

# Sponsorship Opportunities

## AALL ANNUAL MEETING & CONFERENCE

Portland, Oregon  
July 12-15, 2008



### 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.

The AALL is incorporated as a 501(C)3 not-for-profit organization and as such, all contributions to the Association are tax deductible. All contributions are acknowledged in writing.

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—up to \$5000**

- 🌲 Listed on the Association's Web site—[www.aallnet.org](http://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 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 ad in Annual Meeting program announcement, preliminary and final programs
  - 🌲 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, space rental, and entertainment are paid by sponsor
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## Closing Banquet Centerpieces

- 🌲 Sole-sponsor \$5,500
  - 🌲 Bronze Category
  - 🌲 Reach 800 attendees
  - 🌲 Corporate logo may be incorporated in centerpiece design
  - 🌲 Recognition in conference program
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## Closing Banquet Band

- 🌲 Sole-sponsor \$7,500 or up to two co-sponsors at \$3,750 each
  - 🌲 Bronze or Contributor Category
  - 🌲 Reach 800 attendees
  - 🌲 Prominent placement on signage in registration area and on AALLNET
  - 🌲 Recognition in conference program and signage in banquet hall
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## 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
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## Internet Room

- 🌲 Sole-sponsor \$10,000
  - 🌲 Bronze Category
  - 🌲 Prominent recognition and priority placement on signage in registration area and on AALLNET
  - 🌲 Corporate logo and name placed prominently near entrance, corporate logo and message on first screen; signage in room; announcement in conference program; link to AALLNET
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## Registration Confirmation Inserts

- 🌲 Sponsorship fee \$2,500
  - 🌲 Multiple inserts may be included at \$2,500 each
  - 🌲 Contributor Category
  - 🌲 Mailing may include a special advertising insert but does not include promotion on badges—deadline June 1
  - 🌲 Design and printing costs paid by sponsor
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## 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
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## 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
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## Convention Daily Newspaper Inserts

- 🌲 Daily sponsorship fee \$2,500
  - 🌲 Design, production costs paid by advertiser
  - 🌲 Contributor Category
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## 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)
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## 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)
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## 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
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# 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 in conference program; and recognition by moderator at event
- ▲ Contribution subsidizes food & beverage and lowers ticket price to registrants

## Grant for Non-U.S. Law Librarians

- ▲ Sponsorship fee of \$2,000 per non-U.S. law librarian to support attendance at AALL annual meeting
- ▲ Contributor Category
- ▲ Choice of attendee is at the Association's discretion

## Receptions & Luncheons for Special Interest Sections & Committees

- ▲ Food and beverage paid by sponsor
- ▲ Multiple sponsors
- ▲ Contributor Category
- ▲ Reach one of 13 special interest sections or one of more than 20 AALL committees
- ▲ Signage in meeting room; announcement in conference program; and recognition by moderator



*American Association of Law Libraries*

MAXIMIZING THE POWER OF THE LAW LIBRARY COMMUNITY SINCE 1906

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