



2021 ALA ANNUAL CONFERENCE & EXPO

OCTOBER 3–6 | AUSTIN CONVENTION CENTER
AUSTIN, TEXAS



SPONSORSHIP PROSPECTUS

ACT NOW

TO SECURE THE
BEST BOOTH
PLACEMENT!



ALAannualconf.org

Build Your Custom Package and Maximize Your Exposure at the 50th ALA Annual Conference & Expo

We're excited to welcome the legal management community back to the ALA Annual Conference & Expo! This year's conference represents a much-needed opportunity to **be together** after a difficult year apart.

As eager and enthusiastic as we are to reconnect this community, the health and safety of our attendees remains paramount. We are regularly reviewing our planning and working with the venue and event partners to ensure our onsite health and safety measures are in line with government guidelines. We are committed to evolving our plans as the COVID-19 situation changes, and will communicate our plans to you throughout your involvement with the conference.

We are committed to working with our business partners to maximize value, no matter the scenario. Our goal remains to bring you the best possible experience this fall and we look forward to seeing you in Austin for ALA's 50th anniversary!

We look forward to working with you!

The Annual Conference Sponsorship Team



Ken Glass

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Cristina Vega

Sponsorship & Exhibits Senior Coordinator
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Ron Mathews

Senior Director of Sponsorship & Exhibits
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Safety Measures

The health, safety and well-being of our attendees remains our top priority. We have developed measures to ensure a safe environment for all attendees and will continue to monitor social distancing recommendations and the advice of health authorities to update these protocols. Please visit alaannualconf.org/safety for more information.

The **Austin Convention Center** has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention for the facility and has achieved Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities.

Take Advantage of Exclusive Sponsorship Benefits to Maximize Your Visibility to Legal Management Decision-Makers

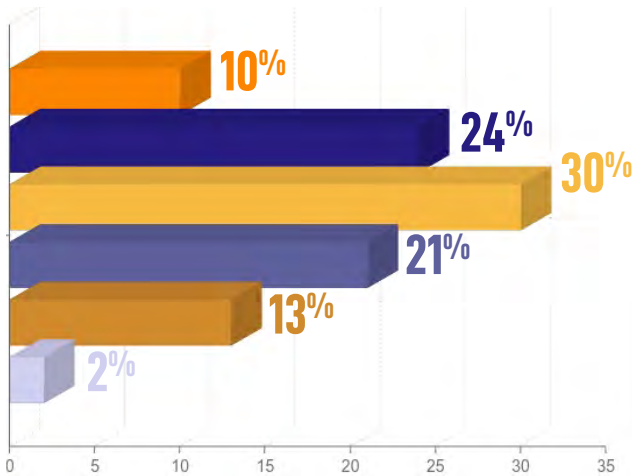


Attendee Demographics

Participation from over **700 organizations!**

*based on 2018 & 2019 attendance

Attendees by Title



- C-Level - 10%
- VP/Director/Officer - 24%
- Administrator - 30%
- Manager/Supervisor/Lead - 21%
- Coordinator, Adviser, Other - 13%
- Partner, Attorney/Lawyer, Counsel - 2%

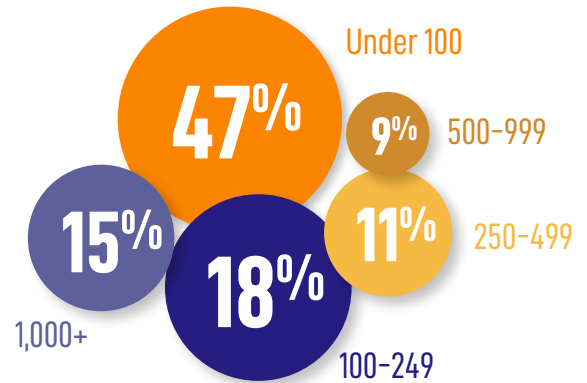
International Attendees from 10+ Countries Each Year

Antigua
Australia
Bahamas
Brazil
Colombia

Costa Rica
Dominican Republic
Honduras
Jamaica
Mexico

Nigeria
Panama
Saudi Arabia
Taiwan
United Kingdom

Size of Firms in Attendance**

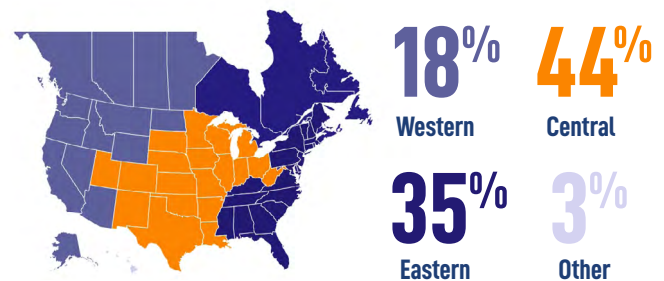


**based on a sample of attendance where firm size was known/identified.

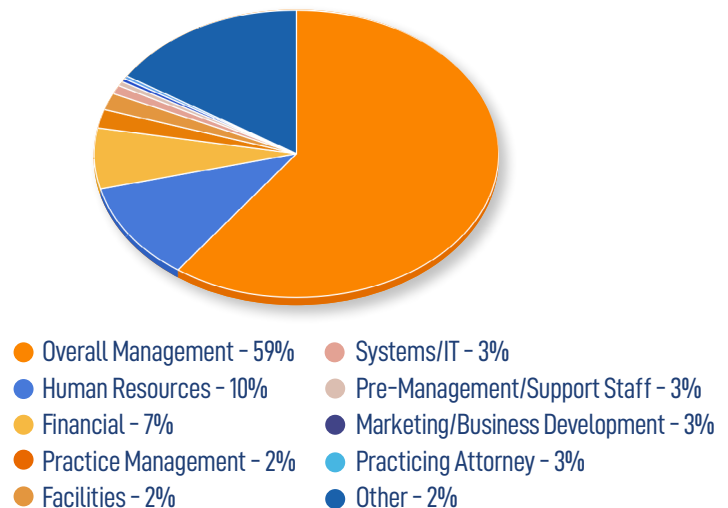
Make lasting connections with leading firms represented on:

- The Legal 500
- Best Lawyers
- IFLR1000
- Vault Law 100
- Lexpert
- Chambers
- Best Law Firms U.S. News & World Report

Meet Peers from Across the Country



Attendees by Primary Job Responsibility



Premium Booth Placement



Connect with decision-makers in the redesigned Exhibit Hall.

There will be ample opportunities to engage with current — and future — clients throughout the four days of programming and designated Exhibit Hall times and activities.

"The Exhibit Hall is actually one of the **greatest benefits of attending the Annual Conference**. It gives you a chance to meet with your current business partners and see if they are offering new product lines or new business solutions to support your firm."

Debra Burgos, HR/Legal Administrator Las Vegas Office, Boise Schiller Flexner LLP, Member of the 2020 Annual Conference Planning Committee



Exhibit Opportunities

■ 10'x10'	\$3,950
■ 10'x20'	\$7,750
■ 10'x30'	\$11,500
■ 20'x20' Island	\$15,250

All Corners \$200 per corner. Limited availability.

Each Exhibit Features

- Four full registrations
- Access to pre- and post-show attendee mail list (name, title, company name, mailing address)
- 8-foot back drape, 3-foot side drape and ID sign
- Listing in the Annual Conference & Expo Attendee Guide, website and mobile app
- Access to keynotes, sessions and networking events

Premium Booth Placement

GOLD SPONSOR \$31,000

Total Value: \$60,000+



Gold Level Placement

- Premium placement 20'x20' booth (\$16,050 value)

Exclusive Attendee Access

- 16 full-access badges (\$27,184 value)

Brand Awareness

- Premium placement full-page ad in ALA Annual Conference & Expo guide (\$2,100 value)

Brand Impressions

- Logo, link and 25-word caption on ALA Annual Conference website (\$2,500 value)
- Logo placement on ALA Annual Conference & Expo guide (\$5,000 value)

- All gold sponsors receive top logo placement on ALA Exhibit Hall entrance unit
- All gold sponsor logos greet attendees on slide deck at opening general session (\$2,500 value)
- Gold sponsor logo placement on outbound conference emails

Direct Marketing

- Access to pre- and post-show attendee mail list (name, title, company name, mailing address) (\$3,000 value)
- Logo, link and 25-word caption on two outbound ALA Annual Conference emails (\$4,000 value)

Content and Brand Promotion

- Featured content (press release, white paper, case study) on Annual Conference website with three social media post promotions (\$1,500 value)

SILVER SPONSOR \$16,000

Total Value: \$30,000+



Exclusive Exhibit Exposure

- Premium placement 10'x20' booth (\$7,750 value)

Exclusive Attendee Access

- 8 full-access badges (\$13,592 value)

Brand Awareness

- Half-page advertisement in ALA Annual Conference & Expo guide (\$1,000 value); full-page (add \$500)

Brand Impressions

- Logo, link and 25-word caption on ALA Annual Conference website (\$2,500 value)
- Logo placement on ALA Annual Conference agenda/brochure (\$2,500 value)
- Premium logo placement on ALA Exhibit Hall entrance unit
- Silver sponsor logo placement on outbound conference emails

Direct Marketing

- Access to pre- and post-show attendee mail list (name, title, company name, mailing address) (\$3,000 value)
- Logo, link and 25-word caption on one outbound ALA Conference email (\$2,000 value)

BRONZE SPONSOR \$7,500

Total Value: \$15,000+



Exclusive Exhibit Exposure

- Premium placement 10'x10' Corner (\$4,150 value)

Exclusive Attendee Access

- 4 full-access badges (\$5,000 value)

Brand Awareness

- Half-page advertisement in ALA Annual Conference & Expo guide (\$1,000 value); full-page (add \$500)

Brand Impressions

- Logo and link on ALA Annual Conference website (\$2,500 value)
- Logo placement on ALA Annual Conference agenda/brochure (\$2,500 value)
- Logo placement on ALA Exhibit Hall entrance unit

Direct Marketing

- Access to pre- and post-show attendee mail list (name, title, company name, mailing address) (\$3,000 value)

Exclusive Attendee Engagement

Opening Reception: \$7,500

Includes a reminder postcard to each attendee during registration, signage at the entrance of the reception, brand visibility during the reception, greeters from your organization can welcome each attendee, and brief opening remarks for a senior executive to address the crowd.



Keynote Sponsorship: \$10,000

This prestigious opportunity affords the sponsor the chance to welcome all conference attendees at the keynote address from the general session stage. High logo visibility both preshow and on-site.



Recharge Lounge Sponsorship: \$5,000

ALA recharge lounges transform into speed-intros and chapter meetups. Includes: branded signage, handouts and mention on the website and conference journal.



Coffee Breaks: \$3,500

Branded signage greets attendees at each coffee station for each coffee break throughout the conference. Includes: mention in conference app and opportunity to provide materials or giveaways at break tables.



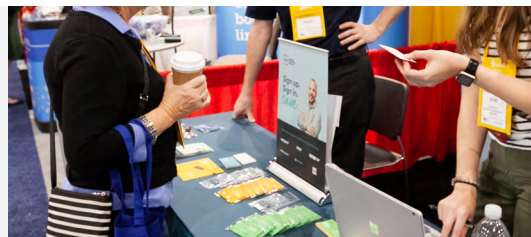
Association Luncheon: \$10,000

Captivate the crowd with this exclusive speaking opportunity during the State of the Association lunch presentation. High logo visibility during the presentation.



ALA 2021 Attendee Welcome Experience: \$6,000

Your company logo will be seen by all attendees when they register on-site with branded tabletop signage and attendee flyer insert (supplier-provided).



Business Partner Lunch: \$6,500

Be featured during attendee lunch (on one day) in the Exhibit Hall. Includes branded tabletop signage at every lunch table, signage at the entrance of the hall during lunch hours, and a sponsor-provider chair drop at every seat at every lunch table. Lunch sponsor mention on conference agenda.



Private Meeting Room: \$4,500

Reserve a private meeting at the conference venue. This sponsorship is only available to exhibiting business partners. The room will be reserved for the length of the conference.



Brand Awareness and Marketing

Available to exhibiting organizations only.
To discuss other options, please contact us at sponsorship@alaannualconf.org.

Badge Holder Sponsorship: \$10,000

Gain an impression during every conversation with your company logo presented proudly on every attendee badge.



Conference Tote Bags: \$10,000

(Sponsor-provided)

Be the company our attendees trust to keep their session notes and handouts secure throughout the entire conference. Your logo will be visible on each bag. Bags must be approved by ALA prior to production.



Conference Pen Sponsorship: \$5,000

(Supplier-provided)

Make sure our attendees are remembering you each time they take notes with a conference pen in every conference tote bag.



Signage Sponsorship: \$2,500

(Only 4 sponsorships available)

Your logos will be featured on each directional sign that guide attendees to the breakout session rooms.



"Know Before You Go" Sponsorship: \$1,250/placement

(Limited opportunity - only 5 will be sold)

Stand out ahead of the show in our hugely popular "Know Before You Go" email sent to each conference attendee. Includes one hyperlinked banner ad and a 200-character message.



Daily Conference Attendee Email Sponsorship: \$1,500/day

(Limited opportunity - only 4 will be sold)

Reach every conference attendee as the exclusive daily email sponsor. Includes one web banner and a 200-character message.



Mobile App Sponsorships

Available to exhibiting organizations only.
To discuss other options, please contact us at sponsorship@alaannualconf.org.



Premier App Sponsor: \$6,500

(Only one opportunity)

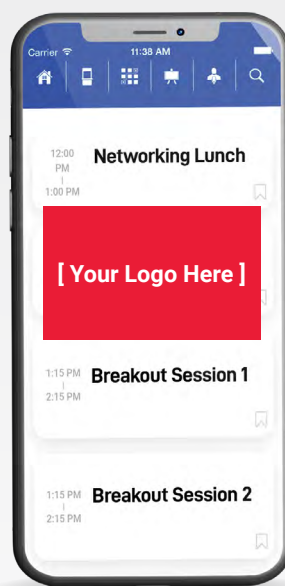
- Daily push notification
- App Sponsor recognition in the "Know Before You Go" and daily conference attendee emails
- Upgraded app listing
- Banner ad in the app (first placement)
- Logo on app splash page



Supporting App Sponsor: \$5,500

(Only one opportunity)

- Two conference push notifications
- Banner ad in the app (2nd placement)
- Upgraded app listing



App Schedule Sponsor: \$3,500

(Only one opportunity)

- Watermark of logo on schedule in app

Additional App Opportunities



Rotating Banner Ad Display: \$2,500

Build on-site brand awareness with a banner inside the ALA Conference App.

Stats: 1,182,271 impressions and 481 banner clicks!



Limited Edition Push Notification: \$1,100

Send a text message to every app user to remind them to stop by your booth.

Stats: More than 700-click average per push!



App Alert: \$500

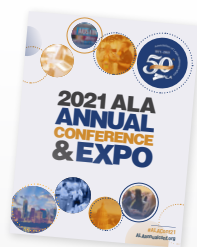
Every app user will receive an alert within the app with a message of your choice.

Stats: More than 400-click average per alert!

Content and Thought Leadership

Conference Guide Ads

The ALA Annual Conference & Expo guide is a quick reference on the happenings during the event that is given to each attendee when they arrive onsite.



Premium Placements

Full-page ad (inside cover)	\$2,100
Full-page ad (inside back cover)	\$1,900
Full-page ad (outside back cover)	\$2,500
Front and back ads on navigational tabs	\$1,750/ea

Advertising Section Placements

Full-page ad	\$1,500
Half-page ad	\$1,000

Sponsor may provide one full-page, full-colored ad to be located in a "special advertising section" within the notebook journal. Ads will be placed on a first-come, first-served basis (multiple opportunities).

Business Matters! Session: \$1,500

We work with our sponsors to secure time at the podium to showcase client case study findings or demonstrate thought leadership. These opportunities are limited at the discretion of the Annual Conference team. Subject matter must fit within the educational scope for planned sessions and be tailored to ensure learning outcomes are met.



Exhibit & Sponsorship Opportunities

ALA's 2021 Annual Conference & Expo, October 3-6, 2021, Austin, Texas



Premium Booth Placement *(mark selections)*



GOLD SPONSOR
(Incl. 20'x20' booth)

☐ \$31,000



SILVER SPONSOR
(Incl. 10'x20' booth)

☐ \$16,000



BRONZE SPONSOR
(Incl. 10'x20' booth)

☐ \$7,500

Exclusive Attendee Engagement *(mark selections)*

<input type="checkbox"/> Opening Reception	\$7,500
<input type="checkbox"/> Keynote Sponsorship	\$10,000
<input type="checkbox"/> Recharge Lounge Sponsorship	\$5,000
<input type="checkbox"/> Coffee Breaks Sponsorship	\$3,500
<input type="checkbox"/> Association Luncheon Sponsor	\$10,000
<input type="checkbox"/> Attendee Welcome Experience	\$6,000
<input type="checkbox"/> Business Partner Lunch	\$6,500
<input type="checkbox"/> Private Meeting Rooms	\$4,500

Content and Thought Leadership *(mark selections)*

<input type="checkbox"/> Business Matters! Sessions	\$1,500
<input type="checkbox"/> Solution Series Webcasts	\$4,500

Conference Guide Ads

Premium Placements

<input type="checkbox"/> Full-page ad (inside cover)	\$2,100
<input type="checkbox"/> Full-page ad (inside back cover)	\$1,900
<input type="checkbox"/> Full-page ad (outside back cover)	\$2,500
<input type="checkbox"/> Front and back ads on navigational tabs	\$1,750/ea

Advertising Section Placements

<input type="checkbox"/> Full-page ad	\$1,500
<input type="checkbox"/> Half-page ad	\$1,000

Other Exhibit Opportunities *(mark selections)*

<input type="checkbox"/> 10'x10'	\$3,950
<input type="checkbox"/> 10'x20'	\$7,750
<input type="checkbox"/> 10'x30'	\$11,500
<input type="checkbox"/> 20'x20' Island	\$15,250

All Corners \$200 per corner. Limited availability

Brand Awareness and Marketing *(mark selections)*

<input type="checkbox"/> Conference Tote Bags <i>(sponsor-provided)</i>	\$10,000
<input type="checkbox"/> Badge Holders	\$10,000
<input type="checkbox"/> Signage Sponsorship	\$2,500
<input type="checkbox"/> Conference Pens <i>(sponsor-provided)</i>	\$5,000
<input type="checkbox"/> "Know Before You Go" Attendee Email	\$1,250
<input type="checkbox"/> Daily Conference Attendee Email	\$1,500/day

Mobile App Sponsorships

<input type="checkbox"/> Premium App Sponsor	\$6,500
<input type="checkbox"/> Supporting App Sponsor	\$5,500
<input type="checkbox"/> App Schedule Sponsor	\$3,500
<input type="checkbox"/> Rotating Banner Ad Display	\$2,500
<input type="checkbox"/> Limited Edition Push Notification	\$1,100
<input type="checkbox"/> App Alert	\$500

Please note: The above list is subject to availability. Please contact sponsorship@alaannualconf.org to confirm availability and discuss tailored sponsorship packages.

Contact our Business Development Team

Annual Conference & Expo Opportunities

Ken Glass

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