

2012 Australian Law Librarians' Association Conference



RESPECT THE PAST
EMBRACE THE FUTURE
ALLA 2012

Sponsorship Prospectus

12–14 September 2012

Brisbane Convention & Exhibition Centre
Brisbane, QLD, Australia



Event Overview

The Australian Law Librarians' Association (ALLA) proudly invites your organisation to participate in the 2012 Australian Law Librarians' Association national conference.

This annual conference will be held in the boutique expansion of the Brisbane Convention and Exhibition Centre from 12 – 14 September 2012. Location information can be found at: <http://www.bcec.com.au/destination/location.aspx>. There are many hotels in close proximity and various restaurants of great quality.

The ALLA is a professional body with the following objectives:

- To promote law librarianship and to provide a national focus for law librarianship and legal and business information;
- To address issues which affect the profession nationally;
- To act as a lobby group to promote the interests of law libraries, law collections, legal information services and associated staff, in the wider community;
- To communicate to members of the Association as a whole; to liaise with member Divisions; to disseminate information among Divisions; and to foster a spirit of co-operation among members of the profession;
- To benefit members and enhance the status of the profession by the further education and training of law librarians, legal information officers, and others through the organisation of meetings and conferences; the publication of information of interest to members; and the encouragement of bibliographical study and research in law and law librarianship;
- To promote co-operation with relevant other organisations or societies.

Attendance at the national conference attracts many professionals in the law library sector, including private, government, academic, courts and corporate sectors.

The national conference is widely promoted throughout Australia and internationally with presenters of high quality.



Theme

The theme for the 2012 national conference is *Respect the past. Embrace the future.*

We are in the midst of a global information revolution that is transforming not just the availability and accessibility of legal information but the very nature of that information. The challenge during any period of rapid change is to recognise that it is part of a continuum and that by connecting with the past we can ensure a better future.

The international law library community continues to debate the practical use of eBooks, the need to collect print law reports, the use of technology in court rooms, the value of authorised law reports and the necessity of authorising online legislation. As baby boomers move into retirement and the profession adopts new paradigms in librarianship, technology, service standards and publishing, divergent ideas of best practice often result.

The conference theme encourages law library professionals to reflect on the value of law librarianship traditions and the rigorous standards on which they are based while exploring the best of what our 21st century environment offers modern practice.



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Who Attends?

Conference delegates include ALLA members and other library and information professionals. Participation is anticipated from a range of organisations including private law firms, government departments, universities, courts and commercial organisations.

The content of the conference will provide benefit for:

- Library Managers
- Librarians
- Library Technicians
- Library Assistants
- Knowledge Managers
- Knowledge Consultants
- Chief Information Officers
- Information Professionals

The conference is also promoted to fellow organisations such as the Australian Library and Information Association, law societies and barrister associations.



Location

Brisbane is a subtropical city that revels in its casual lifestyle and nearby beaches during its vibrant summers and enjoys outdoor living at cafes and parks during its mild winters. It is the capital of Queensland and has hosted a World Expo and Commonwealth Games which gave it a taste for adventure and excitement.

Brisbane and the local regions of the Gold Coast, Sunshine Coast and Toowoomba boast international class restaurants, wineries, gardens, theme parks, entertainment and sporting events. The world renowned Australia Zoo, Lone Pine Koala Sanctuary and other wildlife parks exhibit Australia's unique and sometimes deadly marsupials and reptiles.

The South Bank precinct surrounding the conference venue comprises tropical boulevards lined with restaurants, fashion boutiques, weekend markets, cultural venues, a cinema, the newly redeveloped State Library and even its own beach – complete with Aussie lifeguards.

September is festival time in Brisbane. Come early or stay on to enjoy the renowned Brisbane Festival – several weeks of theatre, music and other events culminating in Riverfire, a spectacular fireworks event over and around the Brisbane river and precincts. 'Portrait of Spain: Masterpieces from the Prado' is a must-see exhibition exclusive to Brisbane taking place in September at the Queensland Art Gallery within close walking distance from the conference venue. The Brisbane Writers Festival, the Valley (music) Fiesta and the Bridge to Brisbane fun run all take place in September. If NRL is more your speed, take in a rugby league game at the infamous cauldron (Suncorp Stadium).

There's so much to see and do in Brisbane in September, be sure to book your flights and accommodation early!



Benefits of Sponsorship

Participation in the 2012 ALLA conference offers the following benefits for your organisation:

- Exposure to a target audience in an environment conducive to information exchange;
- Opportunity to promote and raise your profile with information professionals;
- A forum to demonstrate your products and services and share details about your organisation;
- Access to varied networking opportunities with key decision makers.

The 2012 ALLA conference offers four core levels of sponsorship:

- Platinum Sponsor;
- Gold Sponsor;
- Silver Sponsor;
- Bronze Sponsor.

Dependent upon your sponsorship level, your organisation will receive acknowledgements on the ALLA 2012 website, and be mentioned in promotional tweets, e-list messages, ALLA Blog and in the Australian Law Librarian.

The details of available sponsorship opportunities are outlined in the following pages. Please note that all sponsorship packages are **non-exclusive** with the exception of the Platinum Sponsorship.



Platinum Sponsor – \$12,000 (inc GST)

As a Platinum Sponsor of this event, benefits of sponsorship will include:

- **Trade Exhibition** – a single trade exhibition area in a preferred position within the trade exhibit (allocated in order of receipt by the conference committee).
- **Additional Space** – opportunity to purchase an additional area at cost.
- **Delegate List** – a list of the names and contacts of consenting conference delegates fourteen days prior to conference.
- **Advertising & Promotional Material** – acknowledgement in the following material:
 - Registration brochure
 - Conference updates
 - Confirmation letter to delegates
 - Programme
 - Dinner Menu
 - ALLA website
 - Full page advertisement in the [Australian Law Librarian](#).
- **Conference Dinner** – Two complimentary tickets to the conference dinner (additional tickets are available at regular cost).
- **Banner** – Display of an appropriate banner in conference room for the duration of the conference. The banner is to be supplied by the Sponsor.



- **Delegate Pack Insert** – Opportunity to include promotional material in conference satchel. This material should be made available to the conference committee at least fourteen days prior to the conference.
- **Delegate Registration** – one complimentary delegate registration for attendance at all sessions.

Additional Opportunity 1:

Subject to negotiation with the programme co-ordinator, the Platinum Sponsor may sponsor a key note speaker at the event. This can be a speaker provided by the Sponsor, or one agreed on with the 2012 organising committee. This will provide great exposure for an author or speaker connected to the Sponsor. Each time the key note speaker is mentioned in advertising, social media announcements, the Sponsor will receive acknowledgement. This is a great option for profiling an author connected to the Sponsor and any related publication. Costs negotiable.

Additional Opportunity 2:

Sponsor conference dinner or entertainment at the dinner. Grab a captive audience who are having fun networking with their fellow delegates. Costs negotiable.



Gold Sponsor - \$ 7,000 (inc GST)

As a Gold Sponsor of this event, benefits of sponsorship will include:

- **Trade Exhibition** – a single trade exhibition area within the trade exhibit.
- **Delegate List** – a list of the names and contacts of consenting conference delegates fourteen days prior to the conference.
- **Advertising & Promotional Material** – acknowledgement in the following material:
 - Registration brochure
 - Conference updates
 - Programme
 - ALLA website
 - Half page advertisement in the [Australian Law Librarian](#).
- **Conference Dinner** – One complimentary ticket to the conference dinner (additional tickets are available at regular cost).
- **Delegate Pack Insert** – Opportunity to include promotional material in conference satchel.
This material should be made available to the conference committee at least fourteen days prior to the conference.

Additional Opportunities:

Dependent upon the Platinum Sponsor committing to any additional opportunity, the Gold Sponsors are entitled to choose from the options remaining available.



Silver Sponsor – \$2,200 (inc GST)

As a Silver Sponsor of this event, benefits of sponsorship will include:

- **Trade Exhibition** – a single trade exhibition area within the trade exhibit.
- **Advertising & Promotional Material** – acknowledgement in the following material:
 - Registration brochure
 - Programme
 - ALLA website
 - Quarter page advertisement in the [*Australian Law Librarian*](#)
- **Conference Dinner** – One complimentary ticket to the conference dinner (additional tickets are available at regular cost).
- **Delegate Pack Insert** – Opportunity to include promotional material in conference satchel.
This material should be made available to the conference committee at least fourteen days prior to the conference.



Bronze Sponsor - \$550 (inc GST)

As a Bronze Sponsor for this event, benefits will include:

- **Delegate Pack Insert** – Opportunity to include company advertising and product promotional material for inclusion in the conference satchel to be given to all delegates on registration. This material should be made available to the conference committee at least fourteen days prior to the conference.

Trade Exhibitor - \$1100 (inc GST)

This option is for provision of a single trade exhibition area within the trade exhibit only.



Other Sponsorship and Promotional Opportunities

Conference Materials

An opportunity exists for companies to sponsor a range of materials for the conference by negotiation. Items available for sponsorship include:

- Opening & Closing Functions
- Conference Dinner (subject to availability)
- Lunches
- Morning or Afternoon Teas
- Satchels/Compendiums
- Notebooks
- Pens
- Name Tags
- Printing (eg Conference Programme)

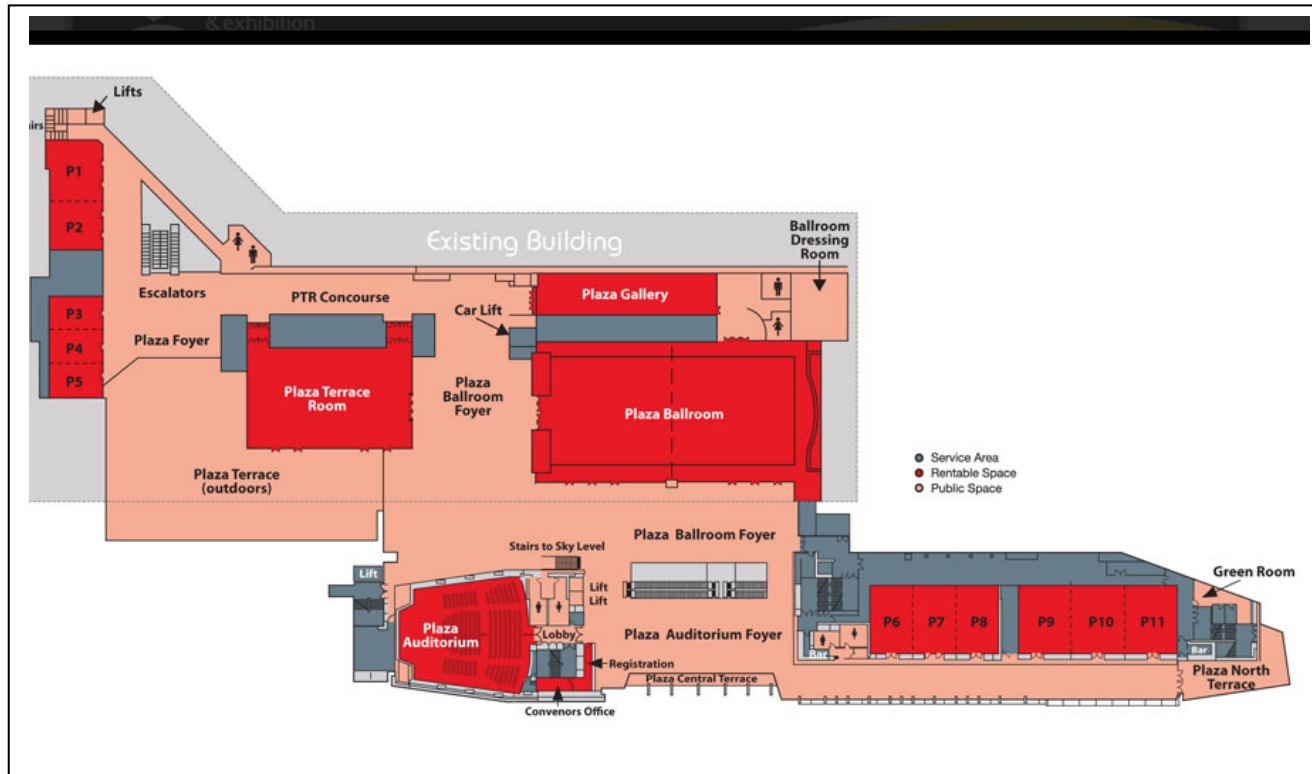
Door Prizes

All companies participating in the sponsorship are welcome to contribute prizes for use in the lucky door prize at the Conference Dinner and the Trade Exhibit Passport Prize.

The Conference Committee will consider any other suggestions for sponsorship or promotions on a case-by-case basis.



Venue Plan



Rooms used for the conference are:

Wednesday: P8 for the publisher panel. Trade Exhibit P9, P10, P11

Thursday & Friday: P6, P7, P8 for conference sessions. Trade Exhibit P9, P10, P11

Trade Exhibitors Schedule

Note: This schedule is tentative and subject to change.

Wednesday 12 September

9.00am – 5.00pm Trade set up
4.30 to 5.30pm Publishers' Panel

5.30pm Welcome Reception
○ All sponsors are invited to attend the Welcome Reception, to be held at the BCEC.

Thursday 13 September

8.30am – 5.00pm Trade exhibits manned
○ Morning Tea (30 minutes), Lunch (60 minutes) and Afternoon Tea (30 minutes) will be served in the Trade Exhibition.
○ Morning Tea, Lunch and Afternoon Tea will be provided for Trade Exhibitors 15 minutes before scheduled programme breaks.

7.00pm – 10.00pm Conference Dinner (venue to be announced)

○ All Sponsors are invited to attend the Conference Dinner. Tickets may be purchased from the Conference Committee at cost.

Friday 14 September

9.00am – 3.30pm Trade exhibits manned
○ Morning Tea (30 minutes), Lunch (60 minutes) and Afternoon Tea (30 minutes) will be served in the Trade Exhibition.
○ Morning Tea, Lunch and Afternoon Tea will be provided for Trade Exhibitors 15 minutes before scheduled programme breaks.

3.30pm – 5.00pm Dismantle the Trade Exhibition

5.30pm Closing Drinks

○ All Sponsors are invited to interact with delegates at the Closing Drinks.



Trade Exhibition Area Specifications

Each booth measures 3m x 3m
Power, basic lighting, booth shell, desk and chair provided
Wi-Fi connection available from the [venue](#).
Other equipment available through equipment hire at your cost.

More details are available on the exhibitor services at BCEC
<http://www.bcec.com.au/organise-an-event/additional-services/exhibitor-services.aspx>

& hire company options for the booths at:
<http://edshire.com.au/Exhibition-Equipment-scc3391.html>

Further Information

Should you require further information, or should you have any queries regarding this invitation, please contact:

Lisa Sylvester
Email: sponsorship@alla2012.com.au
Ph. (0408) 3344 37

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Australian Law Librarians' Association Conference 2012 Expression of Interest

Sponsors are invited to reserve a sponsorship package by returning this form to:

Sponsorship Co-ordinator ALLA 2012

Australian Law Librarians Association (Queensland Division) Inc.
PO Box 13632
George Street Qld 4003
Australia
Email: sponsorship@alla2012.com.au

Name of organisation:

Address:

Contact Name:

Telephone:

Fax:

Email:

Our organisation is interested in participating in the Australian Law Librarians' Association Conference 2012 as a: *(please circle which is of interest)*

- Platinum Sponsor Opportunity _____
- Gold Sponsor Opportunity _____
- Silver Sponsor
- Bronze Sponsor
- Trade Exhibitor
- Conference Materials _____
- Donation of Lucky Door Prize _____
- Other _____

Terms: On receipt of this form, you will be sent an invoice for the total amount payable. 20% of the total payment must be received by the Conference Committee before your sponsorship can be confirmed, ie within 14 days of receipt of the invoice. Full payment must be received by 31 July 2012.

For cancellations made prior to 1 August 2012, the Australian Law Librarians' Association (ALLA) reserves the right to apply a cancellation fee for any costs incurred. For cancellations after 1 August 2012, a strict no refund policy will apply.

Signed: _____

Date: _____

