AALL Vendor Showcases
Your Content. Delivered.
ABOUT AALL MEMBERS

Reach more than 4,100 law librarians and other legal information professionals who are the decision makers and influencers on everything from licensing electronic information to managing print subscriptions to purchasing library supplies and services.

MEMBERS BY LIBRARY TYPE

<table>
<thead>
<tr>
<th>Library Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law School</td>
<td>36%</td>
</tr>
<tr>
<td>Law Firm/Corporate</td>
<td>35%</td>
</tr>
<tr>
<td>Government</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

REACH DECISION MAKERS*

- 31% Represent deans, directors, chief librarians, and CIOs
- 7% Represent associates, deputies, assistant directors, and chiefs of branch

*Based on members who self-reported their positions.
ABOUT AALL MEMBERS

$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

81% OF AALL MEMBERS STRONGLY AGREE OR AGREE THAT AALL IS THE RECOGNIZED AUTHORITY IN THE FIELD OF LEGAL INFORMATION

81%

CONTACT

Celeste R. Smith, CAE
AALL Director of Education
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f 312.431.1097
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 discourse, 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>2020 Showcases</th>
<th>Contract Due</th>
<th>Slides Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 14</td>
<td>November 21</td>
<td>December 9, 2019</td>
</tr>
<tr>
<td>March 10</td>
<td>January 24</td>
<td>February 17, 2020</td>
</tr>
<tr>
<td>May 12</td>
<td>March 15</td>
<td>April 21</td>
</tr>
<tr>
<td>June 23</td>
<td>April 30</td>
<td>June 2</td>
</tr>
<tr>
<td>September 15</td>
<td>July 24</td>
<td>August 21</td>
</tr>
<tr>
<td>November 10</td>
<td>September 11</td>
<td>October 19</td>
</tr>
</tbody>
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**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 showcase  
- Use of AALL logo in vendor promotions (must be approved by AALL)  
- Promotion code for non-AALL members to view showcase free of charge  
- Attendee list, excluding third-party opt outs and European Union and Canadian residents  
- Showcase recording posted to AALL2go  
- Link to showcase recording, good for one year

* Showcases 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.
AMERICAN ASSOCIATION OF LAW LIBRARIES

VENDOR SHOWCASE CONTRACT

AUTHORIZED BY
By completing this document, you agree to abide by the Terms + Conditions noted below:

Company:
Contract Authorized by (print):
Authorized Signature: Date:

CONTACT
Name:
Company:
Address:
City/State/Zip:
Phone: Fax:
Email:

BILL TO (if different from contact)
Name:
Company:
Address:
City/State/Zip:
Phone: Fax:
Email:

TERMS + CONDITIONS

- AALL will contact you if your desired showcase date is not available.
- Each showcase is limited to 60 minutes and 1,000 attendees.
- More than one vendor may participate in a showcase.
- Vendors will be invoiced (net 30) with signed contact. Showcase promotions will not begin until payment is received. No refunds will be given.
- Showcases cannot be canceled after payment has been received.
- AALL will provide the webinar platform and slide deck template; vendors are responsible for moderator/speaker and any other production costs.
- Content may not be solely product-driven, must offer compelling educational topics, is subject to approval by AALL, and must be submitted on or before the published deadlines.
- Vendor deliverables include: vendor logo(s); showcase title and description; moderator/speakers names, bios, and headshots; and slides.
- Vendors must use the AALL slide template; alternations are not permitted.

SHOWCASE DATES

2020
- January 14
- March 10
- May 12
- June 23
- September 15
- November 10

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