

A Prestigious Platform Showcasing Your Attorneys' Expertise

An Exciting Networking Initiative

Leading attorneys in your firm can raise their professional profile within the legal and business communities by speaking at a Mealey's conference. This benefit is offered — at no charge — to select clients only.

A Significant Business Development Opportunity

Mealey's conferences provide focused marketing exposure to your best prospects. Martindale-Hubbell works closely with Mealey's to match your attorneys' background and qualifications to suitable conferences.* There is a limit of two speakers per firm per conference, but — given the right match of meeting topic and attorney expertise — no limit to the number of conferences your attorneys can attend as speakers.

Conference Speaker Benefits:

- Enhance the prestige and visibility of key members of your firm
- Promote your attorneys' expertise in specific practice areas and position them as thought leaders in their field
- Invite clients or prospects to attend as your guest
- Network one-on-one with prospective clients and other conference attendees
- Forge new relationships and build upon your prospect list in a professional atmosphere promoted by Martindale-Hubbell and Mealey's
- Market your firm through extensive conference publicity

**As a valued Martindale-Hubbell client, your law firm is invited to nominate expert speakers for Mealey's conferences. All speaker assignments are subject to Mealey's review and acceptance.*

Present Your Lawyers as Leaders in Their Field

Mealey's is a name well known to the legal profession for its high-quality publications and conferences in emerging areas of law, including e-discovery, toxic torts, insurance, drugs and medical devices, intellectual property, health care and international arbitration. Mealey's develops over 45 conferences annually, attracting approximately 75–350 attendees — including influential in-house counsel, insurance company executives and members of the business community — and includes two social events to encourage networking opportunities. Each conference features one keynote speaker and 25–40 session speakers expert in the field. Speaking at these prestigious conferences is considered a sign of distinction as only the most highly regarded lawyers, judges and corporate and government executives are invited to participate.



For more information, please contact your Account Executive or visit www.martindale.com/advantage/pdc.

Develop Articles for Inclusion in Highly Regarded Newsletters

Every attorney knows that writing for a leading legal publication can be a very effective practice development strategy. Your leading attorneys can raise their professional profile by contributing a guest commentary — or even a regular column — to one of Mealey's litigation-oriented reports.

Showcase Your Attorneys' Expertise

Mealey's is a name well known to the legal profession for its high-quality publications and conferences in emerging areas of law, including e-discovery, toxic torts, insurance, drugs and medical devices, intellectual property, health care and international arbitration. Mealey's regularly publishes over 45 area of practice specific reports that are known not only for litigation-oriented news, but for high caliber commentary by legal experts.

High-Profile Visibility — in Specific Practice Areas

Martindale-Hubbell works closely with Mealey's editors to match your partners' background and expertise to a suitable publication.* Mealey's newsletters, available online on mealeys.com and lexis.com, are circulated in print and electronically to thousands of subscribers including corporate counsel, defense and plaintiff attorneys and members of the business community. You benefit from unparalleled marketing exposure to many of your best prospects, making this a significant practice development opportunity.

Authorship Benefits

- Gain high-profile professional exposure for key lawyers
- Showcase your attorneys as leaders in their field
- Benefit from extensive newsletter distribution in print and online
- Opportunities to develop a custom commentary series, which may include the author's photo, biography and firm logo
- Enhance your firm's presence on martindale.com by linking your Mealey's articles or columns to our Legal Articles Publishing service.



**As a valued Martindale-Hubbell client, your law firm is invited to submit names of expert authors to Mealey's publications. All editorial assignments are subject to review and acceptance by Mealey's editors.*

TOTAL PRACTICE SOLUTIONS
 Client Development Research Solutions Practice Management Litigation Services

 LexisNexis®

LexisNexis, 121 Chanlon Road, New Providence, New Jersey 07974
 Platinum Accounts: 866.231.2740, Email: platinum.accounts@martindale.com
 Premier Accounts: 800.945.4958, Email: premier.accounts@martindale.com

LMH00073-0

No reproduction of any portion of this supplement is allowed without written permission. LexisNexis, the Knowledge Burst logo and Martindale-Hubbell are registered trademarks of Reed Elsevier Properties Inc., used under license.

© 2006 Martindale-Hubbell, a division of Reed Elsevier Inc. All rights reserved.