



ALFA International
THE GLOBAL LEGAL NETWORK

DIRECTCONNECT 2024

Corporate Sponsorship Program



Are you looking to connect and build valuable relationships with key decision-makers in the legal industry?

Look no further! ALFA International, the Global Legal Network, is delighted to introduce its **DIRECTCONNECT 2024 Corporate Sponsorship Program.**

This unique opportunity allows sponsors to establish meaningful connections with distinguished professionals within the legal field while increasing awareness and visibility of the sponsor company's products and services.

About ALFA International

ALFA International is a global legal network comprised of 140 independent law firms, with more than 10,000 attorneys. Our member firms span nearly all 50 United States, Canada, Latin America, Europe, Africa, Asia, Australia, the Middle East and the Pacific. ALFA International's primary mission is to enhance the quality and efficiency of legal services while ensuring a reasonable and value-oriented cost formula across jurisdictions worldwide.

Why DIRECTCONNECT 2024?

Through its practice group structure, ALFA International hosts numerous one-, two- and three-day seminars and events that offer many relationship-building opportunities for ALFA International members, clients and prospects. These seminars and events serve as the perfect conduit for sponsors to showcase their products and services to anywhere from 150-400 pre-vetted in-house attorneys, executives and ALFA International member attorneys who attend our events. Moreover, ALFA International's relaxed and relationship-oriented approach ensures members connect to each other and to clients, prospects and sponsors based on the quality of legal services, not through pressured sales tactics.

CONFIRMED 2024 SEMINARS

www.ALFAInternational.com



FEB 29 -
MARCH 3
2024

INTERNATIONAL
CLIENT SEMINAR
El Conquistador Resort
Fajardo, Puerto Rico



MAY 1 - 3
2024

TRANSPORTATION
PRACTICE GROUP SEMINAR
The Broadmoor
Colorado Springs, Colorado



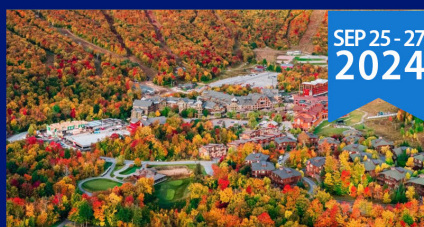
MAY 29-31
2024

HOSPITALITY & RETAIL
PRACTICE GROUP SEMINAR
JW Marriott Los Cabos
Beach Resort & Spa
San Jose Del Cabo, Mexico



SEP 11-13
2024

BUSINESS LITIGATION
PRACTICE GROUP SEMINAR
Stein Eriksen Lodge
Park City, Utah



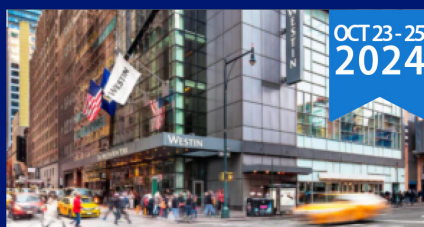
SEP 25 - 27
2024

PRODUCT LIABILITY &
COMPLEX TORTS
PRACTICE GROUP SEMINAR
The Lodge at Spruce Peak
Stowe, Vermont



OCT 9 - 11
2024

FUTURE LEADERS SEMINAR
Beverly Wilshire,
A Four Seasons Hotel
Beverly Hills, California



OCT 23-25
2024

ANNUAL BUSINESS MEETING
Westin New York at
Times Square
New York, New York



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Gold Sponsorship - \$27,500/year

- Participation in four (4) ALFA International PG client-focused seminars, including:
 - Two (2) full registrations per seminar, including all networking meals and receptions.
 - An exhibitor table.
 - Placement of a one-page marketing flyer on the PG Seminar app.
 - Recognition from the podium.
 - Receipt of attendee registration lists, including corporate counsel and ALFA International members, to help facilitate introductions to attendees.
 - First selection to participate in content-specific panels where the sponsor company has recognized expertise in the topic. (Speaker selection is at the discretion of the PG Seminar Program Chair.)
- Sponsoring additional PG seminars over the allotted four will cost an additional \$5,500 per seminar and will include the same options listed above.
- Right of first refusal to sponsor additional ALFA International events (either solo or in conjunction with a third-party organization) within the sponsorship time frame. The cost will vary.
- Opportunity to sponsor ALFA International regional seminars throughout the year for an additional \$825 per regional seminar. PLEASE NOTE: Sponsors will be required to cover their own travel costs to attend and will be charged the same pro-rata share of the regional seminar billback as the attending ALFA International attorneys. In some cases, the sponsorship fee may be higher for "specialty" events.

Since regional seminars are smaller events, sponsorship will be on a first-come, first-served basis with a two-sponsor limit per regional seminar. Furthermore, any sponsor involvement must be approved by the appropriate PG leadership.

Regional seminars are organized at various times throughout the year and will be posted on the ALFA International website once confirmed. Therefore, please check back often to see what opportunities are available, and contact ALFA International Headquarters if you want to get involved.

- Two (2) pre-approved email communications to ALFA International members per year on appropriate subject matter.
- Promotion of four (4) Gold Sponsor webinars per year to appropriate ALFA International members and clients.
- Opportunity to propose and present webinars, along with ALFA International attorneys, on content where the sponsor company has recognized expertise.
- Opportunity to present special offers/discounts to ALFA International member law firms.
- Two (2) full registrations at the 2024 Annual Business Meeting, including all networking meals and receptions, and an exhibitor table.
- "Sponsor Spotlight" on ALFA International's social media platforms.
- "Sponsor Spotlight" in the ALFA International Advantage newsletter.
- Sponsor Company page on the ALFA International website.
- Inclusion in the digital and printed 2024 Member Directory. (Must have signed 2024 sponsorship agreement and be paid in full by January 1, 2024, to be included in the printed version.)

Silver Sponsorship - \$22,000/year

- Participation in two (2) ALFA International PG client-focused seminars, including:
 - Two (2) full registrations per seminar, including all networking meals and receptions.
 - An exhibitor table.
 - Placement of one page of marketing material on the PG Seminar app.
 - Recognition from the podium.
 - Receipt of attendee registration lists, including corporate counsel and ALFA International members, to help facilitate introductions to attendees.
- Two (2) full registrations at the 2024 Annual Business Meeting, including all networking meals and receptions, and an exhibitor table.
- One pre-approved email communication per year on appropriate subject matter to ALFA International members.
- "Sponsor Spotlight" on ALFA International's social media platforms.
- "Sponsor Spotlight" in the ALFA International Advantage newsletter.
- Sponsor Company page on the ALFA International website.
- Inclusion in the digital 2024 Member Directory.

Bronze Sponsorship - \$7,700/year

- Participation in one (1) ALFA International PG Seminar, including:
 - Two (2) full registrations at seminar, including all networking meals and receptions.
 - An exhibitor table.
 - Placement of one page of marketing material on the PG Seminar app.
 - Recognition from the podium.
 - Receipt of attendee registration list, including corporate counsel and ALFA International members, to help facilitate introductions to attendees.
- Sponsor Company page on the ALFA International website.
- Inclusion in the digital 2024 Member Directory.



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ALFA International Partner - \$10,000/year

- Participation in the ALFA International Annual Business Meeting or Managing Partner Forum Annual Meeting, including:
 - Two (2) full registrations at the selected event, including opening reception and dinner.
 - An exhibitor table.
 - Distribution of a one-page marketing flyer to each attendee.
 - Receipt of attendee registration list to help facilitate introductions to attendees.

**For more information or to
secure a corporate sponsorship,
contact Katie McCormack at
kmccormack@alfainternational.com
or visit www.ALFAInternational.com.**