American Association of Law Libraries
Partner Webinars
Reach Decision Makers
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

- **LAW SCHOOL**: 44%
- **LAW FIRM/CORPORATE**: 36%
- **GOVERNMENT**: 15%
- **OTHER**: 5%

REACH DECISION MAKERS*

- **28%**: REPRESENT DEANS, DIRECTORS, CHIEF LIBRARIANS, AND CIOS
- **4%**: REPRESENT ASSOCIATES, DEPUTIES, ASSISTANT DIRECTORS, AND CHIEFS OF BRANCH

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

$2.47 BILLION OF INFORMATION BUYING POWER
AVERAGE INFORMATION BUDGETS BY LIBRARY TYPE

LAW FIRM/CORPORATE LIBRARIES
$2.04M

LAW SCHOOL LIBRARIES
$990,434

GOVERNMENT LAW LIBRARIES
$422,898

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

TOTAL LAW LIBRARY BUDGET
$3.03M

AALL eLearning
elearning@aall.org
p 312.939.4764
PARTNER WEBINARS

Widen your strategic footprint, highlight new innovations, and 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.

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

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AALL 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 Calender 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.