

Your Marketing Plan for ILTA 2010 Annual Educational Conference



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Today's Presenters

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Introduction to ILTA 2010

- This is the 33rd Annual ILTA Education Conference
- First Time in the Las Vegas
- 176 Exhibiting Companies
- 42 Demo Rooms
- 150 General Sessions
- 4 Areas of Discipline, 50 Areas of Focus
- Law2020™
- Keynote Address, 3 Super Sessions
- 16 State of the Art Technology Track
- Social Networking
- ILTA TV, Produced by iii3
- Virtual Exhibit Hall and Demo Room Area, Produced by LegalQB
- Mobile App
- <https://conference.iltanet.org>

Conference Attendance Update

- Anticipating 1,000 Attendees 😊
- Pre-Conference Attendee List
- Demographics
- Value Proposition
- Approval of Mailers

Conference Attendance Demographics

FIRM /LAW DEPT SIZE

- 33% >250
- 46% 50-249
- 21% <50

BY JOB TITLE

- 10% C Level
- 35% Director Level
- 37% Manager Level
- 18% Analyst, Admin, Attorneys

Introduction to ILTA 2010

- ILTA is the best show to get in front of technology contacts at medium to large law firms.
- The conference keeps getting better...and more competitive.
- Know your audience!
 - ILTA attendees are decision makers (IT Managers, Directors, C-Suite, Administrators (approx. 80%), and an increasing number of in-house influencers)
 - 100% of ILTA conference attendees are involved in technology purchases (either as influencers or direct decision makers). You will not find a more targeted event!
 - Check out the **2009 ILTA Member Technology Purchasing Survey** to get an overview of the interests/positions of the attendees.
 - Engage in 'data mining' when it comes the attendee list-who do you know directly, others at the firm, etc.

Food for thought: How many ILTA members do you really know? Don't underestimate the power of networking.

What Do You Want to Achieve?

- Set objectives. What would like to achieve at the show?
- Think about other audiences in addition to the ILTA members.
 - ILTA Board Members, Regional VPs, Peer Group VPs, city reps
 - Media & bloggers
 - Consultants/technologists/ industry analysts
 - Other technology companies (potential technology/alliance partners)
- Understand your audience and why they are attending ILTA

Food for thought: Set specific conference goals and makes sure they are attainable, measurable, accountable and worth your efforts.

Pre-Show Promotions

- Know your value proposition & differentiators
- Targeting: Avoid “spray and pray” tactics and focus
- Getting heard - How? Different ways for different targets
 - PR/Thought Leadership: pre-briefings, press releases, whitepapers (education and product leadership), media relations strategy
 - Press release distribution to legal media/thought leaders/influencers
 - Social media exposure including blogs, LinkedIn and Twitter
 - Advertising
 - Direct Mail
 - Call Campaigns – Good technique?
 - Co-promotions
 - Virtual Exhibit Hall – LegalQB

Food for thought: Get the most out of your targeted pre-show activities by delivering consistent and relevant messages across various media.

During the Show

- Networking Opportunities
 - Opening Reception: **Opening Act: ILTA 2010** (Sunday 7-9pm)
 - Exhibit Hall Social: **Viva ILTA Vendors!** (Monday 7-9pm)
 - Evening Networking Event: **Le Grand Cirque ILTA** (Tuesday 6:30-12) *Ticket required*
 - Evening Networking Event: **ILTA Awards Dinner: Live from Las Vegas** (Thursday 6-12) *Ticket required*
 - Golf Tournament (Sunday 12:30-5pm) *Must register*
 - Fun Walk/Run (Monday 6:30-7:30am) *Must register*
- Meals – Tickets required for exhibitors. Meal tickets are included with consultant pass.
- Event tickets can be purchased via order form to be included in Conference E-News, Issue 2

Vendor Program

- Vendor Program – Monday 2-5:30pm *RSVP to jf@insidelegal.com*
 - ILTA Vendor Business Meeting & Working with ILTA
 - Vendor Education Program – You Decide the Content!
 - Remember to invite your executives
 - ILTA Member Technology Purchasing Survey Results
 - Networking Reception
- Media List

Get your booths setup early Monday so you can attend!

Post-Show

- Follow-up!
 - 85% of tradeshow leads do not get followed up on!
 - Consider advertising/content for upcoming issues of *Peer to Peer*/ILTA white papers to reinforce your messaging
 - Vendor evaluation – Make sure to respond when Peggy sends out the survey to get the final attendee list!
- Post-show audit
 - Have your follow-up program ready before you leave for the show
 - Assemble a post-show report card while ILTA is still fresh

Food for thought: Follow-up and follow-through is where the “rubber meets the road” in terms of show ROI. Take it seriously and make it a company-wide priority.

Miscellaneous Vendor Information

- Vendor Registration
 - Sunday 12:00-8:00 so you can get your badge before the opening reception
 - Monday 8:00-4:00
 - Monday at 4:00 Hall Closed for Exhibit Hall Reception
- Activities in the Exhibit Hall:
 - Exhibit Hall Reception on Monday (7:00 – 9:00)
 - Exhibit Hall Grand Opening on Tuesday (10:00 – 11:00)
 - Dessert following Lunch on Tuesday & Wednesday in the Exhibit Hall Area (1:00 – 1:30)
 - Morning Coffee Breaks in Exhibit Hall on Wednesday at 10–11 & Thursday at 10-10:30
 - Afternoon Breaks in Exhibit Hall on Tuesday and Wednesday afternoon at 2:30 – 3:30
 - Cyber Cafés
 - OSS Demo Table, Session Printing Stations
 - Networking Lounge Areas
 - Water Stations

Miscellaneous Vendor Information

- IMPORTANT: Read Conference eNewsletters!!!
- Onsite Exposure Opportunities
 - Sponsorships
 - Speaking
 - Affiliate events
 - Participate in welcome reception and exhibit hall reception
 - Vendor bingo
 - Demo rooms
 - Room drops

Miscellaneous Vendor Information

- Vendor Lounge Area
- Wireless Internet Access – Not recommended in Exhibit Hall or Demo rooms
- Vendors encouraged to attend sessions
- Hotel Rooms
- Lunch Getaway – Monte Carlo
- Restaurant Reservations
- Security

ILTA 2010 Vendor Bingo

- **No Stamping on Monday Night!**
- Each conference attendee is given a bingo card with a square corresponding to each booth.
- Each exhibitor is given a stamp to validate the bingo card.
- Conference attendees are encouraged to visit each booth to acquaint themselves with the exhibitors and get their cards stamped, which qualifies them for a drawing of the wonderful prizes the exhibitors donate for the event.
- **To get their card stamped, the attendee must answer two questions posed by each exhibitor.**
- There is one level of prizes for having at least 40 squares stamped.
- Vendors donate prizes with minimum value of \$100. Prizes over \$500 must be pre-approved.
- Prizes acknowledged in ILTA Conference eNewsletter
- Drawing on Thursday at 11:45 in the Exhibit Hall

Key ILTA Personnel at Conference

- Randi Mayes – Executive Director
- Peggy Wechsler - Program Director & Vendor Liaison
- Ken Hansen – Vendor Coordinator
- TJ Johnson - Conference Coordinator
- Judy Couvillion – Regional Coordinator
- Gaynor Senyszyn – Peer Group Coordinator
- Deb Himself – Regional Roadshow Coordinator
- Angela Roark – Marketing Development Specialist

PEGGY'S DESKTOP

- **ARIA Map**
- **Convention Center Map**
- **Exhibit Hall Floor Plan**
- **Ironwood Demo Room Floor Plan**
- **Sponsorships**
- **Mobile App**
- **ILTA 2010 Conference Website**

Conference Guidelines

- Vendor posters or other collateral may only be placed in locations pre-approved by ILTA. Collateral materials may only be distributed in the public areas (outside of Exhibit Hall and demo rooms) with the prior approval of ILTA.
- Only one pre-conference and one post-conference direct mailer per vendor company. All mailers need to be pre-approved.
- Booth sharing in the Exhibit Hall must be approved by ILTA. No temporary booths are allowed.
- Marketing brochures showing vendor social events, demos, demo room educational sessions, etc., along with listing ILTA educational sessions where vendor staff are speaking must be easy to distinguish between ILTA materials and vendor materials.
- All affiliate events must be pre-approved by ILTA. No client events with more than 20 attendees (golf tournaments, helicopter rides, etc.) may be scheduled during the day.

Conference Guidelines

- No badge “sharing”. Every vendor attendee must have his or her own badge (exhibitor, consultant, speaker).
- Any gifts or prizes valued at more than \$500 must be pre-approved by ILTA.
- Animals are not permitted in the meeting center.
- If you will be speaking at ILTA, determine up front if the expectation is for your presentation to be purely educational or more product /service focused. No “selling” during educational presentations.
- When in the audience, you are invited to participate in group discussions but may not mention your products or services. You are invited to share experiences or information pertinent to the topic.

Check out the ILTA Vendor Guidelines that covers more than just the conference.

Important Deadlines

- July 16 – Pre-Show Attendee List Distributed to Exhibitors
- July 16 – Program Guide Information (Vendor Online Database)
- July 21 – GES to Begin Accepting Warehouse Shipments
- July 23 – Virtual Exhibit Hall Information (LegalQB)
- July 30 – Banner and Cling Orders
- Aug 3 – Discount Deadline for GES Order
- Aug 3 – Names for badges (Vendor Online Database)
- Aug 19 – Deadline for Shipments to GES Warehouse
- Aug 24 – Shipments Accepted at Show Site
- Aug 24 – Exhibitor Setup 4 (8am-4pm)
- Aug 27 – Exhibitor Move-out (1-6pm)
- Aug 27 – Deadline for Freight Carriers to check-in by 3pm

Thank You!

Questions & Answers

Questions? Contact

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JoAnna Forshee - jf@InsideLegal.com

Sign up to receive tips and more information
pre-conference at www.INSIDELEGAL.com.