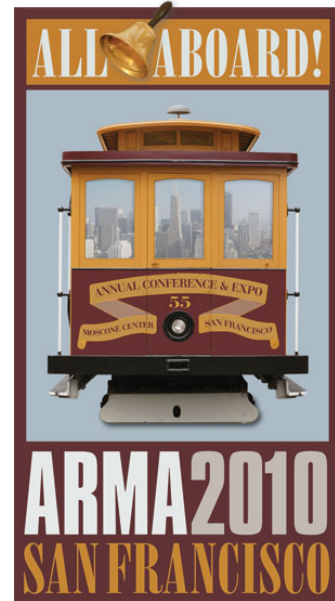


Take a Seat in the Experts Chair

ARMA 2010 Educational Speaking Sessions Exhibitor Opportunities



ARMA exhibitors are on the cutting edge of trends in records and information management. You are the expert and will take front seat offering advice to ARMA attendees. You'll be a trusted professional presenting in one of the exhibit show floor sessions of your choice:

- **Industry Intelligence** – Single speaker, you provide the topic, speaker and hand-outs.
Page 2, below *Location: Expo Hall*
- **Solutions Showcase** – discuss your specific product/service/solution with attendees in a 45-minute session focused specifically on your answer to the industry's needs
Page 3, below *Location: Expo Hall*
- **Legal Information Technology Conference** – The International Legal Technologies Association (ILTA) and ARMA join forces to bring a Legal Records Management co-located conference to the ARMA event. Be a speaker in this session directed toward Legal Records Managers.
Pages 4-5, below *Location: Moscone Center West, floor 2*

Speaking sessions are available for purchase to exhibitors and sponsors of ARMA 2010 only. These sessions are intended to provide quality education (sorry, no product pitches allowed). Reach beyond your exhibit space and present your solution to a captive audience of ARMA attendees, where 89% play a role in the purchase decision for their organizations. Review the opportunities presented and place yourself in the experts chair.

Benefits include:

- List of your session attendees including phone and email
- Promoted online prior to the event
- Promoted in on-site signage, outside of the room
- Promoted in the *Conference Guide* brochures/giveaways
- Session handouts provided on attendee CD
- Session handouts available online after conference
- floor sessions listed on bag insert sheet

Session rooms include:

- walled, carpeted presentation room
- LCD and screen
- podium, microphone, and speaker system
- 6-ft. table for company
- water cooler in room

INDUSTRY INTELLIGENCE RESERVATION FORM

\$2,500 per speaker, per session

This is your opportunity to explain your company's perspective on the ever-changing technological advancements in our industry. Attendees learn about industry trends and the affect on business decisions. Your company provides critical information regarding the technology of the future. **You provide the topic, speaker and hand-outs for 50+**

Important to note:

- To book a session, complete the **Industry Intelligence** reservation form (below). Payment must be received at time of booking.
- Sessions are limited to a single organization with a maximum of two speakers.
- You provide the topic, speaker and session handouts.
- Provide your session handouts to ARMA electronically for inclusion in the CD given to full- conference attendees
- Sessions reserved on a first-come basis. Sessions book quickly.
- The room is set for 100 but average attendance is 50+.
- Session handouts will be included in an attendee CD and posted online after the conference only if you provided materials by September 1, 2010.
- **This session is intended for educational content and not for product pitches**

YES, my organization would like to participate in the **Industry Intelligence** sessions at ARMA 2010.

Contact Name _____

E-mail _____ Phone _____ FAX _____

Company _____

Address _____

City _____ State/Prov. _____ ZIP/MC _____ Country _____

Check all that apply, \$2,500 ea.

Sunday, Nov. 7

- 11 a.m. – 12:15 p.m.
- 1:00 p.m. – 2:15 p.m.
- 2:30 p.m. – 3:45 p.m.
- 4:00 p.m. – 5:15 p.m.

Monday, Nov. 8

- 9:30 a.m. – 10:45 a.m.
- 11:00 a.m. – 12:15 p.m.
- 1:00 p.m. – 2:15 p.m.
- 2:30 p.m. – 3:45 p.m.

IMPORTANT! Please enter the speaker's name, title, company name as it should appear in conference promotional materials. **On a separate form, provide session title and description for promotional materials.**

Speaker _____ Title _____

Company _____

Payment (must be paid for at time of reservation)

Note: Cancellations after 72 hours of reservation will incur a cancellation fee of 75% of the speaker fee.

VISA MasterCard AmEx Discover

Card # _____ Exp. Date _____

Name on card _____

SOLUTIONS SHOWCASE

\$2,000 per each 45-minute session

Present your records and information management business solution or product in this 45-minute session focused specifically on your business offering. With compelling education around your product/service/solution, attendees apply what you offer to their business need. The Solutions Showcase is a perfect venue for reaching out to a large audience with your business message. Demo your product, show the features and present the facts while educating attendees on why your solution is the best.

You provide ARMA with a topic title and session description and we'll promote the session online and in print to attendees. **Compelling and thought-provoking sessions will attract the largest audience. ARMA will scan the session attendee's badges before the session and provide you back with a complete list including phone and email.**

What you'll receive:

- List of session attendees, including phone/email where available.
- You provide the session title, description, speaker name and title.
- Sessions reserved on a first-come basis. Sessions book quickly.
- This session is intended for both educational content and product pitches

YES, my organization would like to participate in the **Solutions Showcase** at ARMA 2010.

Contact Name _____

E-mail _____ Phone _____ FAX _____

Company _____

Address _____

City _____ State/Prov. _____ ZIP/MC _____ Country _____

Speaker name _____

Speaker Title: _____

Please provide session title and 50-word or less session description in an electronic format emailed to elizabeth.zlitni@armaintl.com

Please check all that apply, \$2000 ea:

- Sunday, Nov. 7**
- 11:00 am - 11:45 am
 - 1:00 pm - 1:45 pm
 - 2:00 pm - 2:45 pm
 - 3:00 pm - 3:45 pm
 - 4:00 pm - 4:45 p.m.

- Monday, Nov. 8**
- 9:30 am - 10:15 am
 - 10:30 am - 11:15 am
 - 11:30 - 12:15 pm
 - 1:00 pm - 1:45 pm
 - 2:00 pm - 2:45 pm
 - 3:00 pm - 3:45 pm

Payment (credit card only) **Note:** Cancellations after 72 hours of reservation will incur a cancellation fee of 75% of the speaker fee.

VISA MasterCard AmEx Discover

Card # _____ Exp. Date _____

Name on card _____

LEGAL INFORMATION TECHNOLOGY CONFERENCE 2010



International Legal
Technology Association

NOVEMBER 6-7, 2010, MOSCONE WEST CONVENTION CENTER, SAN FRANCISCO

\$3,000 per speaker, per session

As law firms and legal departments examine policy, process and technology to create *integrated* risk management programs, Legal Records Managers look for a comprehensive tool set to collaborate efficiently

and effectively. The International Legal Technologies Association (ILTA) and ARMA International join forces to bring a **Legal Records Management** conference to the ARMA event. Supported by the Association of Legal Administrators (ALA) and ALSP (Association of Litigation Support Professionals)

Submit your proposal to speak. *This opportunity is only available to exhibitors/sponsors of the ARMA 2010 Expo.* The speaking sessions are scheduled for Nov. 6-7; the exposition floor is open Nov. 7-8 at San Francisco's Moscone Center West.

Who will attend this conference? ARMA anticipates 80 legal professionals attending in the following areas:

- Legal IT
- Conflicts professionals
- Legal records managers
- Litigation support
- Legal administrators

Proposal Submission Process:

Complete the proposal submission form that follows. Proposals are selected based on relevance to the Legal Records Management audience (law firms, corporate legal departments) and available openings at the time you apply. Identified session topics could include:

- Cyber Security
- Cloud computing, e-discovery and litigation holds
- Mobile Technologies
- Social Networking
- Developing Risk Management & Compliance Programs
- Conflicts
- Client access to data

Available Speaking Session times:

Saturday, November 6, 2010 (Day 1)

- 11:30 a.m. – 12:25 p.m.
- 2:35 a.m. – 3:35 p.m.
- 3:45 a.m. – 4:45 p.m.

LEGAL INFORMATION TECHNOLOGY CONFERENCE PROPOSAL SUBMISSION INSTRUCTIONS

Submit this form to elizabeth.zlitni@armaintl.org or fax to 913-341-6823

YES, my organization would like to SUBMIT A SPEAKING PROPOSAL for the **Legal Information Technology Conference** co-located at ARMA 2010. I understand this opportunity is based on acceptance by ARMA International.

NOTE: These speaking sessions are not intended as a product pitch

Contact Name _____

E-mail _____ Phone _____ FAX _____

Company _____

Billing Address _____

City _____ State/Prov. _____ ZIP/MC _____ Country _____

Payment information: (credit card will not be charged unless your submission is accepted)

Note: Cancellations after 72 hours of reservation will incur a cancellation fee of 75% of the speaker fee.

Credit Card # _____ expiration date: _____

Name on Card: _____

Signature: _____

On a separate Word document or email, please provide the following information:

1. Speaker Information:

Name and Title

Company (if different from above)

Phone

Email address

2. Speaker Biography (50 words or less) Highlight professional and educational experience relevant to the topic. Do not describe company products/services. Entry will be edited for style, spelling, and grammar.

3. Title of session

The title of the session should reflect the topic and should be no more than 10 words in length.

4. Session description

Using no more than 75 words, provide a concise description of your proposed education offering. Describe the issue or problem it will focus on and how it will address the problem. Outline the value of the educational offering to participants (What's in it for me?).

5. Learning Objectives

Briefly state three to four specific, measurable learning objectives that complete the following sentence:

"Upon completion of this session/workshop, participants will be able to . . ."

Please note: These sessions are non-commercial – no product pitches allowed. Your session will be selected based on relevance to the audience, timeliness of session topic and availability of space. You will be notified by ARMA International if your selection has been chosen. Your credit card will be charged immediately and an invoice submitted upon notification of the session.