

International Society of Primerus Law Firms

Sponsorship and Advertising Prospectus



Primerus

The World's Finest Law Firms

About Primerus

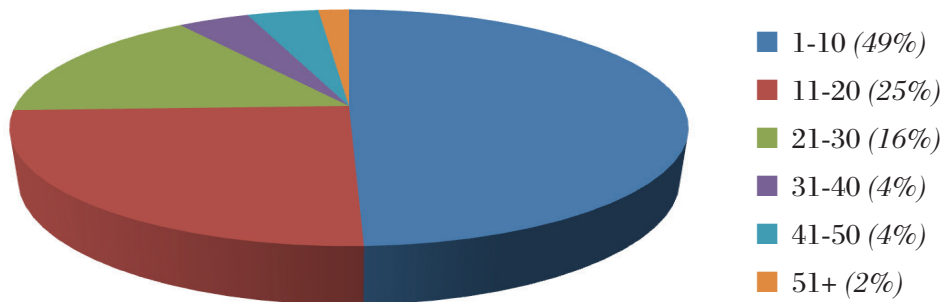
The International Society of Primerus Law Firms is a society of the world's finest independent law firms. With 180 member firms in 40 countries, Primerus provides clients easy access to the right lawyer, with the right skills, in the right location and at the right cost.

We seek out, accept and retain only the best firms for membership. Each firm is screened to ensure its commitment to excellence as embodied in the Six Pillars – Integrity, Excellent Work Product, Reasonable Fees, Continuing Legal Education, Civility and Community Service. After over 20 years, in which Primerus has experienced tremendous growth in membership and expansion of services, we have never wavered from this commitment, and we never will.

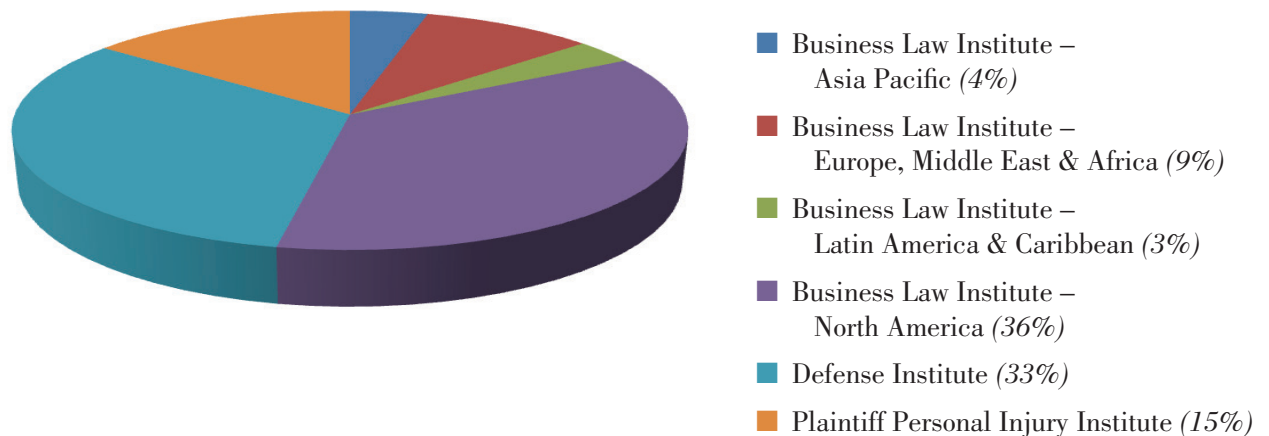
Primerus Member Demographics

Primerus is the only law firm society that has members serving almost every client audience. Below is an overview of the demographics of our membership, which includes small to medium-sized law firms from around the world.

Firms by Number of Attorneys



Firms by Institute



Sponsorship and Advertising Packages

Primerus offers the following sponsorship and advertising packages to help your company increase its visibility with our membership through various marketing channels.

- Gold Level Sponsorship - \$10,000
- Silver Level Sponsorship - \$7,500
- Bronze Level Sponsorship - \$5,000

Gold Level Sponsorship - \$10,000 *(annual)*

Exposure in Primerus Publications

- *The Primerus Paradigm* delivers articles regarding developments and trends in legal issues relevant to corporate clients around the world, while showcasing Primerus members as leaders with the expertise to assist clients with any legal needs they may have. It has become an important marketing tool which promotes the Primerus brand around the globe. *The Primerus Paradigm* electronic e-reader version is emailed to 36,000 Association of Corporate Counsel members worldwide (in April and October). Additionally, *The Primerus Paradigm* is mailed to approximately 3,000 Primerus members and over 2,000 corporate clients twice a year (in April and October).
- *Sponsor will receive a one page advertorial in two issues (content subject to approval).*
- *The Primerus Xpress* contains timely articles written by Primerus lawyers on important legal topics impacting corporate clients around the globe. Like *Paradigm*, it is an important tool to familiarize clients with Primerus and remind them that Primerus is here to serve their legal needs worldwide. It is an electronic newsletter sent monthly to more than 15,000 corporate clients.
- *Sponsor will receive one display advertisement in each of the monthly Primerus Xpress corporate client e-newsletters (12 issues - artwork produced by advertiser).*
- *The Primerus Globe E-Newsletter* – Provides monthly updates for Primerus members, best practices and upcoming events.
- *Sponsor will receive one display advertisement per month in The Primerus Globe e-newsletter.*

Online Exposure:

- The Primerus website (primerus.com) receives daily visits by both members as well as client audiences seeking legal assistance.
- *Sponsor will receive one company profile for one year, listed on primerus.com, as well as in the Primerus “members only” area of the website, with details describing the company and the services it offers.*

Primerus Global Conference:

- Opportunity to attend the conference and network with Primerus members.
- Sponsor will receive one complimentary registration pass for the conference (valued at \$2,500 each). Additional passes are available for a fee.

Silver Level Sponsorship - \$7,500 *(annual)*

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- *Sponsor will receive one display advertisement in six of the 12 issues of the Primerus Xpress corporate client e-newsletter (artwork produced by advertiser).*
- *The Primerus Globe E-Newsletter* – Provides monthly updates for Primerus members, best practices and upcoming events.
- *Sponsor will receive one display advertisement per month in The Primerus Globe e-newsletter.*

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Bronze Level Sponsorship - \$5,000 *(annual)*

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- *Sponsor will receive one display advertisement, for one issue of the Primerus Xpress corporate client e-newsletter (artwork produced by advertiser).*
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Sponsorship & Advertising Order Form

Contact Details:

Name _____

Organization _____

Address _____

Address 2 _____

Office Phone _____

Cell Phone _____

E-mail _____

Payment Information:

Check Enclosed _____

VISA Mastercard Discover American Express _____

Charge Card Number _____

Expiration Date _____

Signature _____

Package Selected:

- Gold Level Sponsorship - \$10,000
- Silver Level Sponsorship - \$7,500
- Bronze Level Sponsorship - \$5,000



Primerus
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International Society of Primerus Law Firms

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