LEAD • INNOVATE • TRANSFORM

AALL 2024

July 20-23 / Chicago, IL

117th American Association of Law Libraries Annual Meeting & Conference

SECURE YOUR EXHIBIT SPACE TODAY
Join the Legal Information Community in Person!

bit.ly/AALL24
GET YOUR COMPANY IN FRONT OF LEGAL INFORMATION DECISION-MAKERS

The legal information community depends on AALL’s Annual Meeting & Conference to provide the latest, cutting-edge professional development, fostering peer-to-peer connections and serving as a hub for exchanging ideas and showcasing best practices.

In its 117th year, the AALL Annual Meeting & Conference will bring together more than 1,300 law librarians and legal information professionals from across the country—each seeking new solutions and innovative enhancements.

› ENGAGE in direct, personal interactions with current and prospective clients
› GROW your market share and create new customer opportunities
› INTRODUCE new products, updates, and programs to customers and prospects
› LEARN about the needs and trends that will direct the future of the legal industry

WHO YOU WILL MEET

LIBRARY TYPES

- ACADEMIC 38%
- LAW FIRM 30%
- OTHER* 20%
- COURT/GOV 12%

*Other includes vendors, guests, and affiliated associations.

JOB TITLES INCLUDING

- Law Librarians
- Chief Knowledge Officers
- Library Directors
- Legal Information Officers
- Web Content and Materials Managers
- Competitive Intelligence Analysts
- Plus, so much more

DECISION-MAKERS

- 85% VISIT THE EXHIBIT HALL EACH DAY
- 54% FOUND NEW VENDORS TO DO BUSINESS WITH
- 47% FOUND NEW PRODUCTS/SERVICES TO IMPLEMENT IN THEIR LIBRARIES

MEET AND MAKE CONNECTIONS WITH ORGANIZATIONS, INCLUDING:

- University of Arizona
- University of California
- University of Colorado
- University of Connecticut
- University of Delaware
- University of Georgia
- University of Hawaii
- University of Illinois
- University of Iowa
- University of Kansas
- University of Kentucky
- University of Louisiana
- University of Maryland
- University of Massachusetts
- University of Michigan
- University of Minnesota
- University of Missouri
- University of Nebraska
- University of Nevada
- University of New Mexico
- University of North Carolina
- University of Notre Dame
- University of Oklahoma
- University of Oregon
- University of Pennsylvania
- University of Pittsburgh
- University of Portland
- University of Rochester
- University of South Carolina
- University of Southern California
- University of Tennessee
- University of Texas
- University of Texas at Austin
- University of Utah
- University of Virginia
- George Washington University
- Georgetown University
- Howard University
- Indiana University
- Iowa State University
- Kansas State University
- Louisiana State University
- Louisiana Tech University
- Loyola University
- Marquette University
- Michigan State University
- Missouri State University
- Montana State University
- New York University
- Ohio State University
- Oklahoma State University
- Oregon State University
- Pennsylvania State University
- Purdue University
- Rice University
- Rutgers University
- Seton Hall University
- Southern Methodist University
- Stanford University
- Temple University
- Texas A&M University
- Texas Christian University
- University of Texas at San Antonio
- University of Utah
- University of Virginia
- University of Washington
- University of Wisconsin
- Virginia Tech University
- Washington State University
- Wayne State University
- Western Michigan University
- Western Washington University
- Wright State University
- Xavier University

*Information based on data from the 2023 AALL Annual Meeting Attendee Survey.
If you are looking to amplify your company's visibility or showcase particular products and services, the AALL Annual Meeting & Conference is the event to be part of. Exhibiting at AALL 2024 puts your company in front of the decision-makers who are looking for the right products/services to enhance their legal research needs. Learn more about AALL at www.aallnet.org.

SECURE YOUR EXHIBIT SPACE NOW AND GAIN ACCESS TO:

- **PREMIUM LOCATIONS:** Key booth locations will sell out quickly! Act now to secure the best placement for your booth space.

- **HIGH ATTENDEE INTERACTION:** A carefully laid out exhibit hall floor, educational programs, meetings, and events enable active interaction between sponsors and attendees.

- **DEDICATED HALL BREAKS:** Dedicated daily exhibit hall breaks in the programming provide an opportunity to network and connect with existing and prospective clients.

- **INDUSTRY DECISION-MAKERS:** Key legal department decision-makers attend to discover the latest in legal industry trends.

- **DEMONSTRATE YOUR LEADERSHIP:** Establish or maintain your brand as a leader in the legal information industry, and as a proud supporter of the AALL community.

**AALL 2023 BY THE NUMBERS**

- 1,700+ attendees looking for the right products/services to enhance their legal research needs
- 60+ exhibitors
- 250+ presenters
- 65 education programs
- 100+ Conell participants
- 270+ first-time attendees
- 25,000+ impressions

*Countless opportunities to access your target audience*

*Information based on data from the 2023 AALL Annual Meeting Attendee Survey.*
EXHIBITOR OPPORTUNITIES

EXHIBIT SPACE INFORMATION
Cost: $39.00 per square foot ($200 charge per corner)

Your Exhibit Package Includes:
- Two (2) full conference registrations per 10x10, access to programming, and industry networking events
- 8’ high draped backwall and 33” high draped side rails
- One booth ID sign (company name & booth)

Your company included on:
- AALL Annual Meeting & Conference website
- AALL Annual Meeting & Conference Program
- Standard Mobile App Listing (linked to your booth on map)

INCREASE YOUR PRESENCE!
These opportunities are exclusive to exhibiting organizations.

Enhanced Mobile App Listing $350
Increase your presence with a feature that allows app users to access your company’s description, contact information, and a link to your home page (A must if you want to properly educate buyers).

Branded Double Sided Billboards $2,500 (per billboard) or $10,000 (exclusive, all 5 boards)
Display your brand in the highly trafficked Exhibit Hall that every conference attendee is sure to see. Each meter board is double-sided and will include your graphics exclusively.

Branded Floor Stickers $5,000 (5 stickers)
Advertise your organization and booth number in the high traffic areas of the Exhibit Hall. Stickers can be up to 3ft x 3ft in a variety of shapes and will include your graphics/message alongside brief directional content.

Refreshment & Coffee Breaks $2,500 per day or $5,000 (exclusive, 5 breaks over 3 days)
The most frequented area in any conference are the refreshment and coffee zones during breaks. Feature your company logo on the signage and be recognized as a sponsor at each food and beverage table in the Exhibit Hall in the official conference app and on the website.

Aisle Signs $10,000 (exclusive, up to 8 aisle signs)
Showcase your brand above every aisle in both halls for all attendees to see.

Exhibitor Showcase $4,000
Take center stage with a captivating 30-40 minute presentation and engage the audience in a dynamic Q&A. Benefit from extensive promotion on the conference app and website, along with eye-catching signage, amplifying your brand’s reach and unlocking valuable connections. Hurry, as submissions are limited!

CONTACT US TODAY TO SECURE YOUR SPACE
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Download the Exhibit Space Application and Contract

All exhibit space applications are subject to availability. Please contact exhibits@AALLconference.org to confirm availability.
All exhibit contracts are subject to the terms and conditions found on the Exhibit Space Application and Contract.