



**2024 ALLA
CONFERENCE**
7 – 9 August 2024
Adelaide, South Australia

AUSTRALIAN LAW LIBRARIANS' ASSOCIATION



SPONSORSHIP & EXHIBITION PROPOSAL

CONFERENCE OVERVIEW

The Australian Law Librarians' Association Ltd (ALLA) is delighted to announce that the 2024 Conference will be held from Wednesday, 7 August through to Friday, 9 August 2024 in Adelaide, South Australia at the Adelaide Convention Centre.

We are proud to invite your organisation to participate as a sponsor and/or exhibitor in the 2024 Australian Law Librarians' Association National Conference (the Conference).

ABOUT ALLA

ALLA is a national not-for-profit association with over 300 members, including 28 life members in all states and territories. The Association represents librarians and information professionals working in courts, universities, government departments, law firms and professional associations. The Conference is the key education and networking opportunity for law librarians to discuss issues and innovations in the legal information sector. We anticipate approximately 175 delegates and over 20 speakers from across Australia and overseas will be in attendance.

ALLA is a not for profit professional body with the following objectives:

- to promote and provide a national focus for law librarianship;
- to support the interests of law libraries, collections, and legal information services to both private and public legal organisations and communities;
- to promote a network for law librarians, provide forums for continuing education and advocate on behalf of the interests of legal libraries and librarians in Australia;
- to benefit members and enhance the status of the profession through the organisation of high quality meetings and Conferences;
- to communicate to members of the Association as a whole; to liaise with the member Divisions; to disseminate information among Divisions; and to foster a spirit of co-operation among members of the profession;
- the publication of information of interest to members, and the encouragement of bibliographical study and research in law and law librarianship;
- Members of the Association have access to continuing professional development, local networking events, publisher and vendor trials, a members only wiki with legal research Q&A, a national publishers' liaison, podcasts and a national network of experienced, enthusiastic and professional law librarians;
- to promote co-operation & collaboration, with related and relevant organisations & societies; and
- to encourage exposure to new and emerging technologies and tools which enhance and extend the profession of law librarianship.



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WHO ATTENDS?

Conference delegates include Association members and other legal and business library and information professionals. Participation is expected from a range of organisations including private law firms, government departments, universities, courts and commercial organisations. Attendees are drawn from all stages of their careers, an opportunity for them and you to communicate at an exciting event, aimed to invigorate and challenge the decision makers and strategists of today and tomorrow.

The Conference is widely promoted, nationally and internationally, attracting a range of quality speakers and presentations. We aim to use this biennial opportunity to gather and renew our efforts & energy to become stronger as professionals and as an industry, with an engaging program to build partnerships and advocate for our profession.

The content of the Conference will provide benefit for:

- Library Managers
- Knowledge Managers
- Librarians
- Library Technicians
- Library Assistants
- Knowledge Consultants
- Chief Information Officers
- Information Professionals
- Information Systems Professionals

The Conference is also promoted to fellow peak organisations such as the Australian Library and Information Association (ALIA), the International Association of Law Libraries, the British & Irish Association of Law Librarians, the American Association of Law Libraries, the Canadian Association of Law Libraries, Law Societies and Barristers' Associations.

WHY SPONSOR?

Participation in the Conference offers the following benefits for your organisation:

- An opportunity to promote and raise your profile with information professionals.
- A significant opportunity to meet with decision making buyers at a national level in one place.
- Access to varied networking opportunities with key decision makers.
- Exposure to a target audience in an environment conducive to information exchange that will promote mutually beneficial business outcomes.
- A forum to demonstrate your products and services and share details about your organisation.



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SPONSORSHIP OPPORTUNITIES

All amounts are in Australian dollars and include GST, unless indicated otherwise

Platinum Sponsor (exclusive package)

\$9,000

Recognition

- Recognition as the Platinum Sponsor on audio visual display in the main plenary room during plenary sessions
- Verbal acknowledgement as the Platinum Sponsor at the opening and closing addresses
- Acknowledgement as the Platinum Sponsor on the Conference app
- Recognition as the Platinum Sponsor on the Conference website with links to company website

Advertising benefits

- An opportunity to provide signage and promotional material at the registration desk (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)
- An opportunity to present a 25 minute session within the Conference program
- Full delegate list to be supplied 14 days prior to the Conference, with name, organisation and email address (subject to permission of delegate)
- One full A4 page, full colour advertisement in a future issue of the Australian Law Librarian (ALL) (artwork to be supplied by sponsor by the deadline to be agreed with the journal editors)
- One story (subject to be negotiated by the journal editors) including 700 words, plus one image (400x250px), plus one logo in in a post conference issue of the journal

Networking benefits

- Two 3m x 2m exhibition booths (or equivalent space for custom booths) with first choice of location (subject to confirmation date) including two trade registrations[^]
- Two full Conference registrations, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner
- Two additional tickets to the Conference dinner

Social media benefits

- Acknowledgment as the Platinum Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. One week prior to Conference
 3. Day one of the Conference
- An opportunity to have one branded email distributed to the email list of all Conference delegates (subject to permission of delegate and approval by Conference convenor), 1 day prior to the Conference

[^] Trade registrations include access to the exhibition hall, a ticket to the welcome reception, morning / afternoon teas and lunches (when applicable) for the duration of the Conference.



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Gold Sponsor

\$6,750

Recognition

- Recognition as a Gold Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as a Gold Sponsor on the Conference app
- Recognition as a Gold Sponsor on the Conference website with links to company website

Advertising benefits

- An opportunity to provide signage and promotional material at the registration desk (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)
- An opportunity to present at one 5 minute session within the Conference program
- Full delegate list to be supplied 14 days prior to the Conference, with name, organisation and email address (subject to permission of delegate)
- One half A4 page, full colour advertisement in a future issue of the Australian Law Librarian (ALL) (artwork to be supplied by sponsor by the deadline to be agreed with the journal editors)
- One story (subject to be negotiated by the journal editors) including 200 words, plus one logo in in a post conference issue of the journal

Networking benefits

- Two 3m x 2m exhibition booths (or equivalent space for custom booths); with choice of location subject to package level and confirmation date, including two trade registrations[^]
- Two full Conference registrations, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner
- Two additional tickets to the Conference dinner

Social media benefits

- Acknowledgment as a Gold Sponsor Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
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[^] Trade registrations include access to the exhibition hall, a ticket to the welcome reception, morning / afternoon teas and lunches (when applicable) for the duration of the Conference.



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Silver Sponsor (10 packages available)

\$3,500

Recognition

- Recognition as a Silver Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as a Silver Sponsor on the Conference app
- Recognition a Silver Sponsor on the Conference website with links to company website

Advertising benefits

- One quarter A4 page, full colour advertisement in a future issue of the Australian Law Librarian (ALL) (artwork to be supplied by sponsor by the deadline to be agreed with the journal editors)

Networking benefits

- One 3m x 2m exhibition booth (or equivalent space for custom booths); with choice of location subject to package level and confirmation date, including one trade registration[^]
- One full Conference registration, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner
- One additional tickets to the Conference dinner

Social media benefits

- Acknowledgment as a Silver Sponsor on Twitter using the Conference hashtag
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[^] Trade registrations include access to the exhibition hall, a ticket to the welcome reception, morning / afternoon teas and lunches (when applicable) for the duration of the Conference.



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Bronze Sponsor (15 packages available)

\$1,750

Recognition

- Recognition as a Bronze Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as a Bronze Sponsor on the Conference app
- Recognition as a Bronze Sponsor on the Conference website with links to company website

Networking benefits

- One 3m x 2m exhibition booth (or equivalent space for custom booths); with choice of location subject to package level and confirmation date, including one trade registration[^]

Social media benefits

- Acknowledgment as a Bronze Sponsor on Twitter using the Conference hashtag
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[^] Trade registrations include access to the exhibition hall, a ticket to the welcome reception, morning / afternoon teas and lunches (when applicable) for the duration of the Conference.



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Keynote Speaker Sponsor (3 packages available)

This package is suitable for international vendors that might not be able to attend in person

\$1,750

Recognition

- Recognition as a Keynote Speaker Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as a Keynote Speaker Sponsor on the Conference app
- Recognition as a Keynote Speaker Sponsor on the Conference website with links to company website
- Recognition as a Keynote Speaker Sponsor on audio visual display in the main plenary room during the sponsored session

Advertising benefits

- An opportunity to present one x 5 minute pre-recorded video within the Conference program
- An opportunity to provide promotional material at the sponsored session (promotional material to be supplied by sponsor, by the advised deadlines)
- Full delegate list to be supplied 14 days prior to the Conference, with name, organisation and email address (subject to permission of delegate)

Social media benefits

- Acknowledgment as a Keynote Speaker Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day one of the Conference



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Welcome Reception Sponsor (exclusive package)

\$3,250

Recognition

- Recognition as the Welcome Reception Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as the Welcome Reception Sponsor on the Conference app
- Recognition as the Welcome Reception Sponsor on the Conference website with links to company website
- An opportunity to present a 5 minute presentation to guests during the welcome reception

Advertising benefits

- An opportunity to provide signage and promotional material at the welcome reception (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)

Networking benefits

- One full Conference registration, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner
- Two additional tickets to the welcome reception

Social media benefits

- Acknowledgment as the Welcome Reception Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
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Conference Dinner Sponsor (exclusive package)

\$4,000

Recognition

- Recognition as the Conference Dinner Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as the Conference Dinner Sponsor on the Conference app
- Recognition as the Conference Dinner Sponsor on the Conference website with links to company website
- An opportunity to present a 5 minute presentation to guests during the Conference dinner

Advertising benefits

- An opportunity to provide signage and promotional material at the Conference dinner (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)

Networking benefits

- One full Conference registration, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner
- Two additional tickets to the Conference dinner

Social media benefits

- Acknowledgment as the Conference Dinner Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day one of the Conference



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Closing Drinks Sponsor (exclusive package)

\$1,250

Recognition

- Recognition as the Closing Drinks Sponsor on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as the Closing Drinks Sponsor on the Conference app
- Recognition as the Closing Drinks Sponsor on the Conference website with links to company website
- An opportunity to present a 5 minute presentation to guests during the closing drinks

Advertising benefits

- An opportunity to provide signage and promotional material at the closing drinks (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)

Networking benefits

- Two tickets to the closing drinks

Social media benefits

- Acknowledgment as the Closing Drinks Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day 2 of the Conference



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Lunch Sponsor (2 packages available)

\$1,250

Recognition

- Recognition as a Lunch Sponsor on audio visual display in the main plenary room just prior to the sponsored lunch
- Acknowledgement as a Lunch Sponsor on the Conference app
- Recognition as a Lunch Sponsor on the Conference website with links to company website

Advertising benefits

- An opportunity to provide signage and promotional material during the sponsored lunch (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)

Networking benefits

- One full Conference registration, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner

Social media benefits

- Acknowledgment as a Conference Lunch Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day of the sponsored lunch



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Morning or Afternoon Tea Sponsor (4 packages available)

\$1,250

Recognition

- Recognition as a Morning or Afternoon Tea Sponsor on audio visual display in the main plenary room just prior to the sponsored morning / afternoon tea
- Acknowledgement as a Morning or Afternoon Tea Sponsor on the Conference app
- Recognition as a Morning or Afternoon Tea Sponsor on the Conference website with links to company website

Advertising benefits

- An opportunity to provide signage and promotional material during the sponsored morning or afternoon tea (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)

Networking benefits

- One full Conference registration, which includes attendance to all sessions, morning teas, lunches and afternoon teas (when applicable), a ticket to the the welcome reception and a ticket to the Conference dinner

Social media benefits

- Acknowledgment as a Morning or Afternoon Tea Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day of the sponsored morning / afternoon tea



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Conference App Sponsor (exclusive package)

\$4,000

Recognition

- Recognition as the Conference App Sponsor on audio visual display in the main plenary room during the sponsored session
- Acknowledgement as the Conference App Sponsor on the Conference app
- Recognition as the Conference App Sponsor on the Conference website with links to company website

Advertising benefits

- Company logo, co-branded with the Conference logo, to be included on the app splash page
- Company logo, co-branded with the Conference logo, to be included on the app header
- Dedicated company branded page on the app

Social media benefits

- Acknowledgment as the Conference App Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day one of the Conference



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Lanyard Sponsor (exclusive package)

\$1,250

Recognition

- Recognition as the Lanyard Sponsor on audio visual display in the main plenary room during the sponsored session
- Acknowledgement as the Lanyard Sponsor on the Conference app
- Recognition as the Lanyard Sponsor on the Conference website with links to company website

Advertising benefits

- Sponsor branded lanyards to be worn by all delegates (supplied by sponsor by the advised deadlines)

Social media benefits

- Acknowledgment as the Lanyard Sponsor on Twitter using the Conference hashtag
 1. As soon as sponsorship confirmed
 2. Day one of the Conference

Supporter

\$850

Recognition

- Recognition as a Supporter on audio visual display in the main plenary room during plenary sessions
- Acknowledgement as a Supporter on the Conference app
- Recognition as a Supporter on the Conference website with links to company website



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EXHIBITION

Booth specifications

Floor space including a 3m x 3m single shell scheme booth including the following features:

- Stand fascia signage to all fronts and side where applicable
- 2 x LED spotlights
- 1 x 4amp power supply
- 1 x trestle table, dressed with white table cloth
- 2 x chairs

NB: Other equipment is available through the exhibition build company at sponsors' own cost.

Floor Plan / Booth allocations

A proposed floor plan will be distributed at a later date.

The Exhibition will take place in Foyer E of the Adelaide Convention Centre. All morning and afternoon teas and lunches will be served in and around the Exhibition Hall (when applicable). The Exhibition area has been designed to ensure good visibility and access to all exhibition booths. Maximum traffic flow will be encouraged by placement of catering stations at key points in the Exhibition Hall.

Allocation of booths is in order of package level, followed by receipt of application and will take place on a first come, first served basis.

Should it be necessary to move an exhibitor, Premier Event Concepts will contact the company concerned. Should relocation be deemed necessary, the company involved will have the option to cancel and receive a full refund of payments made.

Exhibition manual

An Exhibition Manual detailing additional items such as bump in/out times, furniture hire, additional trade catering etc. will be forwarded to all exhibitors approximately 2 months before the Conference.

Exhibition opening hours (to be confirmed)

Wednesday, 7 August 2024	5.00pm – 7.00pm
Thursday, 8 August 2024	8.00am – 4.00pm
Friday, 9 August 2024	8.30am – 3.30pm



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SPONSORSHIP TERMS AND CONDITIONS

To confirm sponsorship

- To book a sponsorship package, please visit the sponsorship booking portal at <https://pecbookings.eventsair.com/alla2024/sponsorship>.
- Enter your company information (including uploading your company logo and weblink), select the package and read and accept the sponsorship agreement.
- Once completed you will receive a confirmation letter and tax invoice.
- Your sponsorship package will be confirmed once the sponsorship agreement has been accepted and a deposit payment of 50% has been paid.
- Payment instructions will be highlighted in the booking portal.

Sponsorship conditions

- To confirm sponsorship, acceptance of the sponsorship agreement in the sponsorship booking portal is required.
- The deposit of 50% of total payment due is required before any entitlements can be delivered (special arrangements can be made).
- The final balance is due by 7 June 2024.
- Payment terms are strictly 7 days after the tax invoice has been sent.
- All fees are in Australian dollars and include GST.

Cancellation policy

- 25% cancellation fee will apply for cancellations received prior to 2 February 2024.
- 50% cancellation fee will apply for cancellations received between 2 February - 4 April 2024.
- 75% cancellation fee will apply for cancellations received between 5 April - 6 June 2024.
- Cancellations received from 7 June 2024 will not be refunded.
- Notice of cancellation must be submitted in writing to shanna@premiereventconcepts.com.au.

Liability/Insurance

All exhibitors must have public liability insurance for the period of the exhibition. The Association, Premier Event Concepts or the Adelaide Convention Centre will not be responsible for any loss or injury that may occur to the exhibitor, exhibitor's employees, registrants, the public or property from any cause whatsoever prior to, during and the subsequent period of the meeting. Exhibitors shall indemnify and hold harmless the Association, Premier Event Concepts and Adelaide Convention Centre, from all liability (damage or accident) that might ensue from any cause resulting to or connected with the transportation, placing, removal or display of exhibits.