



## Sponsorship & Exhibition Proposal

### CONFERENCE OVERVIEW

The Australian Law Librarians' Association Ltd (ALLA) is delighted to announce that the 2021 Conference will be held from Wednesday, 22 September through to Friday, 24 September 2021 in Canberra, ACT at the QT Canberra.

We are proud to invite your organisation to participate as a sponsor and/or exhibitor in the 2021 Australian Law Librarians' Association National Conference (the Conference).

A biennial event hosted by ALLA (the Association), the Conference is the major professional and business development event in the Association's 2021 calendar.

### ABOUT ALLA

ALLA is a national not-for-profit association with over 500 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.

## CELEBRATING 50 YEARS

The ALLA 2021 Conference: Past, Present, Future will be the final event in a year of ALLA celebrating reaching 50. ALLA has grown from modest beginnings with a group of law librarians who got together informally in Sydney in 1969 to a national organisation for law information professionals. The original ambition of ALLA in 1969 was to further the professional development of law librarians and this role continues today with a bi-annual conference, continuing professional development and opportunities for law librarians to share information and develop networks.

We look forward to celebrating our 50th birthday with our members, supporters and publishing friends in Canberra in 2021.

## 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.

## LOCATION AND VENUE

### Australian Capital Territory (ACT)

We would like to respectfully acknowledge the Ngunnawal people who are the traditional owners and custodians of the land. We would also like to pay respect to the elders past and present.



Canberra is full of lots of things; award-winning restaurants, historic museums, natural beauty. But most of all, Canberra is full of surprises. There's really no other place where so much is all so close. Because when it comes to Australia's capital, it's one good thing after another. Nestled conveniently between Sydney and Melbourne, Australia's vibrant, multicultural capital city is home to about 390,000 people.

Just a short drive from the pristine beaches of the New South Wales South Coast and the beautiful Snowy Mountains, Australia's largest inland city is the perfect base for a self-drive holiday with no road tolls, ample parking and minimal traffic.

*Source: <https://visitcanberra.com.au/canberra-region/canberra>*

### QT Canberra

**1 London Circuit, Canberra ACT 2601**  
**[www.qthotelsandresorts.com/canberra/](http://www.qthotelsandresorts.com/canberra/)**

QT Canberra is set in the iconic Canberra establishment of Lakeside Hotel, with a redesigned exterior and interior by renowned designer Nic Graham, the building embraces new technology, distinctive art and cutting edge design.

The building is steeped in Canberra history; Prime Ministers have been made and ousted to iconic acceptance speeches and back-room meetings. The unique designer space celebrates this history through bold design, a mix of quirky artefacts, bespoke furniture, a daring use of colour and art, and the ultimate food and beverage offering.

## SPONSORSHIP OPPORTUNITIES

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

### Platinum Sponsor

**\$9,000**

(Exclusive package)

**SOLD**

#### 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 at one 10 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 2021 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 a post conference issue of the journal

#### Networking benefits

- Two 3m x 2m exhibition booths (or equivalent space for custom booths)
- First choice of location (subject to confirmation date) including two trade registrations<sup>^</sup>
- Two Conference registrations, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)
- Four tickets to the Welcome Reception
- Four 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

<sup>^</sup> 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.

## Gold Sponsor

**\$6,750**

(Only 3 packages available)

**ONLY  
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### 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 2021 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<sup>^</sup>
- Two Conference registrations, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)
- Two tickets to the Welcome Reception
- Two tickets to the Conference Dinner

### Social media benefits

- Acknowledgment as a Gold Sponsor Twitter using the Conference hashtag
  1. As soon as sponsorship confirmed
  2. One week prior to conference
  3. Day one of the Conference

<sup>^</sup> 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.

## Silver Sponsor

**\$3,500**

(Only 8 packages available)

**ONLY  
3 LEFT**

### 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 2021 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<sup>^</sup>
- One Conference registration, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)
- One ticket to the Welcome Reception
- One ticket to the Conference Dinner

### Social media benefits

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

<sup>^</sup> 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.

## Bronze Sponsor

**\$1,750**

(Only 6 packages available)

**SOLD**

### 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<sup>^</sup>

### Social media benefits

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

<sup>^</sup> 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.



## Welcome Reception Sponsor

**\$3,250**

(Exclusive, only 1 package)

### Recognition

- 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 Conference registration, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)
- Two tickets to the Welcome Reception
- Two tickets to the Conference Dinner

### Social media benefits

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



## Conference Dinner Sponsor

**\$4,000**

(Exclusive, only 1 package available)

### Recognition

- 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 Conference registration, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)
- Two tickets to the Welcome Reception
- Two 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

## Closing Drinks Sponsor

**\$1,250**

(Exclusive, only 1 package available)

**SOLD**

### Recognition

- 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

## Lunch Sponsor

**\$1,250**

(Exclusive, only 1 package available per day)

### Recognition

- Recognition as a Conference Lunch Sponsor on audio visual display in the main plenary room just prior to the sponsored lunch
- Acknowledgement as a Conference Lunch Sponsor on the Conference App
- Recognition as a Conference 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 Conference registration, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)

### 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

## Morning / Afternoon Tea Sponsor

**\$1,000**

(Exclusive, only 1 package available per morning/afternoon tea per day)

### Recognition

- Recognition as a Morning / Afternoon Tea Sponsor on audio visual display in the main plenary room just prior to the sponsored morning / afternoon tea
- Acknowledgement as a Morning / Afternoon Tea Sponsor on the Conference App
- Recognition as a Morning / 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 / afternoon tea (pull-up banner and promotional material to be supplied by sponsor, by the advised deadlines)

### Networking benefits

- One Conference registration, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)

### Social media benefits

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

## Keynote Speaker Sponsor

**\$2,250**

### **Recognition**

- Recognition as a Keynote Speaker Sponsor on audio visual display in the main plenary room during the sponsored session
- 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

### **Advertising benefits**

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

### **Networking benefits**

- One Conference registration, including attendance to all sessions, morning teas, lunches and afternoon teas (when applicable)

### **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

## Conference App Sponsor

**\$4,500**

(Exclusive, only 1 package available)

### 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

## Charge Bar Sponsor

**\$2,500**

(Exclusive, only 1 package available)

### Recognition

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

### Advertising benefits

- Sponsor branded charge bar station placed in a prominent position in the exhibition hall
- Encouragement by the session chair going into each catering break for delegates to visit the sponsored charge bar to recharge their portable devices.

### Social media benefits

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



## Lanyard Sponsor

**\$1,250**

(Exclusive, only 1 package available)

### 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

## EXHIBITION

### Booth specifications

Floor space including a 3m x 2m single shell scheme booth including the following features:

- 2.5 m high walls
- Name board sign for all open sides of the booth
- 2 x 150 watt spotlights
- 1 x 4amp power outlet
- 1 x 1.8m long trestle table, dressed with white table cloth
- 2 x chairs

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

### Interaction

The Exhibition will take place in Ballroom 1 of the QT Canberra. 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.

### 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 10 weeks before the Conference.

### Relocation

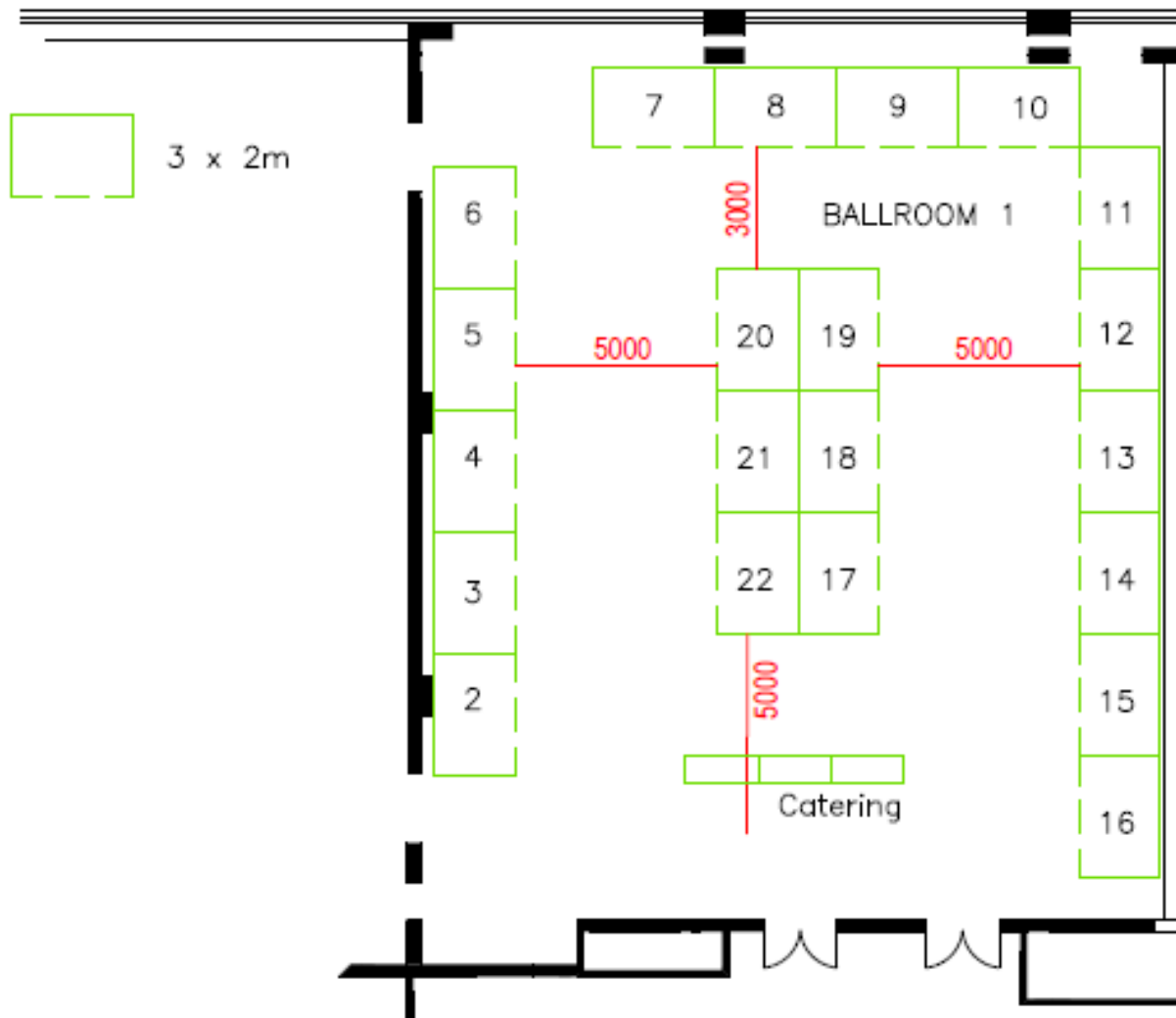
Should it be necessary to move an exhibitor, Premier Event Concepts will contact the company concerned. Should relocation be deemed necessary, the company involved will have the option to cancel and receive a full refund of payments made.

### Exhibition opening hours (to be confirmed)

Wednesday, 22 September 2021	5.00pm – 7.00pm
Thursday, 23 September 2021	8.00am – 4.00pm
Friday, 24 September 2021	8.30am – 3.30pm

## Floor plan

A proposed floor plan is detailed below. Catering stations will be located throughout the room and will be opened at staggered times to encourage traffic flow and booth exposure. 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.



## **SPONSORSHIP TERMS AND CONDITIONS**

### **To confirm sponsorship**

- To book a sponsorship package, please visit the sponsorship booking portal at <https://pecbookings.eventsair.com/alla2021/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 for a 50% of total payment due as a deposit.
- Your sponsorship package will be confirmed once the sponsorship agreement has been accepted and the 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 31 July 2021.
- 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 28 February 2021.
- 50% cancellation fee will apply for cancellations received prior to 30 April 2021.
- 75% cancellation fee will apply for cancellations received prior to 30 June 2021.
- Cancellations received after 30 June 2021 will not be refunded.
- Notice of cancellation must be submitted in writing to [shanna@premiereventconcepts.com.au](mailto: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 QT Canberra 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 the QT Canberra, 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.