www.plaa.com)

Accounting / Auditing & Tax Service
Architecture
Audio / Video Conferencing
Banking
Benefits / Retirement Services
Business Continuity Planning
Business Valuation Services
Coffee / Refreshment Services & Supplies
Commercial Carpet / Floor Covering
Commercial Property & Casualty Insurance
Computer Hardware
Computer Software
Copiers / Scanners / Printers / Imaging Solutions
Corporate Catering / Dining
Cost Recovery
Court Reporting & Videography
Digital Dictation Equipment
Disaster Prevention / Recovery
Docketing / Calendaring
Document Management / Retrieval / Destruction
e-Discovery
Email / Spam Protection
Ergonomics
Facilities Management / Billing Software
Financial Services/ Management
Furniture
Green Business Solutions
Group Benefits
Human Resources
Insurance-Related Services
Internet
Litigation Support Services

Managed Print Services
Manufacturing
Marketing
Messenger Service
Moving – Offsite / Onsite
Network Administration / Consulting
Office Supplies / Stationery / Forms
Offsite Storage
Photographer
Placement Services
Print Management
Printer / Engraver
Promotional Products
Real Estate / Brokerage
Records Management
Recruiting / E-cruiting / Placement Services
Relocation Consultants
Retirement Programs / Services
Risk Management
Space Planning / Design
Strategic Planning
Strategic Planning for Real Estate
Telecommunications / Telephone Systems
Temporary / Temporary to Hire Placement / Contract Placement Services
Tenant Advisory Services
Training and Development
Unified Messaging
Voice and Data Cabling
Voice Over IP
Water Systems
Wealth Management
Webinars / Web Conferencing

In order to be listed in the 2020-2021 Business Partner Directory, sponsorships must be established and information received no later than March 2, 2020

Reasons Why You Should be a Sponsor

- Chapter members depend on contacts within the business community who will share information about their products and services to help them stay educated in those areas.
- Experience and trust grow from consistent and repeated contact with our Business Partners, which allow administrators to rely on resources outside their firms.
- Trusting partner relationships bring to the administrator enhanced credibility and improved quality of management within legal services organizations.
- Those who provide our external business services are our first choice in seeking sponsorships.
- By supporting PLAA's strong network of legal buyers, you will reinforce your company's image with the top decision-makers from firms and law offices of every size.

Supporting PLAA's program is one of the best decisions that you will make this year. We hope you find the 2020-21 Business Partnership Program opportunities and the services of our Business Partner Relations Committee useful when planning your future involvement with the PLAA.

Thank you for all you have done and continue to do in helping us achieve our mission. We value your knowledge, participation and commitment. We appreciate your support in helping us succeed!

General Information

About ALA

The Association of Legal Administrators (ALA) was formed in 1971 to support professionals involved in the management of law firms, corporate legal departments and government legal agencies. The Association's mission is to "promote and enhance the competence and professionalism of legal administrators and all of the management team." ALA provides education opportunities and services to more than 10,000 members representing more than 6,700 employers in over 27 countries. For more information on the Association, visit ALA's website at www.alanet.org.

About PLAA

The Pittsburgh Legal Administrators Association (PLAA) is a non-profit educational organization serving administrative professionals from private law firms, corporate legal departments, and government agencies in the southwestern Pennsylvania legal community. The mission of the PLAA is to provide a local forum of professional and educational enrichment.

On March 19, 1975, the PLAA became a twelve member chapter of the international Association of Legal Administrators. Since then, the PLAA has grown to a membership of more than 100 professionals.

Each member of PLAA has made a personal commitment to professionalism in law office administration. Our local association provides continuing support, educational opportunities and information designed to assist our members in their chosen profession. The strength of PLAA lies in its members and their willingness to participate in the Association and further its goals. For more information on PLAA, visit our website at www.plaa.com.

Membership in the ALA is a prerequisite of membership in the PLAA. PLAA members take advantage of the ever increasing array of membership services and programs offered by the ALA. ALA members are eligible for an associate membership in the American Bar Association, a further recognition of the vital role played by administrators in modern law office management.

PLAA Board of Directors and Committee Chairs

The PLAA Board of Directors includes our President, President-Elect, Secretary, Secretary-Elect, Treasurer, Treasurer-Elect, and Past President. Elections occur in March and officers begin their terms on April 1 of each year. PLAA also has a number of standing committees. Please visit www.plaa.com for a list of current Board of Directors members and committee chairs, and their contact information.

Business Partner Advisory Panel

In 2008, the PLAA formed a Business Partner Advisory Panel (BPAP) consisting of Business Partner representative sponsors from the Chapter's Business Partners Relations Program. Participants on this panel are selected through an application process and serve a two-year term. Their objectives include assisting the Business Partners Relations Committee (BPRC) by providing suggestions and feedback regarding the PLAA annual exhibit show; work with the BPRC to enhance the understanding and appreciation of mutually beneficial relationships between members, business partners, and ALA and the PLAA; and act as a sounding board for the BPRC's efforts to create a best practices environment at all levels of ALA and the PLAA.

Events and Activities

Regular Meetings

PLAA membership meetings occur in February, June, September, November and December. These meetings provide members an environment conducive to information networking and the exchange of ideas concerning trends and developments affecting the legal and business community. The majority of these meetings also offer speakers on topical issues.

Educational Conference

Business Partners are invited to participate in the bi-annual education conference. Business Partners may attend educational sessions and social events throughout the conference, simply for the cost of registration. **2020 PLAA EDUCATION CONFERENCE – September 24 – 26, 2020**

Educational Events

Through the organization's Education Committee, a variety of educational experiences are sponsored to enhance the personal and professional growth of members. Events include, but are not limited to, seminars, roundtable discussions, and the presentation of ALA portable courses.

Exhibit Show

The PLAA Business Partner Exhibit Show – October 23, 2020. It is our hope you will take advantage of this exceptional opportunity to participate in an event that will give you unfettered, one-on-one contact with legal administrators and decision-makers from law firms and legal departments. You will find no better venue than this show to have the opportunity to build personal relationships with our members and guests. No amount of marketing through advertising mailers or telephone solicitations can compare to the opportunity to have face-to-face time with members in this type of relaxed setting.

Annual Attorney/Administrator Event

The PLAA sponsors this special event where PLAA members, and members of their organizations management, are invited to interact with their counterparts from other organizations. The event typically includes a social hour, a superb lunch or dinner, and a presentation from a prestigious speaker. The event reinforces the value of a PLAA membership and raises the awareness of the role played by the legal administrator in the modern legal environment.

Chapter Website

The PLAA website is a great way for members and business partners to get up-to-date information on Chapter activities. Check out our newly designed website at www.plaa.com.

LinkedIn Group

This year, we will kick-off use of the LinkedIn Group on the PLAA website. Business Partners will be invited to host discussions on industry trends and solutions, and various topics of interest to our members. While this is not a sales vehicle nor will sales discussions be permitted, these discussions may be started by a Business Partner and are open to all PLAA members wishing to participate. These discussions will be moderated ensuring that the discussions and topics are in compliance with the PLAA Anti-trust Guidelines.

Membership Directory

The Chapter's membership directory is provided in electronic form to all PLAA members on the Members Only section of the Chapter's website. The membership directory will be available to our business partners in selected sponsorship packages.

PLAA Community Connection

ALA encourages its members to come together to contribute time, energy and resources toward improving their own communities. Each year, PLAA members plan and promote our local Community Connection event(s). Business partners are encouraged to participate in the community service project(s).

Business Partner Appreciation Event

Our Business Partner Appreciation Event honors our annual sponsors at a private social event with PLAA members. This is one of our most well-attended member events and we hope you will join us.

2020 Pittsburgh Legal Administrators Exposition Exhibitor Levels and Benefits

This one-day event will be held on October 23, 2020. The following chart shows the various exhibiting levels and the tangible benefits you will receive for each sponsorship level. As an exhibitor, you are encouraged to participate at the luncheon and cocktail reception offered at this event. These activities increase your opportunity to build relationships. For further information regarding this event, please refer to the registration form included in this packet.

Exhibitor Level	Platinum	Gold	Silver	Bronze
Table location	Prime ¹	Prime ²	Excellent	Good
Maximum number of complimentary registrations (which include exhibit hall badges and cocktail reception)	4	3	2	2
Opportunity to purchase additional registrations which includes cocktail reception.(may change)	2 at \$100 each	1 at \$200 each	1 at \$300 each	1 at \$500 each
Include company logo on any information distributed	Included	Included	Included	Included
Receive membership list	Included	Included	Included	Included

¹ Platinum level exhibitors may select their table location on a first-come, first-served basis. This will be determined by receipt of sponsorship funds.

² Gold level exhibitors may select their table location on a first-come, first-served registration basis from the remaining prime table locations available. This will be determined by receipt of sponsorship funds.