



Marketing Guidelines for Vendors

In an effort to provide the best possible partnership between the Metropolitan Detroit Chapter of the Association of Legal Administrators (the “Chapter”) and its Vendors, the Chapter strives to ensure that 1) all Vendors are treated equally and fairly; and 2) the Chapter’s actions and those of its vendors do not create a perception that the Chapter favors one vendor over another. The Chapter asks, therefore, that its vendor partners adhere to the following guidelines in all of their sales and marketing efforts with Chapter members:

General Rule

Vendor partners should not use “ALA” or Chapter names, in either full or abbreviated forms, in any written marketing material without prior written approval of the Chapter’s Board of Directors (the “Board”). To obtain approval, vendor partners should contact any member of the Board, and provide the Board with the proposed marketing material prior to the print or publication of such material. After receipt of the proposed marketing material, at the Board’s next regularly scheduled monthly meeting, it will consider whether the proposed marketing material is appropriate. If the proposed marketing material is approved, the following disclaimer must be used:

“The Metropolitan Detroit Chapter of the Association of Legal Administrators (the “Chapter”) 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 vendor partners who participate in the annual sponsorship program with the Chapter, and for those that have purchased a Titanium, Platinum, Gold, Silver, or Bronze sponsorship package for the current year, can identify themselves as such (e.g. 2009 Bronze Sponsor of the Metropolitan Detroit Chapter of the Association of Legal Administrators). Vendor partners should not, however, represent to potential clients that they are endorsed by the Chapter. Moreover, the Chapter does not guarantee that a sponsorship will result in business with Chapter

members, but merely provides vendor partners with the opportunity to network and interact with members, thus potentially providing an opportunity to present their products and services to members.

Member Discounts

Vendors who chose to offer discounts to Chapter members must provide the following disclaimer that the Chapter does not endorse any of its products or services:

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Chapter Acknowledgement

The Chapter recognizes the important contributions that its vendor partners make to the legal community and the Chapter. With the generous support of its vendor partners, the Chapter is able to provide its members with educational and networking opportunities. It is the Chapter’s intent that all its vendor partners have a favorable experience with the Chapter, and believe that by adhering to these guidelines, both the Chapter and its vendor partners will benefit.