AALL VIRTUAL CONFERENCE
SPONSORSHIP & ADVERTISING OPPORTUNITIES

AALL 2020 UNMASKING OUR POTENTIAL

bit.ly/AALL20Sponsorships
MAXIMIZE YOUR REACH

The American Association of Law Libraries (AALL) is the only national association dedicated to the legal information profession and its professionals. Our more than 4,000 members are problems solvers of the highest order. AALL fosters the profession by offering its members knowledge, leadership, and community that make the whole legal system stronger.

Due to continued concerns related to COVID-19, the AALL Executive Board made the very difficult decision to cancel the in-person AALL Annual Meeting & Conference. The Executive Board and AALL staff are working with AALL committees, juries, and other entities to create a virtual conference. This Brochure has been reworked to reflect new sponsorship opportunities that will provide the same value. Learn more about AALL at www.aallnet.org.

BY THE NUMBERS

<table>
<thead>
<tr>
<th>TOTAL MEMBERSHIP</th>
<th>4,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF PEOPLE WHO ATTENDED WEBINARS IN 2019</td>
<td>1,061</td>
</tr>
<tr>
<td>TOTAL NUMBER OF CONFERENCE OF NEWER LAW LIBRARIANS (CONELL) ATTENDEES IN 2019</td>
<td>81</td>
</tr>
<tr>
<td>MEMBERS WHO INDICATED THEY JOINED AALL FOR ACCESS TO CONTINUING EDUCATION</td>
<td>87%</td>
</tr>
<tr>
<td>NUMBER OF EDUCATIONAL SESSIONS</td>
<td>30+</td>
</tr>
</tbody>
</table>

DECISION MAKERS

MEMBERS BY LIBRARY TYPE

- **19%** LAW SCHOOL
- **41%** LAW FIRM/CORPORATE
- **22%** 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

$1.58M LAW FIRM/CORPORATE LIBRARIES

$1.05M LAW SCHOOL LIBRARIES

$508,005 GOVERNMENT LAW LIBRARIES

MEMBERS RESPONSIBLE FOR PURCHASING/NEGOTIATING CONTRACTS

40% *Based on members who self-reported their positions.
WHY SPONSOR THE VIRTUAL CONFERENCE?

FEATURE YOUR BRAND
Get your company name in front of 2,000+ legal industry professionals.

INTERACT WITH DECISION MAKERS
Our virtual exhibit hall, educational sessions, webinars, and virtual events enable active interaction between sponsors and attendees.

DEMONSTRATE YOUR LEADERSHIP
Key legal department decision makers attend to discover the latest in legal industry trends.

BE A LEADER
Establish your brand as a leader in the legal information industry.

BUILD RELATIONSHIPS
Our virtual exhibit hall provides an opportunity to connect and build relationships with clients and stakeholders.

GET DISCOVERED
Amplify your product or service through our Partner Webinars.

COMPLIMENTARY EXHIBITOR BENEFITS FOR CURRENT SPONSORS
AALL 2020 will be held virtually this summer, but there are still several ways exhibitors can interact with attendees, before, during, and after the virtual conference. All exhibitors will receive a listing on the virtual conference platform as well as in the virtual exhibit hall. Listing includes:

- company description
- logo, and
- link to your company’s website

Following are additional opportunities for exhibitors that reach beyond your virtual exhibit hall booth and will be visible on the conference website as well as the virtual conference platform.
SPONSORSHIP OPPORTUNITIES
NEW IN 2020! PLATINUM SPONSOR / $65,000+

BENEFITS INCLUDE:

HIGH-PROFILE RECOGNITION
- Sponsorship of 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.]
- Sponsorship of AALL Virtual Lounge [presented via Zoom]

BRAND AWARENESS
- Full-page sponsorship recognition in the Print & Digital AALL Awards & Acknowledgments brochure [$2,050 value]
- Recognition in AALL Annual Meeting & Conference launch press release - Received
- Recognition in the March/April AALL Spectrum conference preview issue - Received
- Postconference recognition in the September/October issue of AALL Spectrum
- 2020 AALL Spectrum advertising credit of $1,000
- Platinum sponsor virtual badge ribbon included in the virtual exhibit hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED
- AALL Annual Meeting & Conference website
- AALL Monthly eNewsletter
- Logo recognition on the front page of the virtual exhibit hall

DIRECT MARKETING
- Complimentary virtual conference participants list [$500 value]
- One leaderboard banner ad for a week in the daily KnowItAALL newsletters [$1,000 value]
- Primary recognition on the virtual conference platform [$350 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 $40,000 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 through a variety of advertising opportunities that will drive traffic to your website, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES
GOLD SPONSOR / $45,000+

BENEFITS INCLUDE:

HIGH-PROFILE RECOGNITION
- Sponsorship credit for three virtual education sessions ($9,000 value)

BRAND AWARENESS
- Half-page sponsorship advertisement in the Print & Digital AALL Awards & Acknowledgments brochure ($1,575 value)
- Recognition in AALL Annual Meeting & Conference launch press release - Received
- Recognition in the March/April AALL Spectrum conference preview issue - Received
- Postconference recognition in the September/October issue of AALL Spectrum
- 2020 AALL Spectrum advertising credit of $750
- Gold sponsor virtual badge ribbon included in the virtual exhibit hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED
- AALL Annual Meeting & Conference website
- AALL Monthly eNewsletter
- 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 A, for a week in the daily KnowItAALL newsletters ($750 value)
- Primary recognition on the virtual conference platform ($350 value)
- One social media post on AALL’s Facebook and Twitter platforms ($3,000 value)

PRESENTATION OPPORTUNITIES
- One AALL Partner Webinar ($2,995 value)

UP TO $20,000 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 through a variety of advertising opportunities that will drive traffic to your website, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR / $25,000+

BENEFITS INCLUDE:

HIGH-PROFILE RECOGNITION
• Sponsorship credit for one virtual education session ($3,000 value)

BRAND AWARENESS
• Recognition in AALL Annual Meeting & Conference launch press release - Received
• Recognition in the March/April AALL Spectrum conference preview issue - Received
• Postconference recognition in the September/October issue of AALL Spectrum
• 2020 AALL Spectrum advertising credit of $500
• Silver sponsor virtual badge ribbon included in the virtual exhibit hall

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED
• AALL Annual Meeting & Conference website
• AALL Monthly eNewsletter
• 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
• Primary recognition on the virtual conference platform ($350 value)
• One social media post on AALL's Facebook and Twitter platforms ($3,000 value)

PRESENTATION OPPORTUNITIES
• One AALL Partner Webinar ($2,995 value)

UP TO $10,000 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 through a variety of advertising opportunities that will drive traffic to your website, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES
BRONZE SPONSOR / $10,000+

BENEFITS INCLUDE:

BRAND AWARENESS
- Recognition in the Print & Digital AALL Awards & Acknowledgments brochure
- Recognition in Annual Meeting & Conference launch press release - Received
- Recognition in the March/April AALL Spectrum conference preview issue - Received
- Postconference recognition in the September/October issue of AALL Spectrum
- Bronze sponsor virtual badge ribbon included in 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 $5,000 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 through a variety of advertising opportunities that will drive traffic to your website, showcase your product, and more.
SPONSORSHIP OPPORTUNITIES

CONTRIBUTOR SPONSOR / $5,000+

BENEFITS INCLUDE:

BRAND AWARENESS

• Recognition in the Print & Digital 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 AWARENESS

• Recognition in the Print & Digital AALL Awards & Acknowledgments brochure

BRAND IMPRESSIONS / YOUR COMPANY LOGO INCLUDED

• Recognition on the AALL Annual Meeting & Conference website
Delivered every weekday to members and 700+ subscribers, KnowItAALL highlights new products, legal reports, industry trends, technology, and library and career development topics, with an average click-through rate of 39%.

AD SPACE AND MATERIAL DEADLINES

<table>
<thead>
<tr>
<th>REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

<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.

<table>
<thead>
<tr>
<th>SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Leaderboard</td>
</tr>
<tr>
<td>600 x 100 pixels</td>
</tr>
<tr>
<td>Medium Rectangle</td>
</tr>
<tr>
<td>300 x 250 pixels</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positions</th>
<th>Weekly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Leaderboard</td>
<td>$1,000</td>
</tr>
<tr>
<td>Medium Rectangle—Position A</td>
<td>750</td>
</tr>
<tr>
<td>Medium Rectangle—Position B</td>
<td>650</td>
</tr>
<tr>
<td>Medium Rectangle—Position C</td>
<td>550</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 every Monday except the third week of every month (when the monthly eNewsletter is sent), the AALL Weekly eNewsletter is a one-stop shop for AALL members, with an average open rate of 33%.

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>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.

RATES

All rates are net per insertion.

SPECIFICATIONS

<table>
<thead>
<tr>
<th>Premium Leaderboard</th>
<th>616 x 100 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 450 pixels</td>
</tr>
<tr>
<td>Side Column Button</td>
<td>120 x 90 pixels</td>
</tr>
</tbody>
</table>

<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.
The communications hub for conference members, the Conference website averages more than 82,000 unique page views per month. Only one conference homepage and two siderail opportunities are available.

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>728 x 90 pixels</th>
<th>260 x 260 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Position</strong></td>
<td><strong>1 months</strong></td>
<td><strong>3 months</strong></td>
</tr>
<tr>
<td>Homepage</td>
<td>$300</td>
<td>$855</td>
</tr>
<tr>
<td>Siderail ad**</td>
<td>$1,875</td>
<td>$5,340</td>
</tr>
</tbody>
</table>

**RATES**

**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.

**Space Close** | **Material Due***
---|---
2 weeks prior to start date | 1 week prior to start date

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

**SPECIFICATIONS**

- **Homepage**: 728 x 90 pixels
- **Siderail**: 260 x 260 pixels

**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>$300</td>
<td>$855</td>
<td>$1,620</td>
<td>$3,000</td>
</tr>
<tr>
<td>Siderail ad**</td>
<td>$1,875</td>
<td>$5,340</td>
<td>$10,110</td>
<td>$18,000</td>
</tr>
</tbody>
</table>

**Siderail ads do not appear on mobile devices such as tablets and smart phones, on the homepage, on the main page of the AALL Annual Meeting conference site, 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:** $2,995 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

PREVIOUS CONFERENCE OPPORTUNITIES

2021 INNOVATION BOOJCAMP / $5,000
The Innovation Bootcamp will be held in spring 2021 and is designed to provide the tools, practices, and skills necessary to create innovation in law libraries and legal information. The program is open to anyone interested in helping to create a culture of innovation in the field. 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.

2021 MANAGEMENT INSTITUTE / $5,000
Target legal information managers and leaders by sponsoring the 2021 AALL Management Institute. Held biennially in the spring, the program provides managers with skills that help them excel in their roles, support organization strategy, and solve business issues. Your corporate logo and name will be included in all materials and signage promoting the program. You will also have two full registrations to the program and will be acknowledged at the event. One exclusive opportunity available.

VIRTUAL CONEL11 / $10,000
Through sponsorship of this day-long orientation event for newer law librarians and first-time attendees, you will reach the newest members of the profession. Sponsor receives logo representation and speaking opportunity during event. One exclusive opportunity available.

VIRTUAL LEDERSHIP TRAINING / $10,000
Support the profession’s leaders through the sponsorship of this important event. This year’s leadership training will prepare AALL entity leaders with best practices in leadership development. Sponsor receives recognition signage and acknowledgment at event. One exclusive opportunity available.

VIRTUAL DIVERSITY & INCLUSION SYMPOSIUM / $5,000
Support AALL’s diversity and inclusion initiatives through sponsorship of this event. Sponsor receives recognition signage and acknowledgment at the event. One exclusive opportunity available.

VIRTUAL AALL AWARDS PRESENTATION / $5,000
Recognize AALL award winners for contributions in support of the profession as they are honored by their colleagues. Sponsor receives logo representation and speaking opportunity during live session. One exclusive opportunity available.

NEW VIRTUAL CONFERENCE OPPORTUNITIES

EMAIL MARKETING / $5,000
Send a personalized company email to all of the AALL 2020 virtual conference attendees. Direct email to this targeted list of attendees is the most powerful and cost-effective advertising medium you can use to promote your business, generate leads, and enhance your company’s digital exhibit experience. Multiple opportunities 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 Facebook post per day allowed. Get yours today! Multiple opportunities available.

SPONSORED PRESENTATIONS / $1,500
Sponsored presentations or session will display your logo underneath the presentation title. The logo will link to company’s website. Multiple opportunities available.
LIST RENTAL
Reach out directly to attendees to make sure they are scheduling time with you in the Virtual Exhibit Hall. AALL is offering the following options to reach attendees:

- **Attendee List Rental / $500** - Target buyers by industry segment, demographic profile, or geographic area. List counts can be modified to meet your budget requirements. List rental is of 2020 AALL Virtual Conference attendees.

- **Membership Lists / $1,500** - Market your publication and services with AALL Mailing Lists. AALL provides Membership lists that include active members. Lists can be segmented by member library types, regions, special interest sections, and chapters.

AALL SPECTRUM VENDOR VOICE / $3,000

New sponsored content opportunity! 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.

View additional print and digital advertising opportunities at bit.ly/AALLMediaKit.
DETAILS & INFORMATION

IMPORTANT NOTES
• Sponsor must be an exhibitor for the 2020 AALL Virtual Conference [bit.ly/AALLExhibitors].
• 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.”
• 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
1. AALL will contact you to coordinate print and electronic advertisements included in sponsorships.

Swag Bag Items (need more info)
1. Sponsor provides item to be distributed. This can include a postcard, sunglasses, or other promotional item. Supply a PDF prototype of your item for approval by June 30, 2020. Items may not weigh more than two ounces.
2. If changes are required, a new PDF prototype will be required.
3. Items will be shipped to the address of the third-party distributor.

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

Name

Title

Company

Address

City/State/Zip

Phone/Fax

Email

BILL TO (if different from Contact)

Name

Title

Company

Address

City/State/Zip

Phone/Fax

Email

SPONSORSHIP LEVELS

☐ New! Platinum $65,000+ (includes $40,000 in custom options itemized below)
☐ Gold $45,000+ (includes $20,000 in custom options itemized below)
☐ Silver $25,000+ (includes $10,000 in custom options itemized below)
☐ Bronze $10,000+ (includes $5,000 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 June 30, 2020. 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 INNOVATION BOOTCAMP</td>
<td></td>
<td>$5,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>2021 MANAGEMENT INSTITUTE</td>
<td></td>
<td>$5,000</td>
<td>SOLD</td>
</tr>
<tr>
<td><strong>VIRTUAL CONFERENCE OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIRTUAL CONELL</td>
<td></td>
<td>$10,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>VIRTUAL LEADERSHIP TRAINING</td>
<td></td>
<td>$10,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>VIRTUAL DIVERSITY &amp; INCLUSION SYMPOSIUM</td>
<td></td>
<td>$5,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>VIRTUAL AALL AWARDS PRESENTATION</td>
<td></td>
<td>$5,000</td>
<td>SOLD</td>
</tr>
<tr>
<td>PARTIAL SPONSORSHIP OF VIRTUAL ATTENDEE REGISTRATION COSTS / CREDIT ON EMAIL CONFIRMATION THAT ATTENDEES RECEIVE (PLATINUM SPONSORS ONLY)</td>
<td></td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>AALLNET HOMEPAGE BANNER AD DURING MONTH OF VIRTUAL CONFERENCE (IN PLACE OF ENTRANCE LOBBY BANNER)</td>
<td></td>
<td>$6,500</td>
<td>SOLD</td>
</tr>
<tr>
<td>1 WEEK KIA LEADERBOARD BANNER AD + KIA MEDIUM RECTANGLE AD + SOCIAL MEDIA POST (IN PLACE OF ESCALATOR CLING)</td>
<td></td>
<td>$4,500</td>
<td>SOLD</td>
</tr>
<tr>
<td>1 PARTNER WEBINAR, 1 SPONSORSHIP OF VIRTUAL EDUCATION SESSION (IN PLACE OF LANYARD)</td>
<td></td>
<td>$7,500</td>
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<tr>
<td>1 WEEK KIA LEADERBOARD BANNER AD (IN PLACE OF WINDOW CLING)</td>
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<tr>
<td><strong>VIRTUAL CONFERENCE ADVERTISING</strong></td>
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<tr>
<td>EMAIL MARKETING</td>
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<tr>
<td>SOCIAL MEDIA POST</td>
<td></td>
<td>$3,000</td>
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<tr>
<td>AALL PARTNER WEBINAR</td>
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<td>$2,995</td>
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<tr>
<td>LEADERBOARD BANNER AD FOR KIA</td>
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<tr>
<td>SOCIAL MEDIA POST ON FB AND TWITTER (1)</td>
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<tr>
<td>MEDIUM RECTANGLE AD FOR KIA - POSITION A</td>
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<td>MEDIUM RECTANGLE AD FOR KIA - POSITION B</td>
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<td>SPONSORSHIP FOR A VIRTUAL EDUCATION SESSION</td>
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## 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>
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<tbody>
<tr>
<td>WEEKLY ENNEWSLETTER SKYSCRAPER AD</td>
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<td>WEEKLY ENNEWSLETTER LEADERBOARD AD</td>
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<tr>
<td>WEEKLY ENNEWSLETTER MEDIUM RECTANGLE AD</td>
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<td>AALLNET CONFERENCE WEBSITE SIDERAIL AD</td>
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<td>MEMBERSHIP LIST RENTAL</td>
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<tr>
<td>AALL SPECTRUM VENDOR VOICE</td>
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</table>

For additional information about sponsorship opportunities for the 2020 AALL Virtual Conference contact: Vani Ungapen

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