



## **Business Partner Marketing Guidelines**

In order to provide the best possible partnership between the Chapter and its Business Partners, the Chapter strives to ensure that 1) all of our Business Partners are treated equally and fairly; and 2) our actions or those of our Business Partners do not create a perception that the Chapter favors one Business Partner to the detriment of another. We ask, therefore, that Business Partners adhere to the following guidelines in all of their sales and marketing efforts with Chapter members:

### **General Rule**

With some very limited exceptions as outlined below, Business Partners should not use the ALA or Philadelphia Chapter names, either full or abbreviated, in any written marketing material without prior approval of the Chapter Board. To obtain Chapter Board approval, a Business Partner should contact the Business Partner Liaison for the Chapter, providing a copy of the proposed marketing material prior to the print or publication of such material. As part of its next monthly business meeting, the Board will consider whether the proposed marketing material is appropriate, taking into consideration the potential for the appearance of partiality. In all cases in which the Chapter Board has approved written marketing material, Business Partners must use the following disclaimer when using the ALA name:

The Philadelphia Chapter of the Association of Legal Administrators offers no direct endorsement of products and services represented in this material. Likewise, the Chapter does not assume responsibility for the currency or accuracy of information, or the availability of any products or services, noted in any Business Partner materials.

### **Annual Sponsorships**

For those Business Partners who participate in the annual sponsorship program with the Philadelphia Chapter, and who have purchased a Platinum, Gold, Silver or Bronze sponsorship package for the current year, those Business Partners can identify themselves as such (e.g. 2010 Bronze Sponsor of the Philadelphia Chapter of the Association of Legal Administrators).

Business Partners should not, however, represent to potential clients that they are endorsed by the Chapter. Moreover, the Chapter does not guarantee that sponsorship will result in business with Chapter members, but merely provides Business Partners with the opportunity to network and interact with members, thus potentially providing Business Partners with the opportunity to present their products and services to members.

### **Member Discounts**

Business Partners who choose to offer discounts to ALA or Chapter members must provide a disclaimer that the Chapter does not endorse any of its product or services:

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endorsement of products and services represented in this material. Likewise, the Chapter does not assume responsibility for the currency or accuracy of information, or the availability of any products or services, noted in any Business Partner materials.

The Chapter recognizes the important contribution that Business Partners make to the legal community and to our Chapter. With the generous support of our Business Partners, the Philadelphia Chapter is able to provide our members with educational and networking opportunities at which Business Partners and members are brought together to support each other in their respective areas. We hope that all Business Partners have the most favorable experience with the Chapter as possible, and we believe that by adhering to these guidelines, both the Chapter and Business Partners will benefit.

