



PARTNERSHIP AND  
EXHIBITION PROSPECTUS

EMBRACE  
ADAPT  
EVOLVE



PRINCIPAL  
PARTNER

THE SUSTAINABLE  
FIRM OF THE FUTURE

SOFITEL MELBOURNE ON COLLINS | SEPTEMBER 6-8



# ALPMA SUMMIT 2023

## THE SUSTAINABLE FIRM OF THE FUTURE

We are very excited to announce the launch of the **2023 ALPMA Summit** which will take place from 6 to 8 September 2023 at the Sofitel Melbourne on Collins, Victoria.

The theme for this year's Summit is '**Embrace. Adapt. Evolve. The Sustainable Firm of the Future**'. After considerable disruption within the legal industry over numerous years, and with more disruption imminent, firms need to continue their journey to embrace, adapt and reimagine their businesses to remain successful, profitable, and overall sustainable into the future. The 2023 ALPMA Summit will bring together thought leaders to inspire delegates to reimagine what the sustainable future law firm of the future will look like.

The legal industry is fortunate to have numerous industry suppliers/partners who help solve a range of small to complex challenges faced by law firms every day, whether that be via a product or a service offering. In many respects our suppliers/partners lead by example and help the industry to imagine a different way of operating.

### CALL FOR ABSTRACT INVITATION

That's why this year, in a true collaborative manner, we are delighted to welcome our partners to submit an expression of interest to be part of our Summit speaker programme, when the call for abstract invitation is announced.

To be clear from the outset, all abstracts received will be forwarded to the Summit Organising Committee to be independently judged on their merits, alignment to our theme and to ensure they clearly articulate the thought leadership takeaways to be delivered. This opportunity sits outside of our partnership packages (listed below) and whilst no preferential treatment will be given to any partner, we are interested in, and hoping to, find some hidden gems of content from within our partnership networks. These sessions may be included in the main program or within our new 'reimagined' exhibitor hall stage area!

In addition to the invitation to submit a thought leadership session for our Summit programme, this year, we have some exciting changes happening within our Exhibition Hall space too. Some of these changes include various new booth structures (range of sizes for all budgets), all with some printing included. Additionally, we have structured the Summit Exhibition Hall carefully to assist to drive traffic to and past partner booths. These changes include strategically placing **various activations** within the exhibition space which will (hopefully) help to drive opportunities for partners to engage and network with our delegates. For a full list of activations keep reading... but these include barista's, reaction walls, flight simulators, mosaic photo booths and juice bars! We hope by adding interest to our Exhibition Hall delegates will be drawn into these spaces!

On the following pages we hope you will find something that your team gets excited about. We're keen to tell you more so we will be hosting a **partner briefing** on the Summit partnership options on Tuesday 9 May. Further details can be found on page 4. Partnership's will be sold on a first in, first served basis, so please get in early and secure your preferred option ASAP.

We are embracing the opportunity to do things differently and evolve the ALPMA Summit experience in 2023. We'd love you to help us and ask that our partners help to promote the 2023 ALPMA Summit. Whilst we are expecting 400-500 attendees this year we would love to see more. This is of benefit to all so please encourage your clients, your colleagues, your networks, and industry contacts to attend.

We can't wait to see you and host you all, in Melbourne, this September!

**MIRIAM BRYCE**  
**ALPMA PARTNERSHIPS MANAGER**  
**E: [m.bryce@alpma.com.au](mailto:m.bryce@alpma.com.au)**  
**T: +61 422 602 995**



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## WHO ARE OUR DELEGATES?

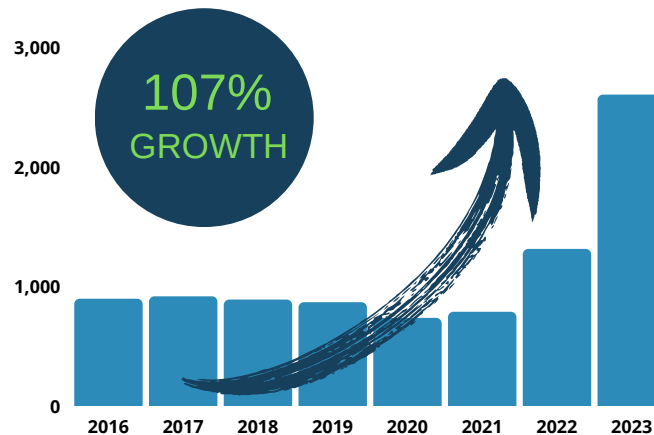
On average the ALPMA Summit attracts between 400-500 total attendees annually and we are expecting a number to the higher end of this range this year.

ALPMA members are senior legal decision makers with management and leadership responsibilities within law firms and legal departments in Australasia including:

- Senior law firm and legal department leaders – including Practice Managers, Managing Directors, CEOs, COOs, CIOs, CFOs, and General Managers
- Specialist law firm managers and administrators including HR Directors, HR Managers, People & Culture Leads, Accountants and Finance specialists, IT specialists, Business Development and Marketing
- Managing Partners, Partners, Directors, Sole Practitioners, Solicitors, Barristers, Associates and In-house Corporate and Government Legal Counsel.

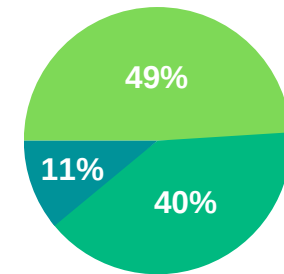
The size of firm, where our members work, ranges from sole practitioners up to large international law firms, however the majority of our members work in small to medium sized firms E.g., less than 75 total employees. Our total membership consists of around 2,600 members mainly split between Australia (84%) and New Zealand (16%). This represents around 500-600 law firms across these two countries. This year we do have a large NZ delegation secured to attend already.

### MEMBERSHIP GROWTH



**ALPMA  
INCREASED OUR  
MEMBERSHIP  
BASE IN FY23  
BY 107%**

### MEMBERSHIP BY FIRM SIZE



**49% - SMALL FIRMS (LESS THAN 25)**  
**40% - MEDIUM FIRMS (25-149)**  
**11% - LARGE FIRMS (150+)**

Depending on where the ALPMA Summit is located influences how many delegates attend in the host state as compared to travelling interstate or internationally. At the 2022 ALPMA Summit 33% of attendees lived in the host state (Qld) whilst the remaining number of attendees travelled either interstate (60%) or internationally (7%).

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## PROGRAM OVERVIEW

The Summit program, consisting of keynote presentations, workshops, concurrent streams, and panel sessions, will run from Wednesday 6 to Friday 8 September 2023. Both Wednesday and Thursday will be a full program (until 4:30/5pm), however the programming for Friday will likely finish earlier (around 3pm).

Within the program there will be opportunities to meet and network with delegates. Early morning refreshments (coffee, tea, juice) will be available to delegates, (pre-program commencement) and structured breaks for morning tea, lunch and afternoon tea will be provided.

Catering stations will be spread out within the exhibition spaces for delegates and will hopefully help to create traffic and engagement opportunities for partners during these times.

On Wednesday evening we will be hosting our welcome to Summit function for all delegates. This function includes 1.5 hours of food, drink and networking within the Exhibition Hall areas. Following this event all delegates (and partners) are invited to join us at a hosted Movie Screening at the Kino Cinema's on the first floor. This event will also provide partners with an excellent opportunity to network with our members within a relaxed and fun environment.

## BOOTH PRESENTATION

This year we have chosen a new booth style. We hope this will be an attractive and visually pleasing feature for our delegates. We encourage partners to take advantage of the low prices we have negotiated with Exponet to print additional booth panels. We'd love all booths to be as attractive and eye catching as possible this year. To help we have also included an allowance in each package to offset some of these additional printing costs.

Remember, this is a great opportunity for your organisation to increase brand awareness, generate sales leads, develop new and existing client relationships as well as showcase your services directly to your target market. Please make sure you stand out for the right reasons!

## NETWORKING OPPORTUNITIES

Participation in the ALPMA Summit will provide a range of opportunities for Partners and Exhibitors to interact with delegates throughout the event. The social program for this year will include the Exhibition Hall opening followed by a private movie screening on Wednesday 6 September and the Gala Dinner and Awards Night on the evening of Thursday 7 September at Melbourne Town Hall.

Platinum partners will have the choice and opportunity to either host your own breakfast or cinema screening during the Summit program. Please see below for exclusive details.

## DATES AND DEADLINES

Partnership Bookings Open - **Wednesday 26 April**

Online Partner Briefing - **Tuesday 9 May 11:00-12:00pm AEST.**

Partnership Manual Available - **Monday 3 July**

Partnership Booking Deadline - **Friday 4 August**

Partnership Information Deadline - **Monday 21 August**

Partnership bookings are taken on a first come, first serve basis, so we recommend booking your chosen package early to avoid disappointment.

To attend the Partner briefing on Tuesday 9 May please click here to register

[CLICK TO REGISTER](#)

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## WHY JOIN THE ALPMA SUMMIT 2023?

The ALPMA Summit is the largest law firm management conference in Australasia and boasts the largest partner exhibition in Australia.

The Partnership and Trade Exhibition packages for ALPMA 2023 have been designed to provide your business with maximum exposure to Summit delegates.

The Trade Exhibition will be held from Wednesday 6 to Friday 8 September 2023.

Hear what some of our 2022 ALPMA Summit Partners and exhibitors had to say:

“Morae Global benefitted enormously from attending the 2022 ALPMA Summit. Without exception, it was the most value we have ever received from a conference as a vendor. We will be back again and again!”

ALLAN-REES-BEVAN, MORAE GLOBAL

“Our team loved reconnecting with the legal sector in Australasia and learning what's on the hearts and minds of ALPMA members and other summit attendees. Thank you for hosting such a wonderful event and for having us as Peak Partners/Gala Dinner sponsors”

ROSE FITZMAURICE, ACTIONSTEP

“Being first time exhibitors, the event was well organised and had such a vibe and energy by both delegates and exhibitors. The events were fantastic - it will be hard to top the gala event - a spectacular themed venue and so much fun.”

DANIELLE BERDAL, SCANTEK

## ALL PARTNERS AND EXHIBITORS WILL:

- Have the opportunity to participate in a highly successful Summit with a strong history and growing delegate participation.
- Be able to launch new products to key decision makers in the legal industry sector.
- Have unrivalled opportunity to meet commercial prospects face-to-face.
- Be able to show your product range in real time rather than by catalogue or word of mouth.
- Raise your profile in the legal industry sector and add value to your brand.
- Have the opportunity to network with more than 400-legal-industry business professionals over the three-days of the Summit.
- Have your company promoted nationally, through relevant Summit publications and advertising, including promotional emails, blogs and through social media networks.
- Add value to your marketing strategy and accelerate the buying process.
- Have the opportunity to increase your sales and benchmark products and services against competitors.

## FURTHER INFORMATION

Should you have any questions regarding any of the information contained within this Prospectus, please contact:

**MIRIAM BRYCE**

**ALPMA PARTNERSHIPS MANAGER**

**E: [m.bryce@alpma.com.au](mailto:m.bryce@alpma.com.au)**

**T: +61 422 602 995**

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# PARTNERSHIP PACKAGES AT A GLANCE

\*Partner invitations are subject to ALPMA approval, and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member

This table provides an overview of the various partnership packages for quick reference and easy comparison.

	PLATINUM PARTNER	PREMIUM LOCATION PARTNER	PRIME PARTNER	PROMENADE PARTNER
Investment	\$27,500 + GST	\$16,000 + GST	\$10,000 + GST	\$6,000 + GST
Exhibition Pod Space	6x2m	3x2m + Activation	3x2m	2x1.5m
Package Inclusions	Hosted Breakfast or Cinema Experience	Prime Location & Shared Activation (with Lead Gen)	Exhibition Hall Access	High Traffic Areas
Movie trailer advertisement (Max 60 seconds)	✓			
Exhibition upgrade credit	\$1,000 inc GST	\$750 inc GST	\$500 inc GST	\$250 inc GST
Display of Pull-Up Banners	4 @ Summit Venue	2 @ Summit Venue		
Logo Placement on...	Home Page & Supporters Page of Website & All Summit EDMS	Home Page & Supporters Page of Website & All Summit EDMS	Supporters Page of Website	Supporters Page of Website
Dedicated opportunity to present thought leadership piece within the main Summit program (10 minutes)	✓			
Opportunity to host a stand demonstration and have ALPMA promote this within a demonstration program	✓	✓	✓	✓
Advertisement via Summit Attendee App	1 Banner Ad on App	1 Banner Ad on App		
1 Advertisement on onsite Digital touchscreen displays	✓	✓	Optional add-on	Optional add-on
Partner Employee Registrations	6	4	2	1
Complimentary Guest Registrations*	2	2	1	
Social Media Promotion through ALPMA accounts	4 posts	2 posts		
Recognition on all 2023 ALPMA Summit Promotional Emails	✓	✓		
Partner Profile on Summit Attendee App	✓	✓	✓	✓
Recognition on Summit Website and PowerPoint session slides	✓	✓	✓	✓
1 Promotional Opportunity within Partner Summit Newsletter E-mail	✓	✓		
ALPMA Blog Post x 1	✓	✓		
Opt-in Delegate List	Pre and Post Summit	Pre and Post Summit	Post Summit	Post Summit
Delegate Lead Management System	✓	✓	✓	✓
Ability to participate in Exhibitor passport and prize draw	✓	✓	✓	✓
Item in Delegate Gift Bag	✓	✓		
Opportunity to access additional 'add on' partnership packages	✓	✓	✓	✓



# 2023 PARTNERSHIP OPPORTUNITIES

ONLY 2 OPPORTUNITIES LEFT

## PLATINUM PARTNER \$27,500 + GST

### STANDARD POD (INCLUDED IN PARTNERSHIP)



\*Your logo will feature where the ALPMA logo and blue shading is highlighted (Included)

### UPGRADE TO FULL PANEL PRINTING \$2,190 + GST



\*The ALPMA logo and blue panels represent where your logo and branding can be printed for the additional investment.

\* Additional furniture or alternate changes are at partner's expense.

All Platinum Partners receive the following benefits.

### NETWORKING

Platinum Partners have the option to choose between:

- Ability to host an exclusive morning breakfast for up to forty-five (45) invited attendees (on Wednesday or Thursday morning) (2 available); or
- Host a cinema theatre for a movie screening on the evening of Wednesday 6 September at The Kino Cinema (4 available) .
- Partners will have the opportunity to send invitations to attendees that have opted into these events.
- Any associated costs with breakfast and movie screenings will be borne by the partner (up to an additional \$2.5k + GST).

\*Please note cinemas vary in capacity (64-202) and cinema preferences will be allocated on a first come, first serve basis.

The Summit Organisers will work with partners to confirm and arrange their preferred choices.

### PROGRAM

- A 10-minute speaking spot in the Summit Program. This opportunity sits outside of any additional abstract submissions received. ALPMA will work with the partner as required to structure L&D deliverables for this session.
- Opportunity to run a demonstration or presentation at your stand and have ALPMA advertise this session. Access allocated on a pre-arranged, first come, first serve basis.

### EXHIBITION

- Complimentary 6x2m exhibition pod in a preferred position, or a 6x2m space for your own custom build (subject to ALPMA approval due to space limitations. See floorplan for available positioning)
- Lounge seating for 4 and coffee table
- 2 x arm lights
- 2 x 4amp power outlets
- Branded fascia sign

- Built-in lockable cabinet
- \$1,000 credit to upgrade your pod (LCD screen, furniture upgrades, additional panel printing etc). Credit does not apply to custom built booth structures.

### REGISTRATIONS

- 6 x complimentary partner registrations for staff
- 2 x complimentary registrations for non-member delegates\*
- Additional partner registration can be purchased for \$999+GST

### MARKETING

- 4 x social media promotion opportunities via main ALPMA accounts
- 1 x EDM campaign advertising opportunity within Summit Platinum Partner EDM (content to be provided by partner)
- Opportunity to include a blog post for the ALPMA blog in the lead up to the Summit (content to be provided by partner)
- Opportunity to display corporate signage within the main plenary room and exhibition space (signage to be provided by partner)
- Opportunity to produce up to a 60 second movie trailer advertisement, to be shown prior to the movie screening on Wednesday evening

### BRANDING

- Your logo, with a hyperlink to your website, will feature on the home and supporters page of the Summit website acknowledging your support as a Summit Platinum Partner
- Your logo will also feature on all EDM campaigns relating to the Summit
- Opportunity to contribute 1 item to delegate gift bags

### EXTRA

- Complimentary digital lead management system via the Summit app
- Full registered delegate list pre- and post-Summit (where delegates have given permission in accordance with the Privacy Act)
- Opportunity to purchase additional 'add on' partnership packages, listed on page 13-14

\*Partner invitations for complimentary registrations are subject to ALPMA approval and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member

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# 2023 PARTNERSHIP OPPORTUNITIES

## PREMIUM LOCATION PARTNER \$16,000 + GST

## 16 OPPORTUNITIES AVAILABLE

### STANDARD POD (INCLUDED IN PARTNERSHIP)



\*Your logo will feature where the ALPMA logo and blue shading is highlighted (Included)

### UPGRADE TO FULL PANEL PRINTING \$1,065 + GST



\*The ALPMA logo and blue panels represent where your logo and branding can be printed for the additional investment.

\* Additional furniture or alternate changes are at partner's expense.

### ACTIVATION & LEAD GENERATION\* INCLUDED

Guarantee your team a premium location with an already organised activation. Choose your preferred shared activation from page 9-10 and bring delegates past your stand. Lead generation\* functionality built in, so your teams maximise their attendance!

All Premium Partners receive the following benefits, plus a choice of shared activation. See floorplan for placement within the Exhibition Hall.

*\*Lead generation is not available for Barista, Juice Bar or Bubble Tea activations.*

### PROGRAM

- Opportunity to run a demonstration or presentation at your stand and have ALPMA advertise this session. Access allocated on a pre-arranged, first come, first serve basis.

### EXHIBITION

- Complimentary 3x2m exhibition pod in a premium position, next to the activation of your choice (see options on pages 9-10)
- 2 x high stools and high table
- 2 x arm lights
- 2 x 4amp power outlets
- Branded fascia sign
- Built-in lockable cabinet
- \$750 credit to upgrade your pod (add an LCD screen, furniture upgrades, additional panel printing etc).
- Ability to upgrade to a double pod for an additional \$7,500 + GST. (subject to ALPMA approval due to space limitations. See floorplan for available positioning).

### REGISTRATIONS

- 4 x complimentary partner registrations for staff
- 2 x complimentary registrations for non-member delegates\*
- Additional partner registration can be purchased for \$999+GST

### MARKETING

- 2 x social media promotion opportunities via main ALPMA accounts
- 1 x Promotional Opportunity within Partner E-mail (content to be supplied by partner)
- Opportunity to include a blog post for the ALPMA blog in the lead-up to the Summit (to be supplied by partner)
- Opportunity to display corporate signage within the main plenary room and exhibition space (signage to be provided by partner)

### BRANDING

- Your logo, with a hyperlink to your website, will feature on the home and supporters page of the Summit website acknowledging your support as a Summit Premium Partner
- Your logo will also feature on all EDM campaigns relating to the Summit.
- Opportunity to contribute 1 item to delegate gift bags

### EXTRA

- Complimentary digital lead management system via the Summit app
- Full registered delegate list pre- and post-Summit (where delegates have given permission in accordance with the Privacy Act)
- Opportunity to purchase additional 'add-on' packages, listed on page 13-14

*\* Partner invitations for complimentary registrations are subject to ALPMA approval and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member*

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# PREMIUM PARTNER ACTIVATION CHOICES

PICK YOUR ACTIVATION!  
DON'T BE DISAPPOINTED - SECURE TODAY!



As a Premium Partner you can choose for your pod to be located next to one of the following activations.

These incentives have been provided by ALPMA to draw delegates to the exhibition areas and help facilitate networking and engagement with our partners. Several of these activations have lead generation tools included, to give partners an additional level of delegate engagement. Please see below for details.

Each activation will be shared between 2 partners, (one on each side). Please see the floorplan below for details of activation locations.

## FLIGHT MOTION VR - A2, Pods #47 & #48 **ONLY 1 LEFT**

Flight Motion VR gives you a full body VR experience like never before. Lay on the platform and by using your whole body to control where you move in the VR world. With the headset view mirrored on a large display screen for maximum engagement, delegates will not be able to stop themselves from getting in on the action! Let them battle it out for top spot on the leader board.



- VR experience set-up next to your exhibition space
- Opportunity to display signage and collateral
- Co-branded leader board, with participant data (opt-in) provided post event

## REACTION WALL - A6, PODS #1 & #2

The Reaction Wall is simple, yet effective - guests are challenged to test their reactions and hit as many of the buttons that light up as they can in 30 seconds. A live leader board brings about a generous amount of friendly competition. Create an interactive point of difference and incorporate healthy competition to align with your brand values.



- Co-branded game set-up next to your exhibition space
- Opportunity to display signage and collateral
- Co-branded leader board, with participant data (opt-in) provided post event

## BARISTA - A4 & A8, PODS #8, #9, #29 & #30

Often one of the busiest areas within the exhibition space, the coffee cart is an ideal opportunity to attract delegates to your pod and engage with them while they enjoy a caffeine-hit in between program sessions. The Barista coffee cart would be located next to your pod and operational during all Summit refreshment breaks.



- Co-branded coffee cart next to your exhibition pod
- Opportunity to display signage and collateral
- Opportunity to provide branded cups and napkins

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## PREMIUM PARTNER ACTIVATION CHOICES

PICK YOUR ACTIVATION!

DON'T BE DISAPPOINTED - SECURE TODAY!

### JUICE AND SMOOTHIES BAR- A7, PODS #4 & #5 **ONLY 1 LEFT**

An excellent draw card to your exhibition space, the juice and smoothie bar is the perfect way to attract delegates to your pod and engage with them while they enjoy a fresh and healthy beverage. The Juice and smoothie bar will be located next to your exhibition space and will be operational during all Summit refreshment breaks.



- Co-branded Juice and Smoothie Bar next your exhibition pod
- Opportunity to display signage and collateral
- Your choice of drink selections on offer, advertised on a co-branded menu
- Opportunity to provide branded cups and napkins

### BUBBLE TEA – A3, PODS #49 & #50 **ONLY 1 LEFT**

Bring the conference attendees to you. The Bubble Tea Bar will have delegates queuing up, giving you the perfect opportunity to engage with them while they decide which flavour combinations to try. The bar will be placed next to your exhibition area and be operational during all Summit refreshment breaks.



- Co-branded Bubble Tea Bar next to your exhibition space
- Opportunity to display signage and collateral
- Your choice of drink selections on offer, advertised on a co-branded menu
- Opportunity to provide branded cups and napkins

### INTERACTIVE PHOTO MOSAIC - A5, PODS #27 & #28

Having the Photo Mosaic Wall by your pod is the perfect way to show delegates they are important to your brand. The Photo Mosaic Wall creates digital and physical mosaics from live event photos in real-time. The images are taken from an on-site photo booth. As they are placed on the correct coordinates the complete image starts to appear. Digital photos and the digital mosaic file are yours to keep at the conclusion of the event. The image will consist of the ALPMA Summit logo and logos of the 2 partners that choose this activation.



- Photo mosaic and photo booth next to your exhibition space
- Opportunity to display signage and collateral
- Opt-in lead generation supplied post-summit
- Co-branded image file and photos supplied post event

### RELAXATION AND MASSAGE - A1, PODS #42 & #43 **ONLY 1 LEFT**

What better way to relax in between program sessions with delegates, than to be across from the massage and relaxation area? Your exhibition space will be in a premium location across from the dedicated masseuse providing 15-minute relaxation neck and shoulder massages at bookable times throughout the day. Capture specific data and registration information from delegates when they sign-up and have the chance to meet and greet them before they enjoy their relaxation break. Starting from the first catering break each day and finishing after the last session each day, from Wednesday to Friday.



- Masseuse across from your exhibition space
- Opportunity to display signage and collateral
- Opportunity to collect participant data as part of appointment bookings

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# 2023 PARTNERSHIP OPPORTUNITIES

18 OPPORTUNITIES MIN. AVAILABLE

## PRIME PARTNER \$10,000 + GST

### STANDARD POD (INCLUDED IN PARTNERSHIP)



\*Your logo will feature where the ALPMA logo and blue shading is highlighted (Included)

### UPGRADE TO FULL PANEL PRINTING \$910 + GST



\*The ALPMA logo and blue panels represent where your logo and branding can be printed for the additional investment.

\* Additional furniture or alternate changes are at partner's expense.

### ALL PRIME PARTNERS RECEIVE THE FOLLOWING BENEFITS.

#### PROGRAM

- Opportunity to run a demonstration or presentation at your stand and have ALPMA advertise this session. Access allocated on a pre-arranged, first come, first serve basis.

#### EXHIBITION

- Complimentary 3x2m exhibition pod
- 2 x high stools and high table
- 1 x arm light
- 1 x 4amp power outlet
- Branded fascia sign
- Built-in lockable cabinet
- \$500 credit to upgrade your pod (add an LCD screen, furniture upgrades, additional panel printing etc).



#### REGISTRATIONS

- 2 x complimentary partner registrations for staff
- 1 x complimentary registration for non-member delegates\*
- Additional partner registration can be purchased for \$999+GST

#### BRANDING

- Your logo, with a hyperlink to your website, will feature on the supporters page of the Summit website acknowledging your support as a Summit Prime Partner

#### EXTRA

- Complimentary digital lead management system via the Summit app
- Full registered delegate list post-Summit (where delegates have given permission in accordance with the Privacy Act)
- Opportunity to access additional 'add-on' packages, listed on page 14.

\* Partner invitations for complimentary registrations are subject to ALPMA approval and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member



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# 2023 PARTNERSHIP OPPORTUNITIES

## PROMENADE PARTNER \$6,000 + GST

### STANDARD POD (INCLUDED IN PARTNERSHIP)



\*Your logo will feature where the ALPMA logo and blue shading is highlighted (Included)

### UPGRADE TO FULL PANEL PRINTING \$540 + GST



\*The ALPMA logo and blue panels represent where your logo and branding can be printed for the additional investment.

\* Additional furniture or alternate changes are at partner's expense.

### ALL PRIME PARTNERS RECEIVE THE FOLLOWING BENEFITS.

#### PROGRAM

- Opportunity to run a demonstration or presentation at your stand and have ALPMA advertise this session. Access allocated on a pre-arranged, first come, first serve basis.

#### EXHIBITION

- Complimentary 2 x 1.5m exhibition pod
- 1 x high stool
- 1 x arm light
- 1 x 4amp power outlet
- Branded fascia sign
- Built-in lockable cabinet
- \$250 credit to upgrade your pod (add an LCD screen, furniture upgrades, additional panel printing etc).



### REGISTRATIONS

- 1 x complimentary partner registration for staff
- Additional partner registration can be purchased for \$999+GST

### BRANDING

- Your logo, with a hyperlink to your website, will feature on the supporters page of the Summit website acknowledging your support as a Summit Promenade Partner

### EXTRA

- Complimentary digital lead management system via the Summit app
- Full registered delegate list post-Summit (where delegates have given permission in accordance with the Privacy Act)
- Opportunity to access additional 'add-on' packages, listed on page 14



[CLICK HERE TO BOOK](#)

## EXHIBITOR ADD-ONS PACKAGES

Platinum, Premium and Prime Partners can add-on these additional items to complement their existing packages:

### TOUCHSCREEN GAMES

**\$4,500 + GST**

(EXCLUSIVE PER GAME)

Hiring games for your stand is the perfect way to break down barriers, start commercial conversations, and allow your brand to differentiate in a crowded room. An interactive experience provides the following benefits:



- Grabs attention & draws in prospects
- Improves brand recall post event
- Facilitates capture of lead data
- Creates competition, camaraderie & positive emotional responses

Includes customised game software for one existing game (incorporates client colours, fonts, logos, messaging, data capture and leader board). Gaming options include golf, AFL, cricket, racing, shapefall and more.

FOR DETAILS OF AVAILABLE GAMES PLEASE CONTACT MIRIAM BRYCE .

### CONNECTIVITY PARTNER

**\$5,000 + GST**

(EXCLUSIVE)

This package offers excellent exposure to all Summit attendees, by capitalising on their use of the Summit mobile app while onsite for the Summit.



Attract delegates to your pod area by offering complimentary use of the branded recharge stations for them to charge their phones and tablets during the day.

- Naming rights and branding within the Summit mobile app, utilised by all attendees onsite.
- 2 x branded recharge stations located within your exhibition pod

### LINKEDIN PROFESSIONAL HEAD-SHOT PHOTO PARTNER

**\$5,000 + GST**

(EXCLUSIVE)

Provide professional headshots for all attendees, with bookable time slots during the Summit program breaks on Wednesday and Thursday.



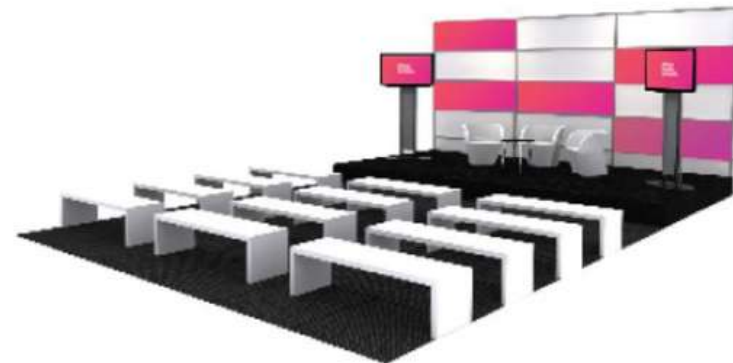
The headshot studio at your stand will allow attendees to make the most of their time. As the photographer is busy taking photos, your staff have the perfect opportunity to engage with waiting customers.

- Opportunity to provide branded t-shirts for photographer to wear
- Opportunity to collect participant data as part of appointment bookings

### EXHIBITION STAGE PARTNER \$POA • EXCLUSIVE

Located in the Grand Ballroom Exhibition area you will be front and centre stage for delegates throughout the Summit. This space will be used for concurrent sessions within the Summit program. Headsets will be provided for delegates so they can listen to the presentation without the distraction of any background noise within the exhibition space.

- Includes 3x2 Premium exhibition pod next to the stage
- Exclusive naming rights to the Exhibition Stage
- Branded colour infill panels behind the stage
- Opportunity to run looped adverts and videos on presentation screens (when not in use for sessions)



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## EXHIBITOR ADD-ONS PACKAGES

All Partners can add-on the below additional items to complement their existing packages:

### GALA DINNER PARTNER

**\$5,000 + GST**

(EXCLUSIVE)

To be held at the Melbourne Town Hall on Thursday 7 September, guests will be treated to a delicious three-course meal to devour with excellent entertainment. A chance to relax and mingle with colleagues after an intense day of learning. Take advantage of this engaged crowd and market your company as the Gala Dinner Partner with the exclusive opportunity to make a welcome address and more.



- Opportunity to make a 5–10-minute welcome address during the Gala Dinner
- Opportunity to display branding and corporate signage at the Gala Dinner
- Opportunity to have input into decor, menus, and entertainment for the Gala Dinner with branding opportunities
- Opportunity to provide small, branded plate/seat drop item. (to be provided by Partner)

### ON-DEMAND CONTENT PARTNER

**\$5,000 + GST**

(EXCLUSIVE)

A selection of Summit program sessions will be recorded to provide to attendees afterwards for on-demand consumption. There will be branding opportunities for the recording platform and video library during and post-event.

- All available recordings after Summit branded with “Brought to you by...”
- Ability to record a session / intro and upload into the On-Demand content platform



### REGISTRATION & LANYARD PARTNER

**\$5,000 + GST**

(EXCLUSIVE)

Welcome delegates as soon as they arrive onsite by providing the streamlined self-service check-in counters, for them to collect their name badges. Your logo and branding will be on all Summit name-badges and lanyards. (Shared with ALPMA/Summit branding only) which are worn by delegates every day and throughout the Summit. Add that extra welcome delight for attendees by providing a ‘room-drop’ welcome gift for those staying onsite, waiting for them in their hotel rooms when they check in (to be provided by the partner).



- Partner branding at the digital onsite badge-printing counters and on all attendee badges and lanyards, worn throughout the Summit and at social functions.
- Opportunity to do an accommodation in-room drop of branded items or welcome gifts for delegates staying onsite, with an item of your choice (to be provided by the partner).

### ONLINE PARTNER DIRECTORY LISTING

**\$1,000 + GST PER LISTING**

(50% DISCOUNT IF PURCHASED WITH A SUMMIT PARTNERSHIP, NORMALLY \$2,000+GST)

12-month Partner Directory Listing on ALPMA website. Your logo and company information, with a link back to your website will be listed on the ALPMA Website.

Listing term commences 1 July 2023 (subject to receipt of payment and company information) and ends 30 June 2024.

### SPEAKER GIFT PARTNER

**\$5,000 + GST**

(EXCLUSIVE)

Play an integral part in the program logistics by providing speaker gifts to all main program presenters, likely to total approximately 45 speakers.



- Opportunity to supply a banner near each stage for gift presentation photographs (4 breakout rooms).
- Opportunity to provide bespoke speaker gifts to all main program speakers distributed in front of all attendees at the end of each session and acknowledged in all program sessions.
- Option to provide gifts or items, and have input on Summit Committee decisions as to selected gift options.
- Opportunity to have photos taken on stage when presenting gifts, and to be promoted on social media. A Partner needs to be present in each session to present speaker gifts.

### DIGITAL DISPLAY ADVERTISEMENTS

**\$1,000 + GST**

(PER ADVERTISEMENT)

Interactive screens featuring the Summit program and delegate information will be located within the exhibition floor.

Add your branding on a rotational basis with a static or video advertisement. Platinum and Premium partners have one advert included in their partnership package.



### ALPMA AWARDS PARTNER

**\$2,500 + GST**

(9 OPPORTUNITIES AVAILABLE)

Opportunity to sponsor one of the ALPMA Thought Leadership Awards at the Gala Dinner, with naming rights and special mention on the evening during the award presentation.



[CLICK HERE TO BOOK](#)



# EXHIBITION FLOORPLAN

To view the live floorplan, showing which booths have been sold, click the floorplan.



[CLICK HERE TO BOOK](#)

## PARTNER REGISTRATIONS

Catering and social events are included in all partner registrations. Please note that these registrations only include access to concurrent sessions subject to space.

Additional partner registrations can be purchased for \$999 + GST per attendee.

## ACCOMMODATION BOOKINGS

Special rates have been secured at the Sofitel Melbourne on Collins for attendees of the ALPMA Summit. These rates will be available to Partners and attendees when making their registration bookings online. We will advise all Partners how and when to book.

ALPMA accommodation rates cannot be accessed by booking directly with the hotel.

## PARTNERSHIP MANUAL

The Partnership Manual, to be sent out approximately 2 months prior to the Summit, will provide you with all the information that you need in order to plan your attendance.

## CO-PARTNERSHIPS

Any Partners wishing to co-promote more than one brand within a booked exhibition space must request permission and receive approval from ALPMA. Approved Co-partners will incur an additional fee of \$5,000+GST per company (max. 3 companies per space).

Additional fee includes a partner registration, website listing as a co-partner and listing within the summit app. Any partner branding at the event that has not received prior approval from ALPMA will be required to make immediate payment of the additional fee of \$5,000+GST per additional brand/co-partner.

## TRADE EXHIBITOR INSURANCE

In-person exhibitors should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases, you will be able to extend your existing policy. Public Liability Insurance cover for your exhibition area must be taken out for a minimum of \$10,000,000 from the first day of bump in on Tuesday 5 September until the completion of bump out on Friday 8 September 2023.

A copy of your Public Liability Certificate of Currency must be sent to GEMS Event Management Australia via email to [srobinson@gemsevents.com.au](mailto:srobinson@gemsevents.com.au) by no later than Friday, 4 August 2023.

## INDEPENDENT PARTNER ACTIVATIONS

Platinum, Premium and Prime Partners may be able to arrange their own activations, to be sited within their exhibition space, subject to ALPMA approval. Exhibition space is strictly limited so activations must be able to fit within the allocated footprint. Applications must be received in writing and approved by the ALPMA organising committee. ALPMA has a list of pre-approved activations available to partners, which can be viewed above.

## PARTNER CODE OF CONDUCT

We are committed to ensuring that partnering with ALPMA is a mutually beneficial experience for our partners, members and our respective organisations. ALPMA's Partner Code of Conduct is intended to conserve and enhance the integrity of business relationships developed through contact with ALPMA members, to protect member confidentiality and respect member privacy. Accordingly, ALPMA requires its partners to comply with the principles set out in this Code of Conduct. Members also agree to a Code of Conduct.

To view the full code of conduct, click here.

[CODE OF CONDUCT](#)



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## TERMS AND CONDITIONS



The online booking form is required to confirm your partnership or trade exhibition space booking.

- Exhibition space will be allocated on a 'first come, first served' basis. Spaces will be allocated in order of your preferences on the online booking form. Where only one preference is provided, and that space has already been sold, a space will be allocated as close as possible to the desired location.
- Payment does not have to accompany the booking form; however, payment terms and conditions must be adhered to else the space may be released for sale to another exhibitor.
- Upon receipt of the signed booking form, the Summit Organiser will confirm entitlements in writing and forward a booking confirmation along with a tax invoice.
- The full amount of the booking must be paid within 14 days from the date of invoice and by no later than 1 month prior to the Summit.
- For late bookings, the full amount of the booking must be finalised prior to the Summit commencement date. No exhibitor will be allowed to occupy the allocated exhibition space until all monies owing to the Summit Organiser are paid in full.
- All amounts are payable in Australian Dollars. Cheques must be made payable to GEMS Event Management Australia. Direct Debits are to be made to the account number listed on the bottom of the Tax invoice.
- All credit card payments will incur a credit card processing fee. Fees (as of 1st January 2023) are: American Express 1.73% + \$0.20 transaction fee, Mastercard: 0.87% and Visa 0.90%.
- All payments must include 10% Goods and Services Tax.
- Acceptance of partnership and exhibition bookings is at the discretion of the Summit Organising Committee.
- Partners/Exhibitors are not permitted to assign, sublet, or apportion the whole or any part of their package/booked space unless prior consent in writing from the Summit Organisers is provided.
- Partners wishing to co-promote their brand within a booked exhibition space must request permission and receive approval from ALPMA. Approved Co-partners will incur an additional fee of \$5,000+GST per company (max. 3 companies per space). Additional fee includes a partner registration, website listing as a co-partner and listing within the summit app. Any partner branding at the event that has not received prior approval from ALPMA will be required to make immediate payment of the additional fee of \$5,000+GST per additional brand/co-partner.

- All exhibitors must produce a valid Public Liability insurance Certificate of Currency for the period of the exhibition, and this must be submitted to the Summit Organiser by Friday 4 August 2023.
- The Summit Organiser reserves the right in unforeseen circumstances to amend or alter the exact site or location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Summit Organiser.
- The Summit Organiser reserves the right to change/alter any activation locations or type based on interest or lack thereof.
- The Summit Organiser reserves the right to change the exhibition floor layout if necessary.
- The Summit Organiser agrees to provide the exhibitor with an Exhibition Manual.
- The Summit Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents' entry to the exhibition if they do not hold a Summit name badge.
- The Summit Organiser will arrange security onsite, if required by the venue, during the period of the exhibition but will accept no liability for loss or damage.
- The Summit Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally, the Summit Organiser will not be accountable for the level of commercial activity generated.
- The exhibitor must comply with all the directions/requests issued by the Summit Organiser including those outlined in the Exhibition Manual.
- The exhibitor will not display or exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding, or projecting into aisles or neighbouring exhibition spaces.
- The exhibitor agrees to adhere to all Summit venue rules and regulations.
- Official contractors will be appointed by the Summit Organiser to undertake stand construction, freight forwarding (if applicable) supply of furniture, electrics, and IT Equipment. This is for insurance and security reasons.
- Discounts for any entitlements not used or required will not be provided.
- The exhibitor will submit plans and visuals of custom designed exhibits, if applicable, to the Summit Organiser by no later than Friday 4 August 2023. Exhibitors failing to do so may be denied access to the exhibition to build or may be required to cease building.
- All bookings are subject to approval by the Summit Committee.

The Partner will not withhold, set off, withdraw, cancel, alter, or reduce payment of an amount of moneys payable under this Contract. However, the Host Organisation may, in its sole discretion, grant partial refunds to Partners who give the Host Organisation written notice of their intention to withdraw from the Summit as follows:

If the Number of Months' written notice before the start of the Event is as follows, then the amount of potential refund may be as set out below:  
 More than 3 months – 70%; or  
 More than 2 months to 3 months – 20%; or  
 2 months or less – 0%



# SMARTAR IS PROUD TO BE ALPMA'S FEE FUNDING PARTNER AND WE COULD BE YOURS!

smartAR is proud to be ALPMA's Corporate Subscription Fee Funding Partner and Fee Funding Partner for 2023 Summit.

Why not consider smartAR as your company's Fee Funding Partner too?

## smartAR FEE FUNDING FOR LAWYERS

For over 14 years, smartAR have been working with Law firms across Australia and New Zealand to improve their accounts receivable process, payment options and cash flow. Why not discuss how smartAR can be your company's Fee Funding Partner?

## smartAR FEE FUNDING FOR PARTNERS, SPONSORS & TRADE EXHIBITORS OF ALPMA SUMMIT 2023

It's been a wild ride over the past couple of years and now has never been a better time to get our brands back to conference, and the ALPMA Summit is one of the very best!

If your business would enjoy the convenience of paying your sponsorship, partnership, or trade exhibitor fees across a number of monthly instalments instead of paying in one lump sum, smartAR can help.

Contact us today to find out how we can soften the impact on your cash flow by fee funding your investment in the ALPMA Summit 2023. We can fund from as little as \$500 and you can pay it off in instalments. After a chat with us, you might even decide to upgrade your Partnership level and get the absolute best out of this conference.

[CLICK HERE](#)

To email Cherie O'Toole for more information.



[CLICK HERE TO BOOK](#)

The logo consists of a stylized blue circular graphic with a white swoosh, followed by the text 'ALPMA SUMMIT 23'.

ALPMA  
SUMMIT 23

EMBRACE  
ADAPT  
EVOLVE

THE SUSTAINABLE FIRM OF THE FUTURE

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[WWW.ALPMASUMMIT.COM.AU](http://WWW.ALPMASUMMIT.COM.AU)