

Alternative

THE LEGAL MANAGEMENT SUMMIT 2018

24 – 25 September 2018

The Forest of Arden Marriott Hotel
& Country Club, near Birmingham

THE UK'S LARGEST EVENT FOR MANAGING PARTNERS AND CEOS IN THE LEGAL MID-MARKET

The Alternative Legal Management Summit will bring together law firm leaders with the vision to innovate, collaborate and transform their businesses.

Now in its 3rd year, the invitation-only Summit offers you a unique opportunity to meet the ultimate decision-makers in mid-market firms.

No other event will put you face-to-face with so many managing partners, managing directors and CEOs – all of whom have the final say on spending and procurement in their law firms and who are eager to understand the legal vendor market

**"CLOSE TO
UNMISSABLE."**

**JOHN MACMILLAN,
MANAGING PARTNER,
MACROBERTS**

Join us in September

Meet this highly targeted, and highly motivated, audience of law firm decision-makers.



@altlegalsummit

www.alternativelegalmanagement.com

Meet our 2018 Advisory Board

The **Alternative Legal Management Summit 2018** will be designed by our Advisory Board, an elite group of managing partners, managing directors and CEOs from the UK's most innovative and forward-thinking mid-market firms:



Simon Holdsworth

Managing Partner, **Thrings**



Sarah Perry

Managing Partner, **Wright Hassall**



Amanda Glover

Managing Partner, **BakerLaw LLP**



James Christacos

MP/CEO/MD, **DAS Law**



Ed Turner

Managing Partner, **Taylor Vinters**



Shaun Jardine

CEO & Director of Legal Services - Corporate, **Brethertons Solicitors**



Edward O'Rourke

CEO & Partner, **Ashtons Legal**



Dinesh Raja

Managing Partner, **Bowling & Co**



Adrian Livesley

Managing Partner, **Birkett Long**



Robert Camp

Managing Partner, **Stephens Scown**



Vember Mortlock

Managing Director, **Roythornes**



Alison Morley

Managing Partner, **Capsticks**



Helen Archibald

Chief Operating Officer, **Thorntons**

Why sponsor the Alternative Legal Management Summit 2018?



When we asked our 2017 delegates if the Summit increased their awareness of our sponsors and exhibitors, **the overwhelming response was "Yes"**



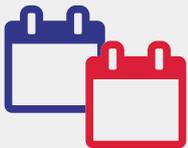
The Alternative Legal Management Summit is built on a unique model that is unrivalled in our industry: **we guarantee a ratio of no higher than 3 delegates to every 1 supplier.** This means that the Summit is a highly effective and enjoyable networking event that creates a meeting place for decision makers and solutions providers in the mid-tier legal market.



Our event model facilitates both business networking through round table discussion groups and informal networking through breaks, a drinks reception, an evening dinner and breakfast sessions. All delegates stay overnight as free hotel accommodation is offered to attendees.



The Summit programme has been developed by mid-tier managing partners, for mid-tier managing partners. It will focus on how business leaders in mid-market law firms can tackle the cultural and organisational challenges they face when bringing in innovation and change.



Uniquely, you'll get two events in one:

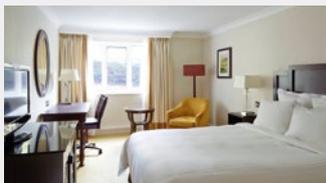
On the morning of Tuesday 25 September, the Summit merges for half a day with the **Alternative Legal IT Conference**, allowing sponsors and law firm leaders to spend the morning meeting, learning and networking with over 120 heads of IT in mid-market firms. No other event offers the opportunity to meet both managing partners and heads of IT in one place at the same time – an unrivalled investment in your £ and time.



FOREST of ARDEN
MARRIOTT HOTEL & COUNTRY CLUB

New Venue for 2018

The Alternative Legal Management Summit has outgrown the original venue and in 2018 will be held at the Forest of Arden Marriott Hotel & Country Club, near Birmingham. **CLICK HERE FOR HOTEL INFORMATION.**



Delegate feedback ””

This is what our 2017 delegates told us they most liked about the Summit:

"It's different and therefore well worth attending – good target audience and close to un-missable."

John MacMillan, Managing Partner, MacRoberts

"Perfect atmosphere to meet like-minded people." Simon Ross, Managing Partner, Seddons

"Excellent programme/ lots of choice. Very good speakers. Highly relevant to me as CEO of a regional firm." Ian Hopkins, Chief Executive, BP Collins

"Great space and opportunity to meet with like-minded MPs and leaders facing similar issues." Martin Hamilton, Head of Employment and Managing Partner (elect), Capsticks

"Networking and hearing views and experiences from other MDs/CEOs." Vember Mortlock, Managing Director, Roythornes

"Great discussions with peers." James Christacos, MP/CEO/MD, DAS Law

Sponsorship options

Headline Sponsorship - £15,000

The Headline Sponsor will have the highest brand positioning on all marketing activities pre-event and onsite during the Alternative Legal Management Summit.

The Headline Sponsor package includes:

- Welcome address: One of your senior managers will have the opportunity to address the audience at the opening of the event, to welcome managing partners and CEOs to the event. This 2-minute address will follow the chair's opening remarks
- **Your logo will feature within the following marketing platforms:**
 - on the conference stage in No. 1 prime position
 - on the event website, linked to your homepage
 - on all marketing materials produced in pre-event activities, including Summit brochure PDF, website banners and on welcome banners at the event
 - profiled on the mobile event app and/or the front cover of the delegate handbook distributed at the event
- 3m x 2m exhibition stand in the main exhibition area
- An advertisement included in the event app and/or in the delegate handbook
- 2 complimentary delegate passes, including accommodation and the evening dinner

Partner Sponsor - £9,000

The Partner Sponsor/s will have the second highest brand positioning on all marketing activities pre-event and onsite during the Summit.

The Partner Sponsor package includes:

- **Your logo will feature within the following marketing platforms:**
 - on the conference stage in No. 2 prime position
 - on the event website, linked to your homepage
 - on all marketing materials produced in pre-event activities, including Summit brochure PDF, website banners and on welcome banners at the event
 - profiled on the mobile event app and/or the front cover of the delegate handbook distributed at the event
- 3m x 2m exhibition stand in the main exhibition area
- An advertisement included in the event app and/or in the delegate handbook
- 2 complimentary delegate passes, including accommodation and the evening dinner

Evening Dinner Sponsor - £7,500

All the delegates will stay overnight, therefore we will host an evening dinner followed by entertainment.

- We will brand the evening dinner with your logo
- You can make a short welcome address at the dinner, to all event attendees
- **Your logo will feature within the following marketing platforms:**
 - on the event website, linked to your homepage
 - on all marketing materials produced in pre-event activities, including Summit brochure PDF, on website banners and on welcome banners at the event
- 2 complimentary delegate passes, including accommodation and the evening dinner

Exhibition stand - £6,000

An exhibition package includes:

- Your company logo profiled as a sponsor on the event website exhibitor page, linked to your homepage
- Your company logo profiled onsite on welcome banners at the event
- 3m x 2m exhibition stand in the main exhibition area
- 2 complimentary delegate passes, including accommodation and guest places at the evening dinner

Delegate Sponsor - £3,000

The Delegate Sponsor package includes:

- 1 delegate pass, including accommodation and the evening dinner
- Full access to attend the Summit programme, including all roundtable discussions and masterclasses
- Your company logo profiled as a sponsor on the website pre-event and on welcome banners at the event