AALL Partner Webinars

Your Content. Delivered.
ABOUT AALL MEMBERS

Reach more than 4,000 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>44%</td>
</tr>
<tr>
<td>Law Firm/Corporate</td>
<td>36%</td>
</tr>
<tr>
<td>Government</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

REACH DECISION MAKERS*

<table>
<thead>
<tr>
<th>Decision Makers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Represent Deans, Directors, Chief Librarians, and CIOS</td>
<td>28%</td>
</tr>
<tr>
<td>Represent Associates, Deputies, Assistant Directors, and Chiefs of Branch</td>
<td>4%</td>
</tr>
</tbody>
</table>

*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

83% OF AALL MEMBERS STRONGLY AGREE OR AGREE THAT AALL IS THE RECOGNIZED AUTHORITY IN THE FIELD OF LEGAL INFORMATION

CONTACT
Celeste R. Smith, CAE
AALL Director of Education
csmith@aall.org
p 312.205.8032
f 312.431.1097
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 discourse, or inspire innovation—it’s all up to you.

DETAILS

Cost: $2995 per webinar  
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 25</td>
<td>February 15</td>
</tr>
<tr>
<td>May 11</td>
<td>March 12</td>
<td>April 19</td>
</tr>
<tr>
<td>June 8</td>
<td>April 16</td>
<td>May 24</td>
</tr>
<tr>
<td>September 14</td>
<td>July 12</td>
<td>August 23</td>
</tr>
<tr>
<td>November 9</td>
<td>September 13</td>
<td>October 15</td>
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</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 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

*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.
AMERICAN ASSOCIATION OF LAW LIBRARIES

VENDOR WEBINAR 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 webinar date is not available.
- Each webinar is limited to 60 minutes and 1,000 attendees.
- More than one vendor may participate in a webinar.
- Vendors will be invoiced (net 30) with signed contact. Webinar promotions will not begin until payment is received. No refunds will be given.
- Webinars 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); webinar title and description; moderator/speakers names, bios, and headshots; and slides.
- Vendors must use the AALL slide template; alternations are not permitted.

SHOWCASE DATES
2021
- March 9
- May 11
- June 8
- September 14
- November 9

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