

We believe the best ideas come from relationships that cherish innovation, from passion that seeks to understand where we are going and not just where we are, from notes scribbled on napkins and not just strategic plans.
The College of Law Practice Management

10371 Severance Drive
Parker, CO 80134
720/271-7015



InnovAction

2009 Sponsorship Opportunities

Sponsorships may include a combination of cash and/or in-kind services.

SPONSOR CATEGORY	WHAT BENEFITS YOU WILL RECEIVE
<p>\$10,000 PLATINUM SPONSOR</p>	<ul style="list-style-type: none"> • Be a headline sponsor of the 2009 Futures Conference <ul style="list-style-type: none"> - Welcome delegates and introduce the guest speakers • Receive complimentary registration for two guests at the 2009 Futures Conference <ul style="list-style-type: none"> - Attend all events and network with delegates; a \$1,190 value • Submit one article for publication in the College's quarterly e-newsletter <ul style="list-style-type: none"> - Reach 200 practice leaders worldwide • Conduct a survey of, or hold a focus group with, College Fellows <ul style="list-style-type: none"> - Tap the exclusive collective wisdom of the legal profession's thought leaders • Exhibit table at the 2009 Futures Conference • Place your logo on the College and InnovAction websites, with links to your website • Place your logo on 2009 InnovAction advertisements and Futures Conference materials • Place your ad on the 2009 InnovAction Hall of Fame page • Run your logo in the College e-newsletter
<p>\$5,000 GOLD SPONSOR</p>	<ul style="list-style-type: none"> • Receive complimentary registration for one guest at the 2009 Futures Conference <ul style="list-style-type: none"> - Attend all events and network with delegates; a \$595 value • Be a sponsor of a luncheon or breakfast at the 2009 Futures Conference <ul style="list-style-type: none"> - Welcome delegates • Exhibit table at the 2009 Futures Conference • Receive a listing on the College and InnovAction websites, with links to your website • Receive a listing in the 2009 InnovAction advertisements and Conference materials • Place your logo on the 2009 InnovAction Hall of Fame page • Receive a listing in the College's quarterly e-newsletter
<p>\$2,500 SILVER SPONSOR</p>	<ul style="list-style-type: none"> • Receive complimentary registration for one guest at the 2009 Futures Conference <ul style="list-style-type: none"> - Attend all events and network with delegates; a \$595 value • Exhibit table at the 2009 Futures Conference • Receive a listing on the College and InnovAction websites, with links to your website • Receive a listing in the 2009 Futures Conference materials • Receive a listing in the College's quarterly e-newsletter
<p>\$1,500 EXHIBITOR</p>	<ul style="list-style-type: none"> • Exhibit table at the 2009 Futures Conference
<p>\$1,000 HOST FIRM SPONSOR</p>	<ul style="list-style-type: none"> • Attend the Friday night reception at the 2009 Futures Conference • Display your organization's signage at the 2009 Futures Conference • Distribute your marketing materials at 2009 Futures Conference

InnovAction Awards

The InnovAction Awards Program is a worldwide search for lawyers, law firms, law departments, and other providers of legal services who are currently engaged in some extraordinary innovative efforts. This program is administered by the College of Law Practice Management.

The mission of the Program is *"to identify, recognize, inspire, and promote extraordinary and effective business innovation in law practices around the world to catalyze positive change in the delivery of legal services and in the legal profession."*

The InnovAction Awards are presented to demonstrate to the legal community what can be created when passionate professionals dare to think differently about management and succeed by doing so.

Entries will be judged by an international panel of law practice management professionals selected by the College. In selecting winners, the judges will apply four primary criteria:

- Absence of precedent (never been done or done quite this way before)
- Evidence of action (the innovative idea was transformed into action and not merely reflective of best intentions)
- Effectiveness of innovation (there is some measurable outcome that would indicate that the innovation is accomplishing what it was intended to do)
- Action must have taken place within the past three years.

The 2009 InnovAction Awards will be presented at the College's Annual Meeting September 25 & 26, 2009 in Denver, CO

Through media sponsors, both Award winners and sponsors will likely receive significant exposure in the legal market.

The College of Law Practice Management

The College of Law Practice Management was formed in 1994 to honor and recognize distinguished law practice management professionals, to set standards of achievement for others in the profession, and to fund and assist projects that enhance the highest quality of law practice management.

Its mission is *"to recognize, inspire, and promote excellence in law practice management by identifying and honoring extraordinary achievement, supporting activities that enhance the development of knowledge, facilitating information exchange among the Fellows, and acting as a catalyst for positive change within the legal profession."*

The more than 200 Fellows of the College include lawyers, administrators, professors, consultants, marketing directors, and others who have made significant contributions to the profession. They come from the U.S., Canada, and eight other countries and are active in a wide range of professional organizations -- the International Bar Association, the Association of Legal Administrators, the Legal Marketing Association, the ABA Section of Law Practice Management, and others.

In years past the Annual Meeting of the College has only been opened to Fellows of the College. In 2009, the College is pleased to present the 2009 Futures Conference. The conference will be open to key managing partners and law firm leaders from around the country in addition to the College Fellows. The College will work with the University of Denver Sturm College of Law which will host the conference at its state-of-the-art facility. Held on September 25 and 26, this interactive program features thought-provoking leaders in our profession as they discuss the future of the profession and the resulting challenges to law firm leadership and management.

The diversity of backgrounds and extensive experience in different aspects of the legal profession make the College the ideal organization to present on the future of law practice management and lead the search for innovation in the profession.