



May 1, 2007

Dear Vendor,

It is my pleasure to invite you to participate in the Toronto **Law Office Management Association's (TLOMA's)** 19th Annual Educational Conference to be held from October 24th to 27th, 2007 at Deerhurst Resort in Huntsville, Ontario.

TLOMA is a non-profit organization that has served the unique needs of the legal profession in southern Ontario for over 35 years. We provide over 400 members representing 180 law firms with the opportunity to network and to enhance their management skills through our general and special interest group meetings. Furthermore, they learn of new products and services for their firms and offices through our monthly newsletter TLOMA Today and through our annual conference.

This year's conference builds upon our past successes and promises to inspire, excite and be action-packed. Plans are now underway to book keynote speakers to open and close our conference. Furthermore, our delegates will also have the opportunity to select from a series of lectures and management workshops on general, financial, human resources, facilities, marketing and technology topics.

The conference logo and theme for 2007 is 'Above and Beyond'. Situating the 2007 conference in Muskoka area as well as reaching out to our northern law firm friends has prompted the Above and Beyond theme. Our annual conference offers your company an excellent venue to connect with legal management professionals from Toronto and beyond. Our event offers a wide range of sponsorship and exhibitor opportunities to suit every budget.

It is vital for law office managers/decision makers to be aware and knowledgeable about the latest services and products on the market. TLOMA's Trade Show provides you with the opportunity to meet those managers and decision makers first hand.

TLOMA's Trade Show is a one-day event starting with the set up of your booths in the morning. The show runs on

Friday, October 26th from 1:00 pm – 4:00 pm

and is followed by a Reception with our delegates. **During the Reception**, we will be drawing for prizes generously donated by our Sponsors and Trade Show Participants.

Reasons to Sponsor and/or Exhibit:

- Increase your visibility among law firms in Toronto and beyond through your connection with a trusted partner in the legal industry;
- Improve awareness of your offering through product samples or demonstrations;
- Capitalize on face-to-face relationship building opportunities with a select audience of decision makers and influencers;
- Inclusion in the Vendor section of TLOMA's website delivers pre-conference and post event on-line exposure;
- A targeted market means maximum value for your marketing investment.

Sponsorship and Exhibitor Levels:

Platinum (\$11,000) – The most prominent TLOMA Partners at the conference and on the TLOMA website. Some of the benefits include first choice of booth placement at our Trade Show, free full page advertising in our newsletter for 8 issues, a complimentary delegate list, an invitation to lunch and our

Reception following the Trade Show, and the exclusive opportunity to host a social event during the conference. This particular event offers an excellent chance to bring your team out to meet customers and new prospects.

Gold (\$5,250) – This sponsorship level benefits from its high impact role during the conference with priority booth placement and conference signage. Some of the unique benefits are free access to our delegate list, a 50% discount on our advertising rate in our newsletter for 8 issues and the opportunity to join us for a complimentary lunch and Reception following our Trade Show.

Silver (\$3,250) – Silver Sponsors enjoy a strong profile during the conference with priority conference signage, a complimentary delegate list, a 25% discount on our advertising rate in 8 issues of our newsletter, and an invitation to lunch and to the Reception following our Trade Show.

Trade Show Participant (\$1,750) – Participating at this level affords you the opportunity to show case your products and/or services to a highly qualified audience. An invitation to join us for a complimentary lunch and Reception following our Trade Show, signage during the conference as well as recognition on our website are only a few benefits associated with this level. Like our Sponsors, our Trade Show Participants also receive a complimentary delegate list of our conference attendees.

Event Sponsorships – Contributing toward one of the below-mentioned events allows your company signage during the event, acknowledgement in our TLOMA Today newsletter, complimentary delegate list and acknowledgement on all conference materials. We also extend to Event Sponsors the opportunity to have their company name linked to the Vendor section of the TLOMA website at a reduced rate of \$200 plus GST annually. Sponsored conference events are open to conference delegates only. Also note that more than one opportunity may exist for each sponsored event.

Wednesday Evening 007 Event (\$1,000.00) – Casino, Martini Bar

Logoed Tuxedo T-Shirts (\$1,000) – for the 007 Event for all Delegates

Breakfast (\$500.00) – Thursday, Friday and Saturday

Lunch (\$750.00) – Thursday and Saturday

Coffee Breaks (\$500.00) – Thursday, Friday and Saturday

Thursday Evening Theatre Event (\$1,000.00) – All delegates attend Deerhurst's live theatre show "Edge"

Friday Evening Country Event (\$1,000.00) – All delegates attend the Shania Twain look alike performance and a lesson from Line Dance instructors to help us kick start the "Country Event".

Bus Transportation for Delegates (\$1,000.00) – Coach bus transportation from Toronto to Deerhurst on Wednesday afternoon and return to Toronto on Saturday.

Conference Contributor – Our membership has been and continues to be very appreciative of generous contributions to the conference and our prize draws that are held at our private dinners throughout the conference. Moreover, the inclusions of promotional items in the conference kits for our delegates provide an added touch to this event and are most welcome. With a donation of a prize, gift or service of a minimum value of \$500.00 you qualify to receive a list of this year's conference delegates.

A chart summarizing the benefits of sponsorship and participation is included for your reference. If you are interested in knowing which vendors participated at our 2006 Conference, please feel free to visit our website at www.tloma.com and follow the link to the archive of the 2006 conference information.

TLOMA Website – Vendor Directory

TLOMA is also pleased to offer you an additional opportunity to promote your services and products. Since the proper products and services are essential to effective legal administration, the Vendor section on the TLOMA website allows Members and Visitors to acquire information about Vendors and Suppliers in the Legal Industry. If you wish to be listed on our website as a Vendor of TLOMA, please visit our website at www.tloma.com and follow the link to Vendor Directory. Complete the application and submit it with a cheque in the amount of \$300.00 plus GST to TLOMA. **Platinum, Gold and Silver Sponsors** of the 2007 Conference are listed at **no charge**. 2007 Trade Show Participants, Event Sponsors and Contributors have the opportunity to be listed on our website at the discounted price of \$200.00 plus GST.

As many of you are aware, our Trade Show is a very popular event and usually fills up very quickly. If you wish to pursue any of these opportunities, complete the attached registration forms and forward them to TLOMA **by June 22, 2007** at the latest. These forms are also available on our website www.tloma.com. Feel free to pass these forms on to other vendors who might be interested in participating.

Please note that a **non-refundable 25% deposit must accompany your registration to confirm your booking**.

Should you have any questions on how to become a Sponsor, Trade Show Participant, Event Sponsor or Contributor, please contact Nancy Lio at 416.360.4739 (nlio@torkinmanes.com) or Liz Barrington at 416.410.1979 (lbarrington@tloma.com).

Please note: Vendors who are **NOT EXHIBITING** at the Trade Show are **NOT ELIGIBLE TO ATTEND** the Trade Show or the conference as a delegate or guest.

The Conference Committee and the Board of Directors of TLOMA wish to extend a heart felt **thank you** to all returning Sponsors, Trade Show Participants, Event Sponsors and Contributors for their support in the past which has enabled us to obtain the services of world-class speakers, thereby increasing conference attendance. This has in turn provided a larger audience for you. Your endorsements have also allowed us to hold various social functions adding to the valuable networking opportunities of our conference. To new Sponsors, Trade Show Participants, Event Sponsors and Contributors, we **thank you** very much in advance for your support.

We look forward to seeing you at our 19th Annual Educational Conference.

Yours truly,



Barbara Russell
2007 TLOMA Conference Chair
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