



Small Firm & Solo Conference

June 26 – 27 Los Angeles Convention Center

The Los Angeles County Bar Association and The Rainmaker Institute, in conjunction with Legaltech West announces the
First Annual Small Firm and Solo Conference in the State of California!

- ◆ Are you tired of struggling to find more and better clients...
- ◆ Interested in being part of a community of potential referral sources...
- ◆ Looking for a way to transform your law practice into a lifestyle business...
- ◆ Want to connect with other attorneys who are dedicated to building a 7 figure practice...

This is definitely the one event you cannot afford to miss. There's never been an event like this in California and you are officially invited to attend.

First Annual Small Firm & Solo Conference Highlights

- Over **20 different business development and marketing strategy sessions**
- Learn from **3 Nationally Recognized Law Firm Marketing Experts** and over 6 Prominent CA Attorneys
- Every Attendee receives **ALL materials from EVERY session on CD—for FREE!**
- Free Pass to **Legal Tech Exhibit Hall and Plenary Sessions**
- **Over 8 MCLE** credits available
- **Over \$10,000 in prizes** given away!

Why Should You Attend?

- Apply **Best Practices from Top Attorneys**
- Become a **Better Rainmaker**
- **Connect with colleagues, friends, and potential referral sources**
- Discover a **Proven Law Firm Marketing System**
- Free **access to Legaltech west 2008**



Who Should Attend?

This conference is specifically designed for 4 Groups of Professionals:

- **Attorneys in Solo Practice** who want to create a 7 figure law firm
- **Attorneys in a Small Practice (2-50 attorneys)** who want to discover a proven marketing system
- **Attorneys looking to go out on their own** and want to become better Rainmakers
- **Legal Professionals** who work at a small law firm and assist with marketing the firm

June 26-27, 2008 • Los Angeles Convention Center • Over 20 Sessions

Welcome from Los Angeles County Bar Association

On behalf of the Los Angeles County Bar Association (LACBA), I would like to welcome you to our first Annual Small Firm and Solo Conference.

For over 130 years LACBA has been making a difference for our members by offering the widest range of continuing legal education, practice aids and professional networking. Our commitment to small firm and solo practitioners continues to be demonstrated by our broad range of member benefits and services designed specifically with you in mind.

This Conference, focused solely on you and your needs, continues that commitment by providing you with information that can make a real difference to your practice.

Come join us and hundreds of your colleagues as we explore together how to improve your practice while enhancing your personal satisfaction and perhaps your financial rewards as well.

Looking forward to seeing you at the Conference.

Stuart Forsyth, Executive Director
Los Angeles County Bar Association



Welcome from Conference Host & Organizer

Welcome! Thanks so much for your interest in attending the very first Small Firm and Solo Conference every in the great State of California!

We are very excited to be partnering with the Los Angeles County Bar Association and American Law Media's LegalTech to host this event on June 26-27, 2008 at the Los Angeles Convention Center.

This will be an event that will be talked about and referred to time and again over the next year. You do not want to miss it. Be sure to block off these dates in your calendar right now.

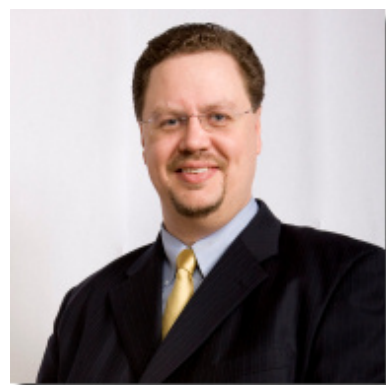
Here's why every attorney in a small law firm (50 attorneys or less) should attend:

- You will learn best marketing practices from 7 figure attorneys!
- You will hear from a local attorney who went from zero to a \$1M+ practice in 3 years!
- Nationally recognized law firm marketing experts will share with you their research from studying over 6,000 attorneys
- You will connect with friends, colleagues and important referral partners

If that's not enough, then remember over \$10,000 in prizes and giveaways will be presented to attendees at the conference.

We look forward to seeing you there!

Stephen Fairley, Managing Partner & CEO
The Rainmaker Institute, LLC



Sample Agenda

Thursday

9:00-10:30 Opening General Plenary Session

30 minute break

90 minutes
11:00-12:30 Internet Marketing & Technology
Real Law for Real Lawyers
Emerging Trends in Law

LUNCH 12:30-1:30

60 minutes
1:30-2:30 Building a Referral-based Practice
Work Life Balance
Ethics Breakout

15 minute break

60 minutes
2:45-3:45 Million Dollar Practices
Emerging Trends in Law
Internet Marketing & Technology

15 minute break

60 minutes
4:00-5:00 Top 10 Round Table Discussion
Real Law for Real Lawyers
5:15-7:00 Launch Your Law Practice
Cocktail Reception and Networking



Friday

9:00-10:30 General Plenary Session Award Session

30 minute break

90 minutes
11:00-12:30 Internet Marketing & Technology
Launch Your Law Practice
Real Law for Real Lawyers

Lunch 12:30-1:30

60 minutes
1:30-2:30 Building a Referral-based Practice
Work Life Balance
Ethics Breakout

15 minute break

60 minutes
2:45-3:45 Million Dollar Practices
Emerging Trends in Law
Internet Marketing & Technology

15 minute break

60 minutes
4:00-5:00 Closing General Plenary Session, Wrap Up and Action Steps
Prize Giveaways from Vendors

5:15-7:00 Cocktail Reception and Networking

Social Networking Events

Thursday

Breakfast Buffet: 7:45-8:45 Connect with Colleagues over breakfast

Thursday Lunch: 12:00-1:30 Referral Luncheon

Thursday Night: 6:00-9:00 Cocktails and Hor Devours and Power Networking Event

Friday

Breakfast Buffet: 7:45-8:45 Connect with Colleagues over breakfast

Friday Lunch: 12:00-1:30 Referral Luncheon

Friday Night: 6:00-9:00 Network to Net Worth



Conference Registration

Registration is now open for
the 2008 First Annual Small
Firm & Solo Conference in
the State of California!

There are 4 ways you can register:

1. **Register by Fax:** Complete the details below and fax the completed form to 480-907-2029
2. **Register Online:** www.SmallandSoloLawConference.com
3. **Register By Phone:** 888-588-5891
4. **Register by Mail:** Complete the details below and mail the complete form and check to ALM Events Registration 333 Seventh Avenue, 9th Fl New York, NY 10001

Early Bird Registration. Registration must be received between Thursday, April 10 and Friday, May, 30, 2008. Includes meals, entertainment, exhibit hall pass, program & course materials on CD.

<input type="checkbox"/>	\$345	LACBA Member Discount
<input type="checkbox"/>	\$395	Non-Member Rate

Regular Registration. Registration received between May 31 and Friday, June 20, 2008. Includes meals, entertainment, exhibit hall pass, program & course materials on CD.

<input type="checkbox"/>	\$445	LACBA Member Discount
<input type="checkbox"/>	\$495	Non-Member Rate

Late Registration & At the Door (ONLY IF SPACE IS AVAILABLE) Registration received between June 21 and June 26, 2008. Includes meals, entertainment, exhibit hall pass, program & course materials on CD.

<input type="checkbox"/>	\$545	LACBA Member Discount
<input type="checkbox"/>	\$595	Non-Member Rate

Group Rate (All Group Registrations must be received at the same time and must be registered over the phone). The First 2 attendees from the same law firm pay the applicable rate.

<input type="checkbox"/>	\$245	The 3 rd attendee from the same law firm pays \$245
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Other Registration Rates. Includes meals, entertainment, exhibit hall pass, program & course materials on CD

Non-Attorney Registration Rate

<input type="checkbox"/>	\$195	Non-Attorneys, Staff, Paralegals and Law Students
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LACBA CLE+ Members Registration Rate

<input type="checkbox"/>	\$295	LACBA CLE + Plus Members
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Other Options

<input type="checkbox"/>	\$70	Purchase Print Version of Materials. Please note, all Registered Attendees Receive All Course Materials
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I would like to pay by:

- Check (mail info below) Credit card (fax or mail this form – details below)

Credit Card Authorization Form

I, _____, hereby authorize The Rainmaker Institute to charge to the following credit card account the amount shown below for the Small and Solo Conference.

CREDIT CARD INFORMATION: (Please print clearly)

Card _____ Visa _____ MasterCard _____ American Express

Type:
Card _____ Expiration
Number: _____ Date: _____

Name _____ Email _____
on Card: _____ Address: (You will receive a receipt via email to this address)

Billing
Address: _____

Cardholder's Signature: _____ Date: _____