

Affinity Sponsorship Prospectus

International Society of
Primerus Law Firms



About Primerus

The International Society of Primerus Law Firms brings together the finest independent, small to medium-sized law firms, all sharing a commitment to providing quality service for reasonable fees. Meeting our rigorous standards isn't easy, so you can have confidence in working with any of our attorneys around the world.



ONLY THE BEST

Primerus invites only the highest rated law firms to join. We submit potential firms to stringent screening before they are admitted, and then we continue to review their quality every year. Because of this, Primerus has become a global society that both members and clients know they can trust.



SIX PILLARS

The Six Pillars are a set of values that every Primerus member commits to following in their daily practice of law:

- Integrity
- Excellent Work Product
- Reasonable Fees
- Continuing Legal Education
- Civility
- Community Service

The result is a society of like-minded lawyers adhering to the highest standards of the profession.



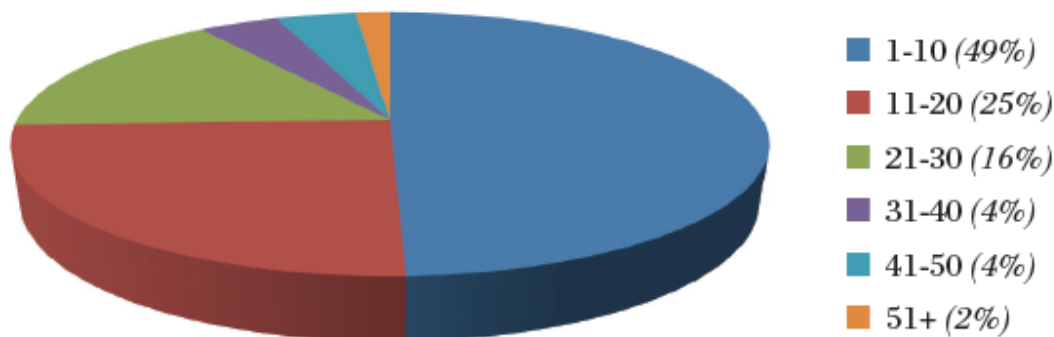
GLOBAL REACH

Over twenty-five years later, after carefully selecting from among the world's finest small and mid-sized law firms, we now have 170+ member firms with 3,000 lawyers in nearly 50 countries. Even the world's largest law firms cannot offer the global coverage we do. With Primerus, you have trusted colleagues around the world, ready to collaborate with clients.

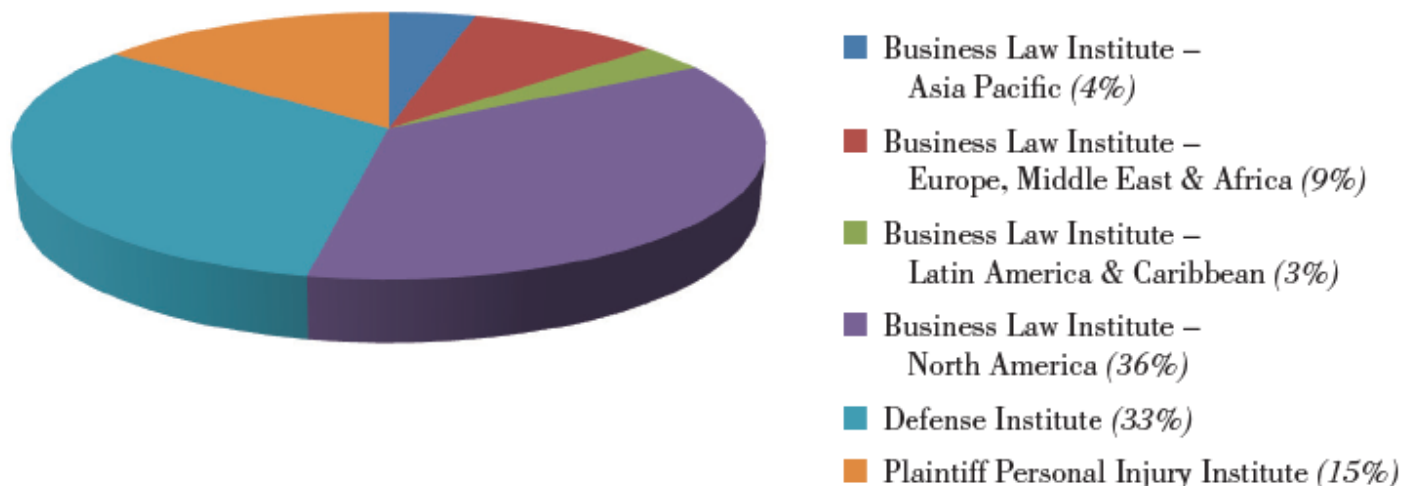
Primerus Member Demographics

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



Primerus Affinity Partner

A strategic relationship to put you in front of 170 small to medium sized law firms.

VISIBILITY

1. *The Primerus Xpress* contains timely articles written by Primerus lawyers on important legal topics impacting corporate clients around the globe. It is an electronic newsletter sent monthly to more than 15,000 corporate clients worldwide.

- *Sponsor will receive one display advertisement in each of the monthly Primerus Xpress corporate client e-newsletters (12 issues - artwork produced by advertiser).*

2. *The Primerus Globe E-Newsletter* – Provides monthly updates for Primerus members.

- *Sponsor will receive one display advertisement per month in The Primerus Globe e-newsletter.*

3. Online Exposure: The Primerus website (primerus.com) receives daily visits by both members and client audiences.

- *Sponsor will receive one company profile for one year, listed on primerus.com, with details describing the company and the services it offers. Sponsor will also receive a profile on the Primerus "members only" area of the website and be listed on the webpage of the event they choose to attend.*

4. Primerus Listservs: This electronic mailing list reaches over 3,000 attorneys around worldwide.

- *Sponsor will have the opportunity to send one electronic notice to the Primerus membership. Message must be approved by Primerus Staff.*

5. The Primerus App: This app is another valuable resource to anyone searching for a lawyer. Over 3,000 lawyers and 15,000 clients have been invited to download this app.

- *Sponsor will be listed in the app as an affinity partner of Primerus*

SPEAKING OPPORTUNITIES

1. Webinars: Primerus puts on several webinars for members each year covering various topics.

- *Sponsor will have the opportunity to present one webinar. This webinar will be marketed to all Primerus lawyers. Presentation content must be approved by Primerus staff.*

2. Regional Meetings: Primerus hosts four regional meetings per year throughout the United States

- *Sponsor will have the opportunity to speak at one regional meeting, pending availability in the agenda.*

PRIMERUS CONFERENCES

1. Sponsor will receive all benefits that are included in the Primerus Event Sponsorship package (see next page)

COSTS

- \$15,000 Yearly Sponsorship



Primerus Event Sponsor

Creating visibility with a target audience in your industry.

CONFERENCE OFFERINGS

Sponsor will receive the opportunity to attend one conference and network with Primerus members.

Sponsorship benefits include:

- One complimentary pass to the conference of your choice.
- Early conference registration allowing for session selection and hotel availability.
- Draped 6' table in the sponsorship area to display materials and promote your company.
- Opportunity to hand out swag materials.
- Inclusion in the conference app.
- Online exposure on the conference website at primerus.com.
- Opportunity to send a notice to attendees prior to the conference.
 - *Message must be approved by Primerus staff and will be distributed electronically by Primerus.*
- Electronic attendee list provided pre-event and post-event of all conference registrants.
- Option to purchase additional conference passes at a discounted rate.

COSTS

- \$10,000 per Event Sponsorship

PRIMERUS CONFERENCES

- See the next page for a full list of Primerus Conferences.
- Please note: each of these conferences are scheduled annually. If there is an event you are interested in that has passed, there will be opportunity to attend the event in 2020.

2020-2021 Primerus Conferences

Primerus Young Lawyers Section Conference (Coral Gables, Florida) - March 4-6, 2020

- This conference gives attendees unmatched opportunities to meet and create long-lasting relationships with other Primerus Young Lawyers from law firms around the world. Together, attendees will experience two days of substantive programming focused on young lawyer professional development. The average attendance is 30-35 attendees.

Primerus Northeast Regional Meeting - June 10-11, 2020

- This conference is a great opportunity to meet other Primerus members who work within the Northeast region of the United States. Primerus firms from the following states have been invited to this meeting: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Virginia, and West Virginia. The average attendance is 40-45 attendees.

Primerus Midwest Regional Meeting (Detroit, Michigan) - June 18-19, 2020

- This meeting is a great opportunity to meet other Primerus members who work within the Midwest region of the United States and Canada. Primerus firms from the following regions have been invited to this meeting: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee, Wisconsin, and Canada. The average attendance is 30-35 attendees.

Primerus Global Conference (Paris, France) - October 14-17, 2020

- This conference is intended for all Primerus members from around the world. It is an opportunity to get together to form friendships and learn from thought-leaders in the industry. The average attendance is 140-150 attendees.

Primerus Defense Institute Fall Seminar (Chicago, Illinois) - November 5-6, 2020

- This conference is intended for Primerus Members as well as in-house counsel and other corporate professionals who have risk, claims, or litigation management responsibilities. The program addresses relevant sources of litigation in order to continue education. The average attendance is 35-40 attendees.

Primerus Southern Regional Meeting - To Be Determined

- This conference is a great opportunity to meet other Primerus members who work within the southern region of the United States. Primerus firms from the following states have been invited to this meeting: Alabama, Arkansas, Florida, Georgia, Kansas, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, and Texas. The average attendance is between 35-40 attendees.

Primerus Western Regional Meeting - To Be Determined

- This conference is a great opportunity to meet other Primerus members who work within the Western region of the United States. Primerus firms from the following states have been invited to this meeting: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, New Mexico, Oregon, Utah, and Washington. The average attendance is 35-40 attendees.

Primerus Defense Institute Transportation Seminar - To Be Determined

- This conference is intended for Primerus members as well as in-house counsel and other corporate professionals who have risk, claims, or litigation management responsibilities in transportation defense matters. The average attendance is around 40-45 attendees.

Primerus Plaintiff Personal Injury Institute Winter Conference - To Be Determined

- This conference is for Primerus members who practice personal injury law. They are able to hear from top speakers in the industry to continue to learn new ways to best assist their clients. The average attendance is between 15-25 attendees.



Affinity Sponsorship Order Form

Contact Details:

Name: _____

Organization: _____

Address: _____

City: _____

State/Country: _____ Zip: _____

Phone #: _____

Email Address: _____

Package Selected:

- ☐ Primerus Affinity Partner - \$15,000
☐ Primerus Event Sponsorship - \$10,000

Payment Information:

☐ Check Enclosed

Credit Card: ☐ VISA ☐ Mastercard ☐ Discover ☐ American Express

Charge Card Number: _____

Expiration Date: _____ Security Code: _____

Signature: _____

*Please scan this form and email to Chad Sluss at csluss@primerus.com. If you'd prefer not to send your credit card via email, we would be happy to take it over the phone or arrange another method of payment.



International Society of Primerus Law Firms

171 Monroe Avenue NW, Suite 750
Grand Rapids, Michigan 49503

Toll-free Phone: 800.968.2211

Fax: 616.458.7099

Email: csluss@primerus.com

primerus.com