

The logo features a blue circular icon with a white swoosh on the left. To its right, the text 'ALPMA SUMMIT 24' is displayed in white and blue, with '24' being significantly larger. Below this, a purple plus sign is followed by 'ALTA CON' in red and white.

ALPMA
SUMMIT 24
+ ALTA CON

EMPOWERING PEOPLE
ENABLING TECHNOLOGY
EVOLVING TOGETHER

PARTNERSHIP PROSPECTUS



PRINCIPAL
PARTNER

BRISBANE | BCEC | SEPTEMBER 11-13



SUMMIT 2024

EMPOWERING PEOPLE. ENABLING TECHNOLOGY. EVOLVING TOGETHER.

We are very excited to announce the launch of the **2024 ALPMA Summit** which will take place from 11 to 13 September 2024 at the Brisbane Convention and Exhibition Centre (BCEC), Brisbane, QLD. This year, for the first time, the ALPMA Summit will incorporate the ALTACON Conference on the first day of the program (Wednesday, 11 September) and Summit Partners will be a part of both fantastic events. Information on the new program structure can be found on page 4.

The theme for this year's Summit is '**Empowering People, Enabling Technology, Evolving Together**'. At the ALPMA Summit in 2023, the program investigated the intersection between people, technology, and sustainability. 2023 was a year that saw huge technological advancements worldwide with the accessibility of generative AI through the launch of ChatGPT. There was a high level of excitement and interest in GenAI and the potential opportunities that could be created for the legal industry as a result.

As the dust settles, the focus has shifted to now asking how and when to introduce GenAI, AI and other technologies efficiently and safely into legal practice, whilst firmly embedding this as an integral part of a firm's strategic plan. More importantly, what human skills are needed, now and into the future, to ensure our **people** are equipped and **empowered** to successfully leverage and **enable technology** to drive these business outcomes.

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. We are pleased therefore to invite partners once again to **submit an abstract** to be part of our Summit speaker program, which will be reviewed along side all other received submissions. The Call for Abstracts is open until Thursday, 21 March and the full program is due for release in early May.

This opportunity sits outside of our partnership packages (listed below) and whilst no preferential treatment will be given to any partner, we hope to discover more great content from within our partnership networks. Accepted presentations may be included in the Summit or ALTACON program or within the exhibitor hall stage area, which was a resounding success last year.

We continue on our journey for **sustainability** in 2024 and have selected simple yet elegant booth structures throughout the exhibition space to suit a range of budgets. We are excited to be working with a new exhibition provider Outstanding Displays, who have a Trees for Displays Initiative and will plant one tree for EVERY exhibition booth and custom stand that they build. For partners looking to arrange a custom stand we therefore encourage you to consider working with them on your build.

Taking on board feedback from the 2023 Summit, this year's venue allows us to provide a single exhibition space which sits centrally to all breakout spaces. The most popular **activations** are back to help drive opportunities for partners to engage and network with our delegates, and this year we have an outdoor seating area on offer, which is sure to be a drawcard for delegates throughout the day.

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 Wednesday, 10 April. 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.

As in previous years we'd love you to help us promote the 2024 ALPMA Summit and ALTACON events as the more delegates in attendance the more business opportunities you are exposed to. Whilst we are expecting a minimum of 400-500 attendees this year we would love to see this number far higher. 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 Brisbane, this September!



[CLICK HERE TO BOOK](#)

WHO ARE OUR DELEGATES

On average the 3-day ALPMA Summit attracts over 400 total attendees annually, with over 500 delegates attending in 2023. In 2024 we expect similar delegate numbers to last year, however we'd love to see that number far higher given the inclusion of ALTACON, this year.

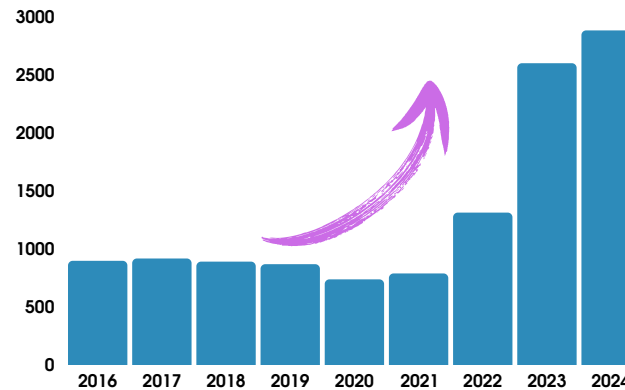
ALPMA members are senior legal decision makers with management and leadership responsibilities within law firms and legal departments in Australasia including:

- 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.

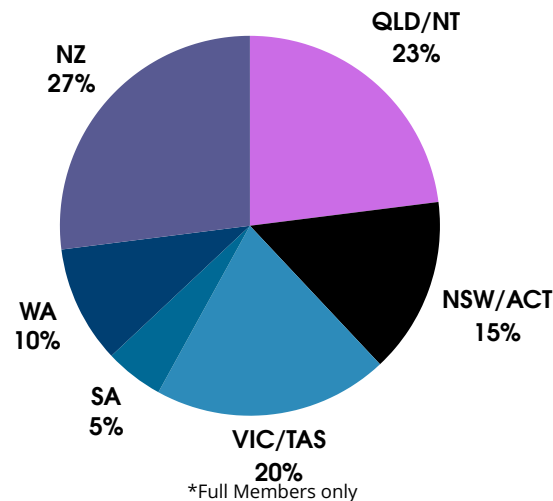
The size of firm, where our members work, ranges from sole practitioners up to large international law firms, however the majority of our members work in small to medium sized firms E.g., less than 75 total employees. Our total membership consists of around 2,800 members mainly split between Australia (80%) and New Zealand (20%). This represents around 550-600 law firms across these two countries.

In addition, this year, we will be promoting both events to ALTA members and advocates. Advocate members for ALTA include those working within in-house technology roles, in-house Counsel, Legal Project Managers, IT Managers, Systems and Process Managers.

MEMBERSHIP GROWTH

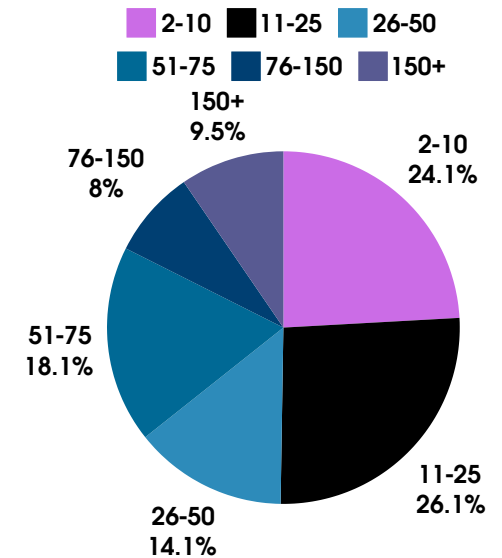


LOCATION*



The location of the ALPMA Summit influences how many delegates attend in the host state compared to travelling interstate or internationally. At the 2023 ALPMA Summit 26% of attendees lived in the host state (VIC). The remaining number of attendees travelled either interstate (45%) or internationally (29%).

FIRM SIZE



IDENTITY

100 firms surveyed self identified as:

- Change Resistant (5%)
- Open to Change Improvements (23%)
- Actively Seeking to Improve (22%)
- Continuous Improvement is part of our Culture (50%)

These firms varied in size from small to large.

PROGRAM OVERVIEW

The addition of ALTACON brings an exciting new format to the Summit program. Wednesday, 11 September will focus on our Partners, with a day dedicated to the Exhibition Space. ALTA in conjunction with ALPMA will run a technology focused program showcasing various technology advancements, actual law firm case studies, product demonstrations and much more. ALPMA will also run a limited number of pre-conference workshops that day.

The ALPMA Summit Program consisting of keynote presentations, workshops, concurrent streams, and panel sessions, will run across Thursday 12 and Friday 13 September 2024.

Across all programs there will be opportunities to meet and network with delegates. Early morning refreshments 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 space for delegates and will hopefully help to create traffic and engagement opportunities for partners during these times.

On Wednesday evening we will be hosting an ALTACON Celebration and Welcome to Summit function. A Happy Hour of food, drink and networking within the Exhibition Hall will be open to all delegates and following this event, Partners have the opportunity to arrange their own evening events, which can be promoted to our attendees (if agreed with ALPMA).

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 Outstanding Displays to print additional booth panels. We'd love all booths to be as attractive and eye catching as possible. If you're stuck for design ideas reach out to our team and we can connect you with a designer.

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 2024 ALPMA Summit incorporating ALTACON 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 optional Partner events on Wednesday 11 September and a Cocktail Function on the evening of Thursday 12 September, more details coming soon!

Platinum partners will have the opportunity to host their own breakfast function as part of the full 3-day program. Please see below for exclusive details.

ALTA MEMBERS

Organisations that are members of ALTA can access a range of sponsorship opportunities that are available exclusively on Wednesday, 11 September only.

If you are an ALTA Member and would like more information please contact Miriam Bryce, Partnerships Manager, m.bryce@alpma.com.au, +61 422 602 995.

DATES & DEADLINES

Priority Access Bookings Open - Friday, 8 March

General Partnership Bookings Open - Monday, 18 March

Online Partner Briefing
Wednesday, 10 April
12:00-12:30pm AEST.

[CLICK TO VIEW RECORDING](#)

Partnership Manual Available - Monday, 1 July

Partnership Booking Deadline - Friday, 26 July

Partnership Information Deadline - Friday, 9 August

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

We anticipate many partnership and sponsorship options will be in demand and secured in a quick timeframe this year, so prompt decision making may be necessary.

[CLICK HERE TO BOOK](#)

WHY JOIN THE 2024 ALPMA SUMMIT?

The ALPMA Summit is the largest law firm management conference in Australasia and boasts the largest partner exhibition in Australia. Incorporating ALTACON, in 2024, this event should be even larger!

The Partnership and Trade Exhibition packages for the 2024 ALPMA Summit have been designed to provide your business with maximum exposure to Summit delegates.

The Trade Exhibition will be held from Wednesday 11 to Friday 13 September 2024.

Hear what some of our 2023 ALPMA Summit Partners and exhibitors had to say:

"First time ALPMA Partner and loved the experience, great venue, great people and a great way to create new connections. Not only were we able to share how we contribute to the legal industry but also a perfect opportunity to wrap your head around what is happening within the industry on a larger scale. A perfect balance of business and pleasure!" Tom van Megan, smartAR

"The ALPMA Summit stands as the pinnacle of legal management conferences in Australasia, uniting influential senior leaders from across the broad spectrum of the legal profession. Focusing on driving best practice and efficiency for the 'business of law', ALPMA's Summit has a true emphasis on collaboration and continuous learning, providing partners an unparalleled opportunity to forge connections with law firms and key stakeholders throughout the entire legal ecosystem. If your business is centred on adding value to law firms, this is the conference for you."
Rafe Berding, AUCloud

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

T: +61 422 602 995

[CLICK HERE TO BOOK](#)

HIGHLIGHTS FROM THE 2023 SUMMIT



CLICK HERE TO BOOK

PARTNERSHIP PACKAGES AT A GLANCE

Partner Guest 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	\$28,500 + GST	\$19,500 + GST	\$11,500 + GST	\$6,500 + GST
Event Access	3 Days	3 Days	3 Days	3 Days
Exhibition Pod and furniture	6x2m, 1 high bar	4x2m, 1 high bar, 2 stools	3x2m, 1 high bar, 2 stools	1.5x1m, 1 high bar, 2 stools
Package Inclusions (* indicates at partner cost)	*Hosted Breakfast	Choice of Activation		
Display of Pull-Up Banners	4 @ Summit Venue	1 @ Stand	1 @ Stand	1 @ Stand
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 a thought leadership piece within the main Summit program (10 minutes)	✓			
Opportunity to host a stand demonstration in the Summit24 program (Thursday/Friday)	✓	✓	✓	✓
Opportunity to host a stage demonstration in the ALTACON program (Wednesday)	✓	Optional add-on	Optional add-on	Optional add-on for ALTA members only
Advertisement via Summit Attendee App	1 Banner Ad on App	1 Banner Ad on App		
Partner Employee Registrations	6	4	2	1
Complimentary Guest Registrations*	2	2	1	
Social Media Promotion through ALPMA accounts	4 posts	2 posts	1 post	
Opportunity to sponsor/name an ALPMA Award	✓			
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 the 2024 ALPMA Summit Exhibitor passport and prize draw	✓	✓	✓	✓
Opportunity to access additional 'add on' partnership packages	✓	✓	✓	✓
12-month listing in ALPMA Legal Solution Directory	✓	✓	✓	✓



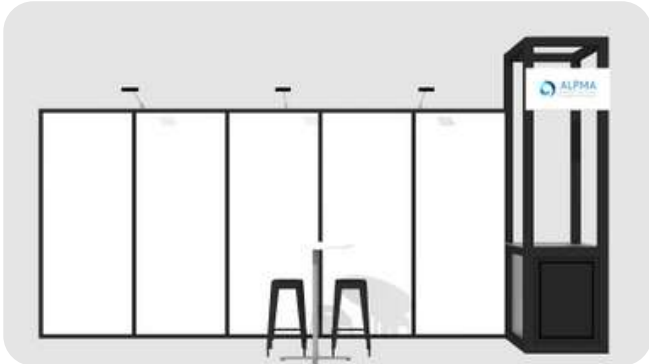
[CLICK HERE TO BOOK](#)

6 OPPORTUNITIES AVAILABLE

PLATINUM PARTNER \$28,500 + GST



STANDARD POD (INCLUDED IN PARTNERSHIP)



*Your logo will feature where the ALPMA logo is displayed.

UPGRADE TO FULL PANEL PRINTING

\$1,705 + GST

UPGRADE TO 40 INCH SCREEN

\$665 + GST



*You have the opportunity to print across the entire back wall of your stand 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 50 invited attendees (on Wednesday, Thursday or Friday morning) (2 available per day);
- Partners will have the opportunity to send invitations to attendees that have opted into these events.
- Any associated costs with breakfast will be borne by the partner (up to an additional \$2.5k + GST).

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

PROGRAM

- A 10-minute speaking spot in the Summit Program to present a thought leadership piece. 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. Stand demonstrations will run on Thursday and Friday of the program.
- Opportunity to be included in the ALTACON demonstration program (Wednesday). Format and length to be confirmed by ALPMA by July 2024.
- Opportunity to sponsor/name an ALPMA award.

EXHIBITION

- 3 Day Event Access
- 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)
- 1 x High bar
- 2 x Stools
- 3 x Arm lights
- 2 x 4amp power outlets
- Branded fascia sign
- Built in lockable cabinet

REGISTRATIONS

- 6 x Complimentary partner registrations for staff.
- 2 x Complimentary registrations for non-member delegates*.
- Additional partner registrations can be purchased for \$1,199+GST.

MARKETING

- 4 x Pull-up banners displayed at the Summit Venue (partner to provide).
- 4 x Social media promotion opportunities via main ALPMA accounts including 1 x 30 second video promotion.
- Opportunity to include a blog post for the ALPMA blog in the lead up to the Summit (content to be provided by partner)
- 1 x Banner advertisement on the Summit Attendee App.
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.
- 1 x Promotional opportunity within the Partner Summit Newsletter E-mail.

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.

EXTRA

- Complimentary digital lead management system via the Summit Attendee App.
- Full opt-in registered delegate list pre and post Summit (where delegates have given permission in accordance with the Privacy Act).
- Ability to participate in the 2024 Summit Exhibitor passport and prize draw.
- Opportunity to purchase additional 'add on' partnership packages, listed on page 13-14.
- 12-month listing in the ALPMA Legal Solution Directory.

**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*

[CLICK HERE TO BOOK](#)

5 OPPORTUNITIES AVAILABLE

PREMIUM LOCATION PARTNER

\$19,500 + GST

ONLY 1 REMAINING

STANDARD POD (INCLUDED IN PARTNERSHIP)



*Your logo will feature where the ALPMA logo is displayed.

UPGRADE TO FULL PANEL PRINTING
\$1097 + GST (\$705.00 AFTER CREDIT)

UPGRADE TO 40 INCH SCREEN
\$665 + GST



*You have the opportunity to print across the entire back wall of your stand for the additional investment.

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

ACTIVATION INCLUDED

Guarantee your team a premium location with an already organised activation. Choose your preferred activation from page 10 and bring delegates to your stand.

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

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. Stand demonstrations will run on Thursday and Friday of the program.
- Optional add-on to host a stage demonstration within the ALTACON program (Wednesday). Opportunities are limited/enquire for pricing.

EXHIBITION

- 3 Day Event Access
- Complimentary 4x2m exhibition pod in a premium position, and activation of your choice (see options on page 10).
- 1 x High bar
- 2 x Stools
- 2 x Arm lights
- 1 x 4amp power outlet
- Branded fascia sign
- Built in lockable cabinet
- \$500 credit to upgrade your pod to full panel printing

REGISTRATIONS

- 4 x Complimentary partner registrations for staff
- 2 x Complimentary registrations for non-member delegates*
- Additional partner registration can be purchased for \$1,199+GST

MARKETING

- 1 x Pull-up banner displayed at your booth (partner to provide).
- 2 x Social media promotion opportunities via main ALPMA accounts.
- Opportunity to include a blog post for the ALPMA blog in the lead up to the Summit (content to be provided by partner).
- 1 x Banner advertisement on the Summit Attendee App.
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.
- 1 x Promotional opportunity within the Partner Summit Newsletter E-mail.

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.

EXTRA

- Complimentary digital lead management system via the Summit Attendee App.
- Full opt-in 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.
- Ability to participate in the 2024 Summit Exhibitor passport and prize draw.
- 12-month listing in the ALPMA Legal Solution Directory.

* 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

[CLICK HERE TO BOOK](#)

PREMIUM PARTNER ACTIVATION CHOICES

PICK YOUR ACTIVATION!

DON'T BE DISAPPOINTED - SECURE TODAY!

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

These incentives are designed to draw delegates to the exhibition areas and help facilitate networking and engagement with our partners.

Please see the floorplan below for details of activation locations.

PROFESSIONAL HEAD-SHOTS - #13

SOLD!

Provide professional headshots for all attendees 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

POWER ZONE - #20

SOLD!

Offer a dedicated area within your exhibition space for delegates to plug in their devices for a re-charge or to sit and get some emails sent in-between sessions. Workspace and seating with numerous power points will provide an area for delegates to keep their mobile devices topped up. With seating at a premium pod in the exhibition space this is sure to be a popular stop-off point.



- Power Zone within your exhibition pod
- Opportunity to display signage and collateral

RELAXATION AND MASSAGE - #7

SOLD!

What better way to relax in between program sessions with delegates, than to host the massage and relaxation area? Your exhibition space will be in a premium location and include the dedicated masseuse providing 10-minute relaxation neck and shoulder massages throughout the Summit program breaks. Have the chance to meet and greet delegates before they enjoy their relaxation break.



- Masseur within your exhibition space
- Opportunity to display signage and collateral
- Opportunity to provide branded t-shirts for masseuse to wear.

JUICE BAR - #1

SOLD!

An excellent draw card to your exhibition space, the juice 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 bar will be located next to your exhibition space and will be operational during all Summit refreshment breaks.



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

BARISTA - #52

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 within your pod and operational during all Summit refreshment breaks.

- Branded coffee cart at your exhibition pod
- Opportunity to display signage and collateral
- Opportunity to provide branded cups, keep cups, napkins etc.



[CLICK HERE TO BOOK](#)

29 OPPORTUNITIES AVAILABLE

PRIME PARTNER

\$11,500 + GST

STANDARD POD (INCLUDED IN PARTNERSHIP)



*Your branding will go across the entire back wall of your stand, plus your logo on the tower.

UPGRADE TO 40 INCH SCREEN

\$665 + GST



*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. Stand demonstrations will run on Thursday and Friday of the program.
- Optional add-on to host a stage demonstration within the ALTACON program (Wednesday). Opportunities are limited/enquire for pricing.

EXHIBITION

- 3 Day Event Access
- Complimentary 3x2m exhibition pod
- Full panel printing included
- 1 x High bar
- 2 x Stools
- 1 x Arm light
- 1 x 4amp power outlet
- Branded fascia sign
- Built in lockable cabinet

REGISTRATIONS

- 2 x Complimentary partner registrations for staff
- 1 x Complimentary registration for non-member delegates*
- Additional partner registration can be purchased for \$1,199+GST

MARKETING

- 1 x Pull-up banner displayed at your booth (partner to provide).
- 1 x Social media promotion opportunity via main ALPMA accounts.
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.

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

- Full opt-in registered delegate list 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.
- Ability to participate in the 2024 Summit Exhibitor passport and prize draw.
- 12-month listing in the ALPMA Legal Solution Directory.

* 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

10 OPPORTUNITIES AVAILABLE

PROMENADE PARTNER

\$6,500 + GST



STANDARD POD (INCLUDED IN PARTNERSHIP)



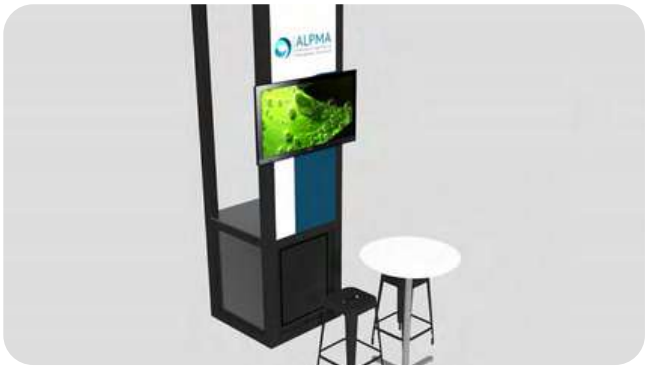
*Your logo will feature where the ALPMA logo is displayed.

UPGRADE TO FULL PANEL PRINTING

\$272 + GST

UPGRADE TO 40 INCH SCREEN

\$665 + 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 PROMENADE 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. Stand demonstrations will run on Thursday and Friday of the program.
- Optional add-on to host a stage demonstration within the ALTACON program (Wednesday) (for ALTA members only). Opportunities are limited/enquire for pricing.

EXHIBITION

- 3 Day Event Access
- Complimentary 1x1.5m exhibition pod
- 1 x High bar
- 2 x Stools
- 1 x 4amp power outlets
- Branded fascia sign
- Built in lockable cabinet

REGISTRATIONS

- 1 x Complimentary partner registration for staff
- Additional partner registration can be purchased for \$1,199+GST

MARKETING

- 1 x Pull-up banner displayed at your booth (partner to provide).
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.

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

- Full opt-in registered delegate list 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.
- Ability to participate in the 2024 Summit Exhibitor passport and prize draw.
- 12-month listing in the ALPMA Legal Solution Directory.

EXHIBITOR ADD-ONS PACKAGES

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

ALFRESCO PARTNER \$POA

(EXCLUSIVE)

Associate your organisation with the premier seating space at the 2024 Summit.

The North Terrace, a part-covered outdoor space at the end of the Exhibition Hall will be the main space set-aside for delegates to sit during the Summit breaks.

Customise the look and feel of your area by choosing from a range of furniture options that can be customised to fit with your brand.



- Choice of furniture to compliment sponsors branding
- Opportunity to display signage and collateral

BARISTA CAFE PARTNER \$POA

(EXCLUSIVE)

This add-on element offers an exclusive opportunity to become the focal point of networking and relaxation within the Summit's bustling environment. As Cafe Partner, this will provide you with branding and visibility in the designated bar area, serving as a hub for attendees to grab a coffee, unwind and engage in meaningful conversations.

Sponsors have the option to enhance their presence by adding additional catering at their own expense, further elevating their brand exposure and providing a memorable experience for Summit participants.

- Branded bar inclusive of barista station
- Opportunity to display signage and collateral
- Opportunity to provide branded cups, keep cups, napkins etc.



ALTACon PRINCIPAL PARTNER \$POA

(EXCLUSIVE) (PLATINUM AND PREMIUM ONLY)

Be the main organisation associated with ALTACon on Wednesday 11 September.

Your brand will appear on all ALTACon signage as the Principal Partner. Your organisation will have the opportunity to speak within the ALTACon program on Wednesday, host an exhibitor stage talk and stand demonstration as part of the Wednesday timetable.

Please ask for full details of ALTACon Principal Package inclusions.

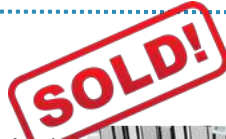
- 6x2 Exhibition Booth
- 6 x passes to ALTACon
- ALTACon Program Speaking Opportunities
- Plus more, please ask for further details



EXHIBITION STAGE PARTNER \$POA

(EXCLUSIVE)

Located in the Plaza Level Foyer 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 wall behind the stage
- Opportunity to run looped adverts and videos on presentation screens (when not in use for sessions)

PARTNER CONCIERGE \$9,000-\$12,000 + GST



Provide an expert member of your team to answer delegate queries about the ALPMA Exhibition. Connect delegates with the exhibitors that they are going to want to speak to. With the option of being the concierge for the full 3 days or only 2 days (Thursday and Friday).

- Exclusive naming rights to the Partner Concierge
- Branded counter in a prime location
- Promotion in the event lead-up as the delegate information point for all exhibition related enquiries
- Branded t-shirts and hats for 2 of your staff



** Subject to demand, ALPMA reserves the right to allocate additional support experts*

[CLICK HERE TO BOOK](#)

EXHIBITOR ADD-ONS PACKAGES

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

COCKTAIL FUNCTION PARTNER \$15,000 + GST (EXCLUSIVE)

To be held on the banks of the Brisbane River at the Rivershed, Howard Smith Wharves on Thursday, 12 September, guests will be treated to an evening of fine food and excellent live entertainment. A chance to network with guests in a fun and informal setting as they let their hair down. Market your company with the exclusive opportunity to make a welcome address and more.



- Naming rights sponsor
- Opportunity to make a 5-minute welcome address during the Cocktail Function
- Opportunity to display branding and corporate signage
- Opportunity to have input into decor, format and menus

COCKTAIL FUNCTION FIREWORKS \$4,500 - 10,000 + GST (EXCLUSIVE ADD-ON FOR COCKTAIL FUNCTION PARTNER)

Light up the night sky with an unforgettable fireworks display over the Brisbane River and elevate your brand to a new level. Packages can be customised to suit your budget and can include soundtrack choreography, colour matching, and your logo displayed in firework rope art.



- Opportunity to cue in the display with a TNT Plunger
- Opportunity to display your logo in firework rope art from the fireworks barge
- Your choice of package and option to colour the display to match your branding

REGISTRATION & LANYARD PARTNER \$6,000 + GST (EXCLUSIVE)

Welcome delegates 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/ALTA/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 at the official Summit hotels (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 at the official Summit Hotels, with an item of your choice (to be provided by the partner).

HAPPY HOUR PARTNER \$7,500 + GST (EXCLUSIVE)

To be held in the Exhibition area at BCEC on Wednesday, 11 September, you will have the opportunity to welcome 2024 Summit and ALTACon guests and mingle with attendees before the Summit program kicks-off the following day.



- Opportunity to make a 5-minute welcome address during the Welcome Function
- Opportunity to display branding and corporate signage
- Opportunity to have input into menus

SPEAKER GIFT PARTNER \$6,000 + GST (EXCLUSIVE)

Play an integral part in the program logistics by providing speaker gifts to all main program presenters, likely to total approximately 50 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.

ON-DEMAND CONTENT & CONNECTIVITY PARTNER \$6,000 + GST (EXCLUSIVE)

Name the Wi-Fi, available to attendees throughout the Summit and ALTACon.

Post-Summit, a selection of recorded Summit program sessions will be available to provide to attendees 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



[CLICK HERE TO BOOK](#)

CORPORATE GOLF DAY SPONSORSHIP

EMPOWERING PEOPLE
ENABLING TECHNOLOGY
EVOLVING TOGETHER

ALPMA is bringing back the **Corporate Golf Day** as an unofficial opening to this year's conference. This is a great opportunity to network and meet delegates prior to the event, in a social, fun atmosphere.

Partners are encouraged to join in and submit a team of four (4) to participate in the (friendly!) competition. This will be a fun, social game played as a four ball, better ball (4BBB) Ambrose format. Women are encouraged to play so please consider your team's gender diversity.

Bring your staff, bring your clients and come and enjoy an afternoon of fun and reconnection. If you'd like to sponsor the 19th hole please contact us for further details.



Date: Tuesday, 10 September

Where: Nudgee Golf Course

Time: 11:00AM arrival for a 12:00pm shotgun start

Capacity: 144 people (36 teams of 4)



www.nudgeegolf.com.au

SPONSOR A GOLF HOLE AND SUBMIT A TEAM OF 4

\$1,800 + GST
(18 OPPORTUNITIES AVAILABLE)

Includes golf for a team of 4 which includes golf on a Championship course, cart hire, food and refreshments afterwards and the ability to sponsor one of the 18 holes!

Sponsors have the opportunity to place 2 x outdoor banners (to be provided by sponsor) at their selected hole and have staff (if you choose) stationed at the hole throughout the day. Sponsors are welcome to have fun activities planned at their hole although not mandatory!

19TH HOLE SPONSOR

\$POA + GST
(EXCLUSIVE)

Includes opportunity to present a prize to your winner at the conclusion of the round. Also includes one team of 4 playing 18 holes of golf with cart hire, food, and beverages afterwards.



4BBB GOLF TEAM (OF 4) SUBMISSION

\$800 + GST
(18 OPPORTUNITIES AVAILABLE)

Includes golf for a team of four (4) which includes golf on a Championship course, cart hire, food and refreshments afterwards.

4BBB INDIVIDUAL TICKET

\$250 + GST

Price for an individual ticket is \$250+GST which includes golf on a Championship course, cart hire (as part of your team), food and refreshments afterwards. Individual ticket holders will be allocated into a team of 4.

PRIZE SPONSORS

\$500 + GST
3 OPPORTUNITIES AVAILABLE (1ST, 2ND, 3RD)

Includes opportunity to present a prize to your winner at the 19th hole.

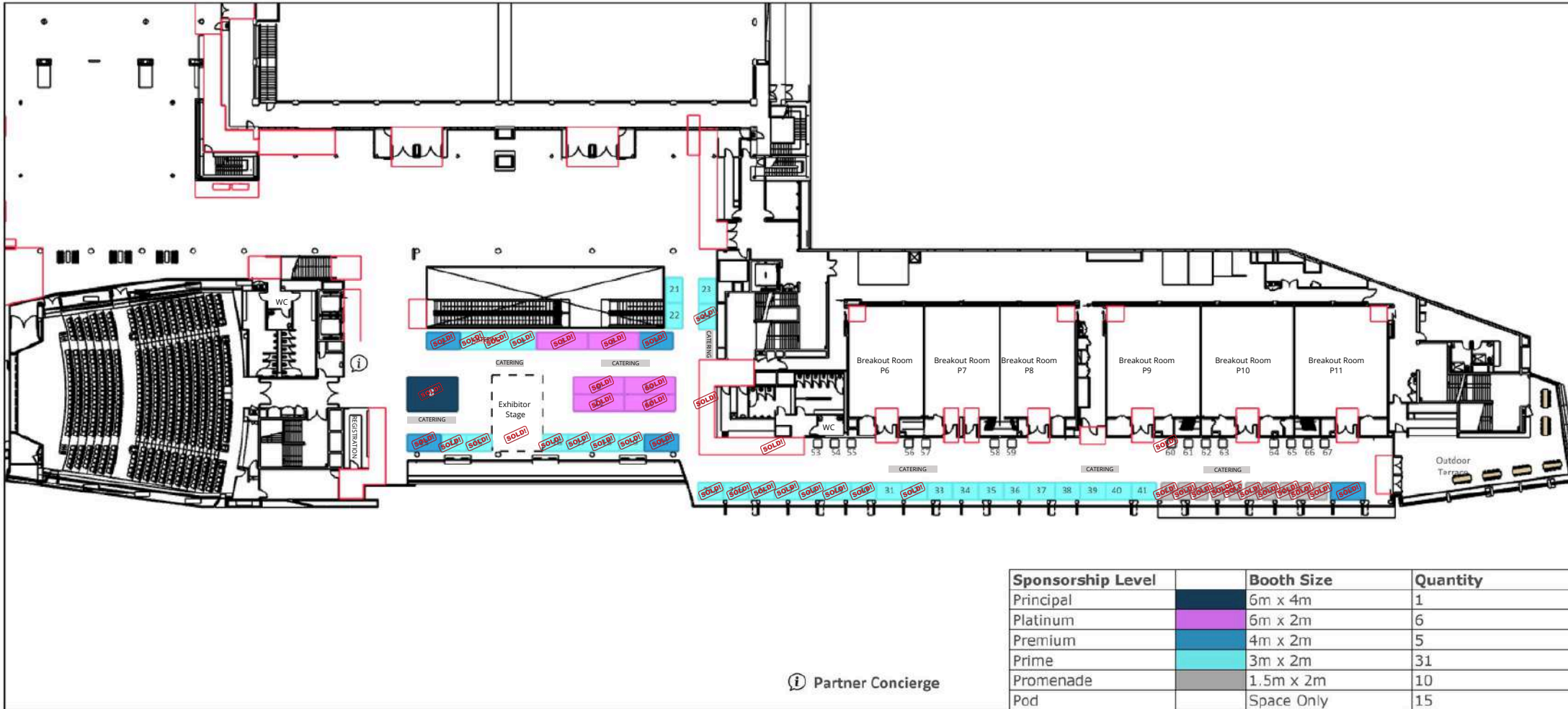
NEAREST THE PIN SPONSOR

\$500 + GST
4 OPPORTUNITIES AVAILABLE (2 MALE/ 2 FEMALE)

Includes opportunity to present a prize to your winner at the 19th Hole.

[CLICK HERE TO BOOK](#)

EXHIBITION FLOORPLAN



*Floorplan and floorplan numbers are subject to change.

[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 \$1,199 + GST per attendee.

ACCOMMODATION BOOKINGS

Special rates have been secured at a number of hotels within walking distance from the BCEC 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 10 September until the completion of bump out on Friday 13 September 2024.

A copy of your Public Liability Certificate of Currency must be sent to GEMS Event Management Australia via email to srobinson@gemsevents.com.au by no later than Friday, 9 August 2024.

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](#)

PARTNER SUSTAINABILITY

The 2024 ALPMA Summit has published a Sustainability Policy and encourages all Partners and attendees to play their part in ensuring that our events minimise their environmental impacts wherever possible.

We ask our partners to consider the following:

- Offsetting your staff travel and shipping carbon footprints to and from the 2024 ALPMA Summit
- Refraining from providing any unnecessary material and collateral to attendees
- Where gifts and/or materials are provided, please source sustainable and reusable products from local and sustainable suppliers
- Only supplying items to attendees based on registrant numbers to avoid wastage
- Avoiding high-energy stands and unnecessary lighting
- Minimising waste by providing electronic information to attendees, rather than printed materials
- Avoiding the use of tropical or cut flowers on your stand
- Refraining from offering plastic bottles of water and other single use plastics and packaging to delegates at the Summit
- Choosing venues within walking distance for any after-summit functions or meetings
- Running exhibitor prize draws through the Summit attendee app or collecting digital attendee information, rather than printed business cards

We encourage partners to promote their own initiatives to Summit attendees, and are pleased to include links to your company sustainability policies both online and through the attendee app.

[CLICK HERE TO BOOK](#)

ADD-ON AN ANNUAL PARTNERSHIP

Whilst the ALPMA Summit is the flagship event within the ALPMA annual events calendar, it is just one of the ways your company can gain exposure to our members, subscribers and network throughout the year. ALPMA has opportunities available at our other conferences, like our Regional Law Firm Management Forum in Singapore and our Melbourne HR Day, plus a host of other educational, networking and social events delivered around Australia and New Zealand in-person and online every year. As a member Association we deliver over 70 events every year.

This presents a great opportunity for your team to get in front of our members on a regular basis throughout the year.

Why not add-on an annual partnership now and set your team up for success in FY25?

- One budget approval process
- Start building your connections now and in the lead up to the 2024 ALPMA Summit / ALTACON Event
- Following Summit, your team will have the opportunity (and the excuse) to continue relationships formed at the ALPMA Summit
- Annual partnerships are available in Adelaide, Perth, Brisbane, Sydney, Melbourne and New Zealand and start from as little as **\$6,000/year**.

[CLICK HERE TO DOWNLOAD
FY24 PARTNERSHIP PROSPECTUS](#)



2024 SINGAPORE FORUM | FROM \$4,000

If your company is looking to expand into Singaporean or surrounding markets we'd love to hear from you.

ALPMA has successfully held five (5) annual, one day Singapore Law Firm Management Forums and are looking to do so again in October/November 2024.

We have five (5) opportunities for partners to get involved at \$4,000 / each. Contact us to find out more.

- 1 day**
- 70+ attendees**
- 10-15 speakers**
- 7+ sessions**
- 5-10 trade exhibitors**

2024 HR DAY | MELBOURNE | FROM \$2,500

Every year ALPMA hosts a one day HR Day, in Melbourne, in May.

This event attracts local law firms looking to upskill (or refresh) their knowledge in the areas of people, culture, employment and performance. As a lead into the upcoming performance review and remunerations season, occurring within many law firms around this time, this session is a great opportunity for our members to keep up to date with a variety of challenges including:

- Employment law changes
- Diversity & Inclusion
- Performance metrics and measures
- Communication and feedback
- Recruitment & retention
- Market trends and salary data from the ALPMA HR Issues & Salary Survey.



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 30 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 September 2024) are: American Express 1.98% + \$0.20 transaction fee, Mastercard: 1.12% and Visa 1.15%.
- 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 9 August 2024.
- 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 9 August 2024. 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%

[CLICK HERE TO BOOK](#)

ADD-ON AN ANNUAL PARTNERSHIP

The Australian Legal Technology Association (ALTA) has a number of opportunities available to sponsor events with their Association.

These include sponsoring one of their Hour of Power sessions for members.

Pricing starts at \$3,500 and provides sponsors with:

\$3,500 + GST

- Hour of Power Sponsorship
- 10 minute speaking opportunity
- Branding for event including all email communications
- Delegate list of registrations / attendees
- Social post
- Acknowledgement in newsletter
- 1 x Blog

\$5,500 + GST

- Dedicated 45 minute Webinar
- Branding for event including all email communications
- Delegate list of registrations / attendees
- Social post
- Acknowledgement in newsletter
- 1 x Blog



The logo features a blue circular icon with a white swirl on the left. To its right, the text 'ALPMA SUMMIT 24' is displayed in a light blue, sans-serif font. Below this, a purple plus sign is followed by the text 'ALTA CON' in a red and white, sans-serif font.

ALPMA SUMMIT 24
+ ALTA CON

EMPOWERING PEOPLE
ENABLING TECHNOLOGY
EVOLVING TOGETHER

[CLICK HERE TO BOOK](#)

WWW.ALPMASUMMIT.COM.AU