

SPONSORSHIP OPPORTUNITIES

AALL 103rd Annual Meeting & Conference

Denver, Colorado
July 10-13, 2010



Introduction

AALL offers exhibitors a variety of opportunities for sponsorship and visibility at the Annual Meeting. The following list of options is intended to describe customary opportunities, and the Association welcomes discussions with exhibitors about other unique options.

Consistent with the policy on the use of AALL's name, the Association approves all sponsorships, donor recognition and signage, and the design of all items that carry the AALL name/logo.

The following events or items are available for sponsorship **exclusively by exhibitors**. Sponsorships may be granted on either a sole-sponsor or on a multiple co-sponsor basis.

In Recognition of Sponsorships, All Donors Are:

Listed on signage at the sponsored event and in the registration area at the convention; priority listings are based on the amount of the sponsorship:

Gold—more than \$75,000

Silver—\$25,001–\$75,000

Bronze—\$5000–\$25,000

Contributor—\$1500–\$5000

- Listed on the Association's Web site—www.aallnet.org.
- Recognized in the daily newspaper printed at the convention, and in the Association's magazine, AALL Spectrum September/October issue
- Listed in the final program distributed to all registrants (2000)—deadline May 1
- Receive exhibitor badge “contributor” ribbons
- Receive donor sign for exhibit booth

In Addition Donors Who Contribute \$5000 or More Are:

- Offered links from AALLNET to their corporate site
- Entitled to one free pre- or post- conference mailing list of all registrants
- Invited to attend a VIP reception hosted by the Executive Board
- Recognized at the sponsored event

Attain High Visibility By Targeting All 2000+ Conference Attendees

Opening Event

- Sole-sponsor
- Gold Category
- Reach 2000 attendees
- Prominent recognition and priority placement on signage in registration area and on AALLNET
- Complimentary full page ad in Annual Meeting Final Program and recognition on Annual Meeting website
- Recognition by President at the Opening General Session
- Complimentary use of registrant list for Annual Meeting promotion to invite registrants to the event
- Food, beverage and entertainment are paid by sponsor
- On-site space provided by AALL

Closing Banquet

- Available to co-sponsors at \$7,500 each
- Bronze Category
- Reach 700+ attendees
- To support awards program, entertainment, meal and décor
- Prominent recognition on signage place in pre-dinner reception area and on menu cards placed on all banquet tables
- Recognition in Final Program and on AALLNET Annual Meeting website

Recognition Luncheon

- Sole-sponsor \$5,000
- Bronze Category
- Reach over 100 Association leaders
- Signage in meeting room; recognition on AALLNET Meeting website, in conference program and by moderator at event

Registration Bags

- Sole-sponsor
- Bronze Category
- Corporate Logo may appear on one side of bag with AALL Annual Meeting logo on the other side
- Design, production and shipping costs paid by sponsor
- Estimated Cost: \$15,000, varies on quality of registration bag

Internet Room & Wireless Access

- Sole-sponsor \$20,000
- Bronze Category
- Prominent recognition and priority placement on signage in registration area and on AALLNET
- Corporate logo and name displayed on first screen in Internet Room with signage recognition placed near entrance and in room
- Corporate logo and name displayed on first screen wireless internet connection to AALL's designated meeting room and common space in the convention center; signage in registration area and meeting common space
- Recognition in conference program

Registration Souvenir Item Distributed to All Registrants

- Sponsorship fee \$2,500. Estimated cost varies on item selected.
- Corporate logo on promotional item supplied by vendor
- Contributor Category
- Design, production and shipping costs paid by sponsor

Exhibit Hall Refreshment Breaks

- Three (3) separate breaks available for sponsorship
- Sponsorship fee \$7,500 for each refreshment break
- Bronze or Contributor Category
- Reach 2000 registrants at three “No Conflict Times”
- Signage in exhibit hall; recognition in conference program; recognition by President in exhibit hall

Seated Massage

- Sponsorship fee \$6,000 for (3) days during exhibit hall hours
- Bronze Category
- Seated massages by professional massage therapists set up in Member Services Booth
- Attendee required to visit the sponsor’s exhibit booth to receive a ticket to be redeemed at Seated Massage station for a back or foot massage
- Prominent signage at Member Services Booth with corporate logo and name

Attain High Visibility By Targeting A Select Group

Conference of Newer Law Librarians (CONELL)

- Sole-sponsor \$10,000 or up to two co-sponsors at \$5,000 each
- Bronze or Contributor Category
- Reach 75–100 newer law librarians and first-time attendees
- Signage in meeting room; recognition on AALLNET Annual Meeting website, in conference program and by moderator at event
- Contribution subsidizes food & beverage and lowers ticket price to registrants

Special Interest Section Events

- Minimum sponsorship fee \$1,500
- Contributor Category
- Reach one of 30 special interest sections
- Signage in meeting room; recognition in final program and by moderator at event
- Sponsor responsible for ordering tickets to attend these events

Advertising Opportunities

Convention Daily Newspaper Inserts

- Daily sponsorship fee \$2,500
- Design, production costs paid by advertiser
- Contributor Category

Convention Daily Newspaper Room Deliveries

- Sponsorship fee \$7,500 for 3 days
 - Distributed to all attendees staying in the AALL Housing Block
 - Contributor Category
 - Design, production, and shipping of wrapper paid by sponsor
 - Delivery charges paid by sponsor
- (Note: Promotional materials will be placed outside sleeping rooms)

Other Room Deliveries

- Daily sponsorship fee \$2,500
 - Distributed to all attendees staying in the AALL Housing Block
 - Contributor Category
 - Design, production and distribution paid by advertiser
- (Note: Promotional materials will be placed outside sleeping rooms)

Promotional Materials Bin

- Daily sponsorship fee \$250
- Promotional materials made available in high traffic area of convention hall
- Design, production and shipment of materials responsibility of advertiser



American Association of Law Libraries

MAXIMIZING THE POWER OF THE LAW LIBRARY COMMUNITY SINCE 1906

PAM REISINGER, CMP
DIRECTOR OF MEETINGS
105 WEST ADAMS STREET, SUITE 3300
CHICAGO, ILLINOIS 60603
312-205-8026/PHONE
312-205-8027/FAX
preisinger@aall.org/email
www.aallnet.org