



ASSOCIATION OF LEGAL ADMINISTRATORS
PHILADELPHIA CHAPTER
PHILADELPHIA, PENNSYLVANIA

Marketing Guidelines for Vendors

In order to provide the best possible partnership between the Chapter and its Vendors, the Chapter strives to ensure that 1) all of our Vendors are treated equally and fairly; and 2) our actions or those of our Vendors do not create a perception that the Chapter favors one Vendor to the detriment of another. We ask, therefore, that Vendors 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, Vendors 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 Vendor should contact the Vendor 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, Vendors 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 Vendor materials.”

Annual Sponsorships

For those Vendors 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 Vendors can identify themselves as such (e.g. 2005 Bronze Sponsor of the Philadelphia Chapter of the Association of Legal Administrators). Vendors 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 Vendors with the opportunity to network and interact with members, thus potentially providing Vendors with the opportunity to present their products and services to members.

Member Discounts

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



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