SPONSORSHIP OPPORTUNITIES

LEADING WITH WISDOM & INSIGHT

AALL 2021

VIRTUAL CONFERENCE

bit.ly/AALL21Sponsorships

AMERICAN ASSOCIATION OF LAW LIBRARIES
MAXIMIZE YOUR REACH

AALL 2021 Virtual Conference brings together more than 1,000 legal information professionals for five days of innovation, tailored learning, and networking. During these unprecedented times, legal work has become even more dependent on technology and the specialists who use it to perform accurate legal research more efficiently to better serve their patrons, clients, and stakeholders. AALL 2021 is where the legal information community goes for the latest, cutting-edge professional development and peer-to-peer connections, offering a place to gather and exchange ideas and best practices. Our virtual conference platform allows you to reach a broader audience of legal industry experts who seek your solutions to the challenges they face every day—wherever they work. Your AALL 2021 sponsorship illustrates commitment to the legal information industry, community, and AALL and puts your company in front of the decision makers who buy your products and services. Learn more about AALL at www.aallnet.org.

BY THE NUMBERS

TOTAL VIRTUAL ATTENDEES IN 2020
1,255

NUMBER OF COUNTRIES REPRESENTED
7

TOTAL NUMBER OF CONFERENCE OF NEWER LAW LIBRARIANS (CONELL) ATTENDEES IN 2020
67

MEMBERS WHO INDICATED THEY JOINED AALL FOR ACCESS TO CONTINUING EDUCATION
87%

NUMBER OF EXHIBITORS

TOTAL BOOTHS /20

TOTAL COMPANIES / 21

NUMBER OF EDUCATIONAL SESSIONS
40+

NUMBER OF PEOPLE WHO ATTENDED PARTNER WEBINARS IN 2020
1,216

NUMBER OF FIRST-TIME ATTENDEES AT AALL 2020
21%

DECISION MAKERS

MEMBERS BY LIBRARY TYPE

44%
LAW SCHOOL

36%
LAW FIRM/CORPORATE

15%
GOVERNMENT

• Information based on data from the 2020 AALL Membership Survey and the AALL State of the Profession 2019 survey.
ABOUT AALL MEMBERS

REACH DECISION MAKERS*

28% REPRESENT DEANS, DIRECTORS, CHIEF LIBRARIANS, AND CIOS

4% REPRESENT ASSOCIATES, DEPUTIES, ASSISTANT DIRECTORS, AND CHIEFS OF BRANCH

$924 MILLION+ OF INFORMATION BUYING POWER
AVERAGE INFORMATION BUDGETS BY LIBRARY TYPE

LAW FIRM/CORPORATE LIBRARIES

$1.58M

LAW SCHOOL LIBRARIES

$1.05M

GOVERNMENT LAW LIBRARIES

$508,005

MEMBERS RESPONSIBLE FOR PURCHASING/NEGOTIATING CONTRACTS

40%

*Based on members who self-reported their positions.
WHY SPONSOR AALL 2021?

FEATURE YOUR BRAND
Get your company name in front of 1,000+ legal information professionals.

GET YOUR BRAND NOTICED
Participation in our virtual exhibit hall, education sessions, and events helps establish your brand as a leader in the legal information industry.

HIGH ATTENDEE INTERACTION
Our virtual exhibit hall with live video chat functionality allows for active interaction between sponsors and attendees.

BUILD RELATIONSHIPS
Our exhibit hall breaks are the perfect opportunity for networking sessions. Connect with current clients and build relationships with new attendees and stakeholders.

SHOWCASE NEW FEATURES
Key legal department decision makers attend to discover the latest in legal industry trends.

GET DISCOVERED
Amplify your products or services with educational program opportunities.

AALL Member Services
The American Association of Law Libraries (AALL) is the only national association dedicated to the legal information profession and its professionals. Founded in 1906 on the belief that people—lawyers, judges, students, and the public—need timely access to relevant legal information to make sound legal arguments and wise legal decisions, its more than 4,000 members are problem solvers of the highest order. AALL fosters the profession by offering its members knowledge, leadership, and community that make the whole legal system stronger. For more information, visit www.aallnet.org.
SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR / $65,000+

BENEFITS INCLUDE:

HIGH-PROFILE RECOGNITION

• Recognition during Virtual Keynote Presentation (Company logo provided on cover slide as well as a short prerecorded video at the end of the presentation. Video developed and produced by exhibitor.)
• Recognition for supporting the AALL Virtual Lounge (presented via Zoom)
• Free Virtual Exhibit Booth ($2,500 value)
• Two free Virtual Conference registrations

BRAND VISIBILITY

• Full-page recognition in the AALL Awards & Acknowledgments brochure ($2,050 value)
• Recognition in AALL Annual Meeting & Conference launch press release
• Recognition in the March/April AALL Spectrum conference preview issue, if time permits
• Postconference recognition in the September/October issue of AALL Spectrum
• Platinum sponsor virtual badge ribbon included on the Virtual Exhibit Hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED

• AALL Annual Meeting & Conference website
• AALL Annual Meeting & Conference Preconference email updates
• Recognition on the front page of the Virtual Exhibit Hall

DIRECT MARKETING

• Complimentary Virtual Conference participants list ($500 value)
• One medium rectangle ad in two AALL Annual Meeting Preconference Updates ($800 value)
• One homepage leaderboard ad during the month of July. Ad specs are 400px x 173px in a .PNG file. ($1,000 value)
• One medium rectangle ad for a week in the daily KnowItAALL newsletters ($500 value)
• One direct marketing email blast. Send a personalized company email to all of the AALL 2021 virtual conference attendees. ($5,000 value)
• One social media post on AALL’s Facebook and Twitter platforms ($3,000 value)

PRESENTATION OPPORTUNITIES

• One dedicated educational program slot
• One AALL Partner Webinar ($2,995 value)

UP TO $30,000 IN CUSTOMIZATIONS

• **By Audience**: Communicate your support by sponsoring the right mix of AALL programs and events to reach your target audiences.
• **By Advertisements**: Promote your brand and gain visibility conference-wide through a variety of advertising opportunities that will drive traffic to your booth, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR / $45,000+

BENEFITS INCLUDE:

HIGH-PROFILE RECOGNITION

- Sponsorship credit for three virtual education sessions ($4,500 value)
- Free Virtual Exhibit Booth ($2,500 value)
- Two free Virtual Conference registrations

BRAND VISIBILITY

- Half-page advertisement in the AALL Awards & Acknowledgments brochure ($1,575 value)
- Recognition in AALL Annual Meeting & Conference launch press release
- Recognition in the March/April AALL Spectrum conference preview issue, if time permits
- Postconference recognition in the September/October issue of AALL Spectrum
- Gold sponsor virtual badge ribbon included on the Virtual Exhibit Hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED

- AALL Annual Meeting & Conference website
- AALL Annual Meeting & Conference Preconference email updates
- Logo recognition on the front page of the Virtual Exhibit Hall

DIRECT MARKETING

- Complimentary Virtual Conference participants list ($500 value)
- One medium rectangle ad in two AALL Annual Meeting Preconference Updates ($800 value)
- One medium rectangle ad for a week in the daily KnowItAALL newsletters ($400 value)
- One social media post on AALL’s Facebook and Twitter platforms ($3,000 value)

PRESENTATION OPPORTUNITIES

- One dedicated educational program slot

UP TO $15,000 IN CUSTOMIZATIONS

- **By Audience:** Communicate your support by sponsoring the right mix of AALL programs and events to reach your target audiences.
- **By Advertisements:** Promote your brand and gain visibility conference-wide through a variety of advertising opportunities that will drive traffic to your booth, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR / $25,000+

BENEFITS INCLUDE:

HIGH-PROFILE RECOGNITION

• Sponsorship credit for one virtual educational session [$1,500 value]

BRAND VISIBILITY

• Recognition in the AALL Awards & Acknowledgments brochure
• Recognition in AALL Annual Meeting & Conference launch press release
• Recognition in the March/April AALL Spectrum conference preview issue, if time permits
• Postconference recognition in the September/October issue of AALL Spectrum
• Silver sponsor virtual badge ribbon included on the Virtual Exhibit Hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED

• AALL Annual Meeting & Conference website
• AALL Annual Meeting & Conference Preconference email updates
• Logo recognition on the front page of the Virtual Exhibit Hall

DIRECT MARKETING

• Complimentary Virtual Conference participants list ($500 value)
• One medium rectangle ad, position B, for a week in the daily KnowItAALL newsletters ($650 value)
• Prime recognition on the Virtual Conference schedule ($350 value)

UP TO $7,500 IN CUSTOMIZATIONS

• **By Audience:** Communicate your support by sponsoring the right mix of AALL programs and events to reach your target audiences.
• **By Advertisements:** Promote your brand and gain visibility conference-wide through a variety of advertising opportunities that will drive traffic to your booth, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES
BRONZE SPONSOR / $10,000+

BENEFITS INCLUDE:

BRAND VISIBILITY
• Recognition in the AALL Awards & Acknowledgments brochure
• Recognition in Annual Meeting & Conference launch press release
• Recognition in the March/April AALL Spectrum conference preview issue, if time permits
• Postconference recognition in the September/October issue of AALL Spectrum
• Bronze sponsor virtual badge ribbon included on the Virtual Exhibit Hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED
• AALL Annual Meeting & Conference website
• Logo recognition on the front page of the Virtual Exhibit Hall

DIRECT MARKETING
• Complimentary virtual conference participants list ($500 value)

UP TO $1,500 IN CUSTOMIZATIONS
• **By Audience**: Communicate your support by sponsoring the right mix of AALL programs and events to reach your target audiences.
• **By Advertisements**: Promote your brand and gain visibility conference-wide through a variety of advertising opportunities that will drive traffic to your booth, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES

CONTRIBUTOR SPONSOR / $5,000+

BENEFITS INCLUDE:

BRAND VISIBILITY
- Recognition in the AALL Awards & Acknowledgments brochure

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED
- Recognition on the AALL Annual Meeting & Conference website
- Logo recognition on the front page of the Virtual Exhibit Hall

FRIENDS OF AALL / LESS THAN $5,000

BENEFITS INCLUDE:

BRAND VISIBILITY
- Recognition in the AALL Awards & Acknowledgments brochure

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED
- Recognition on the AALL Annual Meeting & Conference website
Delivered every weekday to members and subscribers, KnowItAALL highlights new products, legal reports, industry trends, and technology, library, and career development topics; it boasts a click-through rate of 39%. Contact Megan Mall (mmall@aall.org), AALL director of content strategy with questions.

**AD SPACE AND MATERIAL DEADLINES**

**REQUIREMENTS**
Files accepted in JPG, GIF, or PNG formats only; must be in RGB and no larger than 80k. When submitting files include URL for ad link.

<table>
<thead>
<tr>
<th>Issue*</th>
<th>Space Close</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold by the week, Monday through Friday</td>
<td>2 Mondays prior to start date</td>
<td>Monday prior to start date</td>
</tr>
</tbody>
</table>

* No issues on public holidays when AALL headquarters are closed.

**RATES**

All rates are net per insertion.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Positions</th>
<th>Weekly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Leaderboard</td>
<td>$750</td>
</tr>
<tr>
<td>Medium Rectangle—Position A</td>
<td>$500</td>
</tr>
<tr>
<td>Medium Rectangle—Position B</td>
<td>$400</td>
</tr>
<tr>
<td>Medium Rectangle—Position C</td>
<td>$300</td>
</tr>
</tbody>
</table>

Premium Leaderboard: Placement at top of newsletter. Limit one per issue.

Medium Rectangle: Placement in body of newsletter. Limit three per issue; positions A-C, from top to bottom.

Delivered daily.
Delivered the third Thursday of every month, the AALL eNewsletter is a one-stop shop for AALL members, with an average open rate of 38%.

**AD SPACE AND MATERIAL DEADLINES**

**REQUIREMENTS**
Files accepted in JPG, GIF, or PNG formats only; must be in RGB and no larger than 80k. When submitting files include URL for ad link.

**RATES**

*All rates are net per insertion.*

<table>
<thead>
<tr>
<th>Issue*</th>
<th>Space Close</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every Monday, except the third week of the month.</td>
<td>Wednesday prior to start date</td>
<td>Friday prior to start date</td>
</tr>
</tbody>
</table>

* No issues on public holidays when AALL headquarters are closed.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Positions</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Leaderboard</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$400</td>
<td>$375</td>
<td>$350</td>
<td>$300</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
</tr>
<tr>
<td>Side Column Button</td>
<td>$200</td>
<td>$175</td>
<td>$150</td>
<td>$125</td>
</tr>
</tbody>
</table>

**Premium Leaderboard:** Placement at top of newsletter. Limit one per issue.

**Medium Rectangle:** Placement in body of newsletter. Limit two per issue.

**Skyscraper:** Placement in right-hand margin under side column buttons and “Quick Links” section.

**Side Column Button:** Stacked vertically at top of the right-hand margin. Maximum of three run in each issue and rotated on a monthly basis.
AALL HOMEPAGE

The information and communications hub for conference members, the Conference page averages more than 95,000 unique page views per month. Only one homepage and two additional opportunities are available each quarter.

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**SPECIFICATIONS**

**Ad Size**
- Homepage 728 x 90 pixels
- Sitewide Sidebar 260 x 260 pixels

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**AD SPACE AND MATERIAL DEADLINES**

*Ads do not rotate with other advertisers.*

**REQUIREMENTS**

Files accepted in JPG and GIF formats only; must be in RGB, 72 dpi (dots per inch), and no larger than 80k. When submitting files include URL for ad link.

<table>
<thead>
<tr>
<th>Space Close</th>
<th>Material Due*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks prior to start date</td>
<td>1 week prior to start date</td>
</tr>
</tbody>
</table>

*Ads can be changed monthly if desired. Materials are due one week prior to the first day of the month.

**JUNE & JULY 2020 HOMEPAGE LEADERBOARD ADS HAVE BEEN SOLD.**

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**RATES**

<table>
<thead>
<tr>
<th>Position</th>
<th>1 months</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>$1,000</td>
<td>$855</td>
<td>$1,620</td>
<td>$3,000</td>
</tr>
<tr>
<td>Sitewide Sidebar**</td>
<td>$1,875</td>
<td>$5,340</td>
<td>$10,110</td>
<td>$18,000</td>
</tr>
</tbody>
</table>

**Sitewide sidebar ads do not appear on mobile devices such as tablets and smart phones, on the homepage, on the AALL Annual Meeting microsite, or third-party integrations such as the job board.**
PARTNER WEBINARS

Position your company as a trusted advisor with this new opportunity to take an active role in AALL’s educational ecosystem. Showcase your thought-leaders, promote communication, or inspire innovation—it’s all up to you.

DETAILS

Cost: $2995 per showcase
Duration: 60 minutes
Maximum Attendance: 1,000 people during live broadcast
Attendee Cost:
  - AALL Members: complimentary
  - Nonmembers with promo code: complimentary
  - Nonmembers: $60
Platform: GoToWebinar, provided by AALL

DATES + DEADLINES

<table>
<thead>
<tr>
<th>2021 Showcases</th>
<th>Contract Due</th>
<th>Slides Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 9</td>
<td>January 19</td>
<td>February 12</td>
</tr>
<tr>
<td>May 11</td>
<td>March 26</td>
<td>April 19</td>
</tr>
<tr>
<td>June 22</td>
<td>April 30</td>
<td>May 28</td>
</tr>
<tr>
<td>September 4</td>
<td>July 16</td>
<td>August 11</td>
</tr>
<tr>
<td>November 9</td>
<td>September 17</td>
<td>October 15</td>
</tr>
</tbody>
</table>

PROMOTIONS

- Listed on AALL Events Calendar*
- Listed in monthly AALL Education Update(s)*
- Listed in the AALL Spectrum “News & Notes” calendar, if time permits
- One dedicated eblast during month prior to webinar
- Use of AALL logo in vendor promotions (must be approved by AALL)
- Promotion code for non-AALL members to view webinar free of charge
- Attendee list, excluding third-party opt outs and European Union and Canadian residents
- Webinar recording posted to AALL2go
- Link to webinar recording, good for one year

*Partner Webinars will be promoted in the AALL Event Calendar and in the monthly AALL Education Update after payment is received until the date of the webinar. All promotions dependent on receiving information and materials from vendor in a timely manner.
CUSTOMIZATION OPTIONS

PROGRAM OPPORTUNITIES

2021 AALL EXECUTIVE LEADERSHIP INSTITUTE / $5,000
The Executive Leadership Institute will be held in summer 2021, and is designed to provide directors and interim directors (decision makers) with next-level leadership skills as well as candid, dynamic, and strategic conversations on topics affecting library services and legal information, including organizational challenges, changes in the legal landscape, and the continued evolution of information services. Your corporate logo and name will be included in all materials and signage promoting the program. In addition, you will have two full registrations to the program and will be acknowledged at the event. One exclusive opportunity available.

2022 AALL COMPETITIVE INTELLIGENCE FOUNDATIONS / $5,000
Target legal information managers and leaders by sponsoring the 2022 AALL Competitive Intelligence Foundations program. During this program, participants will learn how to establish and maintain a strategic competitive intelligence (CI) function—from development to implementation. Your corporate logo and name will be included in all materials and signage promoting the program. In addition, you will have two full registrations to the program and will be acknowledged at the event. One exclusive opportunity available.

2022 LEADERSHIP ACADEMY / $5,000
Target the legal information leaders of tomorrow by sponsoring the 2022 AALL Leadership Academy. Held biennially AALL, the program includes interactive discussions exploring key leadership concepts and current trends, leadership assessments, small and large group collaboration, focused development activities and opportunities to network with colleagues. Your corporate logo and name will be included in all materials and signage promoting the program. In addition, you will have two full registrations to the program and will be acknowledged at the event. One exclusive opportunity available.

2023 AALL COMPETITIVE INTELLIGENCE ANALYSIS & STRATEGIES / $5,000
Building on our highly successful Competitive Intelligence Foundations program, held in the fall of 2022, this advanced class will be held in spring 2023. Open to all members, the program will focus on leveraging the competitive intelligence operation in the firm environment. Your corporate logo and name will be included in all materials and signage promoting the program. In addition, you will have two full registrations to the program and will be acknowledged at the event. One exclusive opportunity available.

ANNUAL MEETING VIRTUAL EVENT OPPORTUNITIES

VIRTUAL EXHIBIT BOOTH / $2,500
Reach attendees and decision makers with a branded virtual exhibit booth. Share videos, hold live demonstrations, and live chat with attendees. Multiple opportunities available.

SWAG IN A BOX / $10,000 PER ITEM (MINIMUM OF 1,000 TO BE SHIPPED)
Send branded swag to conference attendees. Choose an item to contribute to the “swag in a box”—items include a Round Stress Reliever (ball), Metallic Curvaceous Ballpoint Pen with Stylus, 21 ounce Tipton Stainless Insulated Bottle with Bamboo Lid, or Ambassador Bound JournalBook. Four opportunities available. *Because these items will be customized, the deadline for artwork is May 24, with final artwork approval by May 31, 2021.

VIRTUAL TOUR / $3,000
Sponsor a virtual tour of a local venue or attraction in Cleveland (e.g., the Rock & Roll Hall of Fame).

CONELL / $5,000
Through sponsorship of this orientation event for newer law librarians and first time attendees, you will reach the newest members of the profession. Sponsor receives logo recognition and speaking opportunity at event. One exclusive opportunity available.
LEADERSHIP TRAINING / $5,000
Support the profession’s leaders through sponsorship of this important event. This year’s leadership training will prepare AALL entity leaders with best practices in leadership development. Sponsor receives logo recognition and acknowledgment at event. One exclusive opportunity available.

AALL AWARDS PROGRAM / $5,000
Recognize AALL award winners for contributions in support of the profession as they are honored by their colleagues. Sponsor receives logo recognition and acknowledgment at the event. One exclusive opportunity available.

SOCIAL MEDIA POST / $3,000
Our attendees are social media savvy! Sponsor provides artwork for AALL to promote on your behalf. Only one scheduled tweet and FB post per day allowed. Get yours today! Multiple opportunities available.

HAPPY HOUR / $1,500
Being virtual doesn’t mean the end of networking. Host a virtual happy hour session that invites attendees into small virtual meeting rooms at the end of day. Your happy hour can include games, giveaways, and will provide attendees with an opportunity to mingle and network.

FEATURED SPONSOR OPTION / $3,000
Featured in daily Conference emails, your company will be “featured” on different days. Your company will be promoted in the daily email (including a leaderboard banner ad) and in our virtual conference ‘lobby.’ Five opportunities available.

SPONSORED EDUCATIONAL SESSIONS / $1,500
Sponsor an educational session, your logo will be displayed underneath the presentation title. The logo will link to your company’s website. Multiple opportunities available.

WELCOME VIDEOS / $2,500
Include pre-event “invitation” videos in AALL’s Preconference emails. Introduce your company, any promotions/giveaways you plan to run in your booth, who will be online in your booth from your team, etc. One exclusive opportunity per Preconference email (6 opportunities total).

AALL PARTNER WEBINAR / $2,995
Widen your strategic footprint, highlight new innovations, share your expert knowledge on topics that shape the legal information landscape, and expand your reach with legal information decision makers. This is an exclusive opportunity to connect to legal information professionals and law librarians. Multiple opportunities available.

KNOWITAALL / LEADERBOARD $750 / MEDIUM BANNERS $500-$400
Delivered every weekday to members and subscribers, KnowItAALL highlights legal information, industry trends, and law, technology, library, and career development topics; it boasts an average open rate of 39%. Multiple opportunities available.

AALL WEEKLY ENEWSLETTER / LEADERBOARD/SKYScraper $500 / MEDIUM BANNER $400
AALL’s Weekly newsletter includes brief news items and important reminders about upcoming events and deadlines; it boasts an average open rate of 38%. Multiple opportunities available.

AALLNET HOMEPAGE AD / $1,000
AALLNET had more than one million unique page views in 2020. Don’t miss out—only one homepage available each month. One opportunity available per month. June & July Leaderboard ads sold.

AALL SPECTRUM VENDOR VOICE / $3,000
Receive a three-page Q&A advertorial to be organized by AALL to showcase a new product of your choosing, directly to decision makers. AALL will work with the vendor to organize the interview before the article is professionally designed. This is an exclusive opportunity! Only one vendor voice will be published per issue. Advertisers are limited to one vendor voice annually. Six opportunities available.
DETAILS & INFORMATION

IMPORTANT NOTES

- Sponsor, artwork, and/or materials are subject to acceptance and approval by AALL.
- Pricing includes production and installation unless otherwise indicated.
- Space/opportunity is reserved with signed “Sponsorship Agreement.”
- AALL will invoice for fees with signed “Sponsorship Agreement.”
- Payment is due in full 30 days after invoice is sent.
- Mechanical specifications and additional advertising deadlines will be given with signed “Sponsorship Agreement.”
- A minimum **$500 late fee** will be charged for materials received after the materials deadlines.
- See “How to Participate” and “Special Instructions” for additional details.

HOW TO PARTICIPATE

1. Complete and submit the “Sponsorship Agreement” to indicate sponsorship level and to reserve opportunities.
2. Payment is due in full 30 days after invoice is sent.
3. AALL will provide deadlines and coordinate all materials for advertising.
4. Refer to “Special Instructions” below for more information about certain opportunities.

SPECIAL INSTRUCTIONS

Print & Electronic Advertisements

- AALL will contact you to coordinate print and electronic advertisements included in sponsorships.

Swag in a Box Items

- Sponsor selects which of the four available items from the box that they want to be distributed and provides artwork. Sponsor will have the chance to review a proof of the item. Proof must be approved by sponsor by **May 31, 2021**. AALL’s third-party distributor will mail the swag box to attendees who have opted in to receive it. Attendees will receive the swag box at the start of the virtual conference.

View additional **print and digital advertising opportunities** at bit.ly/AALLMediaKit.
SPONSORSHIP AGREEMENT

Company Name

Purchase Order Number

Contract Authorized by (print)

Contract Authorized by (signature)

Contract Authorized Date

CONTACT

BILL TO (if different from Contact)

Name

Name

Title

Title

Company

Company

Address

Address

City/State/Zip

City/State/Zip

Phone/Fax

Phone/Fax

Email

Email

SPONSORSHIP LEVELS

☐ Platinum  $65,000+ (includes $30,000 in custom options itemized below)
☐ Gold  $45,000+ (includes $15,000 in custom options itemized below)
☐ Silver  $25,000+ (includes $7,500 in custom options itemized below)
☐ Bronze  $10,000+ (includes $1,500 in custom options itemized below)
☐ Contributor  $5,000+
☐ Friends of AALL  Less than $5,000

Please complete the Customization Options form to indicate which options you would like to include as part of your sponsorship. You may also select more than the amount allotted for the sponsorship level you have selected; additional amounts will be included on the sponsorship invoice.

Having selected a sponsorship, you agree to abide by the "Details & Information" listed and to adhere to the production deadlines. Customization options are subject to availability and cannot be altered after May 31, 2021. No refunds will be given.
## CUSTOMIZATION OPTIONS

We would like the following opportunities as part of our sponsorship:

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>QUANTITY</th>
<th>PRICE</th>
<th>SUBTOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021 AALL EXECUTIVE LEADERSHIP INSTITUTE</td>
<td></td>
<td>$5,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>2022 AALL COMPETITIVE INTELLIGENCE FOUNDATIONS</td>
<td></td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>2022 AALL LEADERSHIP ACADEMY</td>
<td></td>
<td>$5,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>2023 AALL COMPETITIVE INTELLIGENCE ANALYSIS &amp; STRATEGIES</td>
<td></td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>VIRTUAL EXHIBIT BOOTH</td>
<td></td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>SWAG IN A BOX</td>
<td>4</td>
<td>$10,000 [per item]</td>
<td></td>
</tr>
<tr>
<td><strong>VIRTUAL CONFERENCE OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIRTUAL TOUR</td>
<td></td>
<td>$2,000</td>
<td>SOLD</td>
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For additional information about sponsorship opportunities for the 2021 AALL Virtual Conference contact:

Vani Ungapen  
Executive Director  
vungapen@aall.org  
p 312.205.8016  
f 312.431.1097