

## Sponsorship Opportunities

For the annual national conference of the  
Australian Law Librarians' Association

### 2009 ALLA Evolution Conference



**Venue:** Darwin Convention Centre

**When:** Thursday 3rd - Friday 4th September 2009,  
with the Welcome Reception to held on  
Wednesday 2nd September at Government House



## Event Overview

The Australian Law Librarians' Association (ALLA) proudly invites your organisation to participate in the **2009 ALLA Evolution Conference**

The **2009 ALLA Evolution Conference** will be organised this year jointly by the Northern Territory and South Australian divisions, and held in Darwin at the brand new [Darwin Convention Centre](#).

The ALLA is a professional body with the following aims and objectives:

- To provide state and national network for law librarians in Australia
- To provide a national focus for law librarianship and legal and business information
- To act as a lobby group to promote the interests of law libraries, law collections and legal information services in the wider community
- To benefit members and enhance the status of the profession by the further education and training of law librarians, legal information officers and others.

## Theme: Evolution!

At the **2009 ALLA Evolution Conference** we will be building upon and celebrating the experience and history of ALLA. We are sure that the Conference will prove to be a unique and worthwhile experience for sponsors and delegates alike!

So come along to experience "ALLA Evolution" as we celebrate the 40<sup>th</sup> anniversary of ALLA (formerly known as ALLG); the 200<sup>th</sup> anniversary of the birth of Charles Darwin and the 150<sup>th</sup> anniversary of Charles Darwin's publication of *The Origin of Species by means of Natural Selection or The Preservation of Favoured Races in the Struggle for Life*.



## Conference Content:

The **2009 ALLA Evolution Conference** will be a two day event, which in past years has incorporated plenary and breakout sessions.

Speakers will address the conference on a diverse range of issues in information and knowledge practice, topical trends in legal practice and the use of emerging technologies.

Attending the **2009 ALLA Evolution Conference** will provide delegates with opportunities to:

- Learn about emerging trends in information and knowledge management and how they are being applied
- Catch up with the latest trends in the law
- Network with colleagues from all areas of law librarianship
- Connect with the providers and vendors of information products and technologies
- Socialise with friends and associates in a spectacular and memorable setting

## Attendance:

Attendance at this national Australian Law Librarians' Association conference is anticipated to be approximately 180 delegates, with participation expected from a range of organisations including private firms, government departments, universities, courts and commercial organisations. The expected delegate geographic base is both international, including BIALL, Pacific Islands and New Zealand delegates and national. The annual national ALLA Conference is widely promoted throughout Australia and neighbouring regions.



## Details of the venues:

### Welcome Reception:

Wednesday 2<sup>nd</sup> September

Government House

<http://www.nt.gov.au/administrator/>

### Conference:

Thursday 3<sup>rd</sup> and Friday 4<sup>th</sup> September

[Darwin Convention Centre](#)

Waterfront Rooms one to three (2<sup>nd</sup> floor)

With Registration Desk open 8.30 to 17.30 Thursday and 9.00 to 16.00 Friday

### Conference Dinner:

Thursday 3<sup>rd</sup> September

Pee Wee's at the Point

<http://www.peeweess.com.au/>

### Closing Drinks:

Friday 4<sup>th</sup> September

[Darwin Convention Centre](#)

Waterfront Rooms (2<sup>nd</sup> floor)

**Note:** It is anticipated that, due to the uniqueness of flight times out of Darwin, that there will be more delegates in attendance at the Closing Drinks than at previous Conferences. Therefore there is the opportunity to do something novel at this event.

## Tickets for Welcome Reception / Conference Dinner / Closing Drinks

Selected numbers of staff from sponsoring and trade exhibition companies are welcome to attend both the Welcome Reception and Closing Drinks as specified in the accompanying package. Information on attendance at social functions will be requested at a later date. Extra places will be available for purchase beyond sponsorship package inclusion/s.



## Benefits of Sponsorship

Participation in the **2009 ALLA Evolution Conference** is a unique opportunity for you to promote and showcase your products and services to a targeted and influential delegate group.

Providing sponsorship offers the following benefits for your organisation:

- Exposure to a target audience in an environment conducive to information sharing
- Opportunity to promote and raise your profile with information professionals from a wide variety of organisations and geographic origin
- A favourable environment in which to demonstrate your products, showcase new products/platforms and services and to share details about your organisation with interested delegates who will seek you out
- Access to varied networking opportunities with key decision makers
- Socialise with customers (both current and potential) in a spectacular and memorable setting

The Australian Law Librarians' Association greatly appreciates the ongoing support it receives from its sponsors and trade exhibitors – without your support there would be no annual conference. We look forward to partnering with you towards a successful and rewarding conference experience.

Please contact **Jane Angel, Sponsorship Co-ordinator**, for further information:

**Jane Angel, Sponsorship Co-ordinator**

[Jane.Angel@courts.sa.gov.au](mailto:Jane.Angel@courts.sa.gov.au)

**Tel** 08-82040487

**Fax** 08-82040461



## Sponsorship Packages

The details of available sponsorship packages are outlined in the following pages.

The **ALLA 2009 Evolution Conference** sponsorship packages include 4 levels of sponsorship.

*Please note - Offers from more than one sponsor at any sponsorship level are welcome:*

- Platinum
- Silver
- Gold
- Bronze

as well as stands available for purchase in the:

- Trade Exhibition

**Please note: On receipt of the expression of interest form and acceptance of sponsorship by the Conference Committee, you will be sent an invoice for the total amount payable. Sponsorship opportunities and trade exhibition places will then be allocated when full payment is received. Full payment must be received by 1 May 2009 at the latest.**

The following sponsorship packages have been designed to offer a range of opportunities so that you can select the package that best suits your organisation's marketing objectives and budget; to ensure that you receive maximum benefit and exposure at the **2009 ALLA Evolution Conference**.



## PLATINUM SPONSORSHIP - \$A11,100

*Please note - Offers from more than one sponsor at any sponsorship level are welcome.*

Platinum sponsorship is the highest form of recognition. It includes elements of co-branding, use of logos and acknowledgement as outlined below.

Benefits of sponsorship include:

**Trade exhibition** – two trade stands in a preferred position within the trade exhibition

**Delegate list** – a list of the names and contact details of delegates who've registered provided one week before the start of the conference

**Advertising** – one full page advertisement in the program book and opportunity to set out material on seats in main hall prior to conference commencing on Thursday 3<sup>rd</sup> September

**Sponsorship Recognition** – oral recognition of your sponsorship at the opening of Day one of the Conference (Thursday), at the beginning of a speaker presentation and with a housekeeping update.

**Acknowledgement** – acknowledgement in/attached to the following material:

- Registration brochure
- Logo or acknowledgement on acceptance letters to speakers (if sponsorship confirmed)
- Logo or acknowledgement on confirmation letter to delegates (if sponsorship confirmed)
- Logo or acknowledgement on conference updates sent out to delegates and lists
- Logo or acknowledgement on conference feedback form
- Program - logo and acknowledgement
- ALLA conference website – logo and link to sponsor's website

Partnering the 2009 ALLA Evolution Conference:  
Sponsorship and Trade Exhibition Package



**Welcome Reception** – complimentary attendance for up to three staff (extra places may be purchased; this information will be requested at a later date)

**Closing Drinks** – complimentary attendance for up to three staff (extra places may be purchased; this information will be requested at a later date)

**Conference Dinner** – three complimentary tickets to the conference dinner (additional tickets available at regular cost). Note: the total of three tickets to the dinner includes the dinner ticket in the full Delegate registration.

**Banner** – display of an appropriate banner in a prominent position in the conference room for the duration of the conference (free standing only)

**Satchel insert** – opportunity to include two pieces of promotional material in Conference satchel

**Delegate registration** – one complimentary full delegate registration for attendance at all sessions (includes Dinner attendance)

**Speaking opportunity** – opportunity to make two short (five minute) addresses to delegates in between sessions

**Additional stand** – opportunity to purchase additional stand at cost

**Satchels** – one for the company



## **GOLD SPONSORSHIP - \$A7,700**

*Please note - Offers from more than one sponsor at any sponsorship level are welcome.*

Gold sponsorship is the second highest form of recognition and includes elements of co-branding, use of logos and acknowledgement as outlined below.

Benefits of sponsorship include:

**Trade exhibition** – two trade stands in a preferred position within the trade exhibition

**Delegate list** – a list of the names and contact details of delegates who've registered provided one week before the start of the conference

**Advertising** – one half page advertisement in the program book and opportunity to set out material on seats in main hall prior to conference commencing on Friday 4<sup>th</sup> September

**Sponsorship Recognition** – oral recognition of your sponsorship at beginning of a speaker presentation

**Acknowledgement** – acknowledgement in the following material:

- Registration brochure
- Logo or acknowledgement on acceptance letters to speakers (if sponsorship confirmed)
- Logo or acknowledgement on confirmation letter to delegates (if sponsorship confirmed)
- Logo or acknowledgement on conference updates sent out to delegates and lists
- Logo or acknowledgement on conference feedback form
- Program – logo and acknowledgement
- ALLA website – logo and link to sponsor's website

Partnering the *2009 ALLA Evolution Conference:*  
Sponsorship and Trade Exhibition Package



**Welcome Reception** - complimentary attendance for up to two staff (extra places may be purchased; this information will be requested at a later date)

**Closing Drinks** – complimentary attendance for up to two staff (extra places may be purchased; this information will be requested at a later date)

**Conference Dinner** – two complimentary tickets to the conference dinner (additional tickets available at regular cost; this information will be requested at a later date). Note: the total of two tickets to the dinner includes the dinner ticket in the full Delegate registration.

**Satchel insert** – opportunity to include one piece of promotional material in conference satchel

**Delegate registration** – one complimentary delegate registration for attendance at all sessions (includes Dinner attendance)

**Additional stand** – opportunity to purchase additional stand at cost

**Satchels** – one for the company



## SILVER SPONSORSHIP - \$A5,500

*Please note - Offers from more than one sponsor at any sponsorship level are welcome.*

Silver sponsorship is the third highest form of recognition and includes elements of co-branding, use of logos and acknowledgement as outlined below.

Benefits of sponsorship include:

**Trade exhibition** – one trade stand in a preferred position within the trade exhibition

**Delegate list** – a list of the names and contact details of delegates who've registered provided one week before the start of the conference

**Advertising** – one half page advertisement in the program book

**Sponsorship Recognition** – oral recognition of your sponsorship at beginning of a speaker presentation

**Acknowledgement** – acknowledgement in the following material:

- Registration brochure
- Logo or acknowledgement on acceptance letters to speakers (if sponsorship confirmed)
- Logo or acknowledgement on confirmation letter to delegates (if sponsorship confirmed)
- Logo or acknowledgement on conference updates sent out to delegates and lists
- Logo or acknowledgement on conference feedback form
- Program - logo and acknowledgement
- ALLA website – logo and link to sponsor's website

Partnering the *2009 ALLA Evolution Conference:*  
Sponsorship and Trade Exhibition Package



**Welcome Reception** – complimentary attendance for one staff (extra places may be purchased; this information will be requested at a later date)

**Closing Drinks** – complimentary attendance for one staff (extra places may be purchased; this information will be requested at a later date)

**Conference Dinner** – one complimentary ticket to the conference dinner (additional tickets available at regular cost; this information will be requested at a later date)

**Satchel insert** – opportunity to include one piece of promotional material in conference satchel

**Additional stand** – opportunity to purchase additional stand at cost

**Satchels** – one for the company



## BRONZE SPONSORSHIP - \$A3,300

*Please note - Offers from more than one sponsor at any sponsorship level are welcome.*

Bronze sponsorship is the fourth highest form of recognition and includes elements of co-branding, use of logos and acknowledgement as outlined below.

Benefits of sponsorship include:

**Trade exhibition** – one trade stand in a preferred position within the trade exhibition

**Sponsorship Recognition** – oral recognition of your sponsorship at beginning of a speaker presentation

**Acknowledgement** – acknowledgement in the following material:

- Registration brochure
- Logo or acknowledgement on acceptance letters to speakers (if sponsorship confirmed)
- Logo or acknowledgement on confirmation letter to delegates (if sponsorship confirmed)
- Logo or acknowledgement on conference updates sent out to delegates and lists
- Logo or acknowledgement on conference feedback form
- Program – logo and acknowledgement
- ALLA website – logo and link to sponsor's website

Partnering the *2009 ALLA Evolution Conference:*  
Sponsorship and Trade Exhibition Package



**Welcome Reception** - complimentary attendance for one staff member (extra places may be purchased; this information will be requested at a later date)

**Closing Drinks** – complimentary attendance for one staff member (extra places may be purchased; this information will be requested at a later date)

**Conference Dinner** – opportunity to purchase tickets at cost

**Satchel insert** – opportunity to include one piece of promotional material in conference satchel

**Additional stand** – opportunity to purchase additional stand at cost

**Satchels** – one for the company



## CONFERENCE DINNER - \$A10,000

The **Conference Dinner** will be held on **Thursday 3rd September** at Pee Wee's at the Point, <http://www.peeweess.com.au/>. The dinner will be held outdoors with views of the city from lawns of the venue.

Benefits of sponsorship include:

**Sponsorship Recognition** – oral recognition of your sponsorship at beginning of a speaker presentation and at the close of the day on Thursday 3<sup>rd</sup> September

**Acknowledgement** – acknowledgement in the following material:

- Program – logo and acknowledgement
- Logo on dinner menu
- ALLA website – logo and link to sponsor's website
- Acknowledgement by Conference Convenor (or other nominated Committee member) prior to any welcoming speeches on the night
- Conference dinner – a ten minute presentation

**Conference Dinner** – two complimentary tickets to the conference dinner (additional tickets available at regular cost; this information will be requested at a later time)

**Advertising** – opportunity to provide up to three staff during sponsored event to distribute marketing material as well as opportunity to host a competition or other ice breaker



## WELCOME RECEPTION - \$A7,000

The **Welcome Reception** will be held on **Wednesday 2<sup>nd</sup> September** at Government House from 17.30 pm to 19.30 pm.

<http://www.nt.gov.au/administrator/>

The Registration Desk will be at the Darwin Convention Centre, open from 15.00 pm to 17.00 pm – a short 10 minute walk from the Welcome Reception venue.

Benefits of sponsorship include:

- Complimentary attendance for up to two staff at the Welcome Reception (extra places may be purchased; this information will be requested at a later time)
- Opportunity to provide up to three staff during sponsored event to distribute marketing material as well as opportunity to host a competition or other ice breaker
- Acknowledgement by Conference Convenor (or other nominated Committee member) prior to any welcoming speeches on the night
- A five minute presentation/speech during sponsored event



## **MORNING and AFTERNOON TEAS - \$A1,550 each**

**Dates: Thursday 3rd and Friday 4th September 2009**

Three packages available (2 morning teas and one afternoon tea; there will be no afternoon tea on Friday 4<sup>th</sup> September due to a later start time and the co-location of the Closing Drinks on site.)

Benefits of sponsorship include:

- Acknowledgement in the conference program
- Acknowledgement by session chair prior to the sponsored morning/afternoon tea/s and via supplied PowerPoint slide up on stage
- Free-standing signage provided by sponsor to be displayed during these breaks in the Trade Exhibition area (eg a sandwich board as delegates enter the area)
- Opportunity to provide up to three staff during sponsored tea/s to distribute marketing material



## **LUNCHES - \$A6,000 each**

**Dates: Thursday 3rd and Friday 4th September 2009**

Two packages available, one for each lunch

Benefits of sponsorship include:

- Acknowledgement in the conference program
- Acknowledgement by session chair prior to the sponsored lunch and via supplied PowerPoint slide up on stage
- Free-standing signage provided by sponsor to be displayed during these breaks in the trade exhibition area (eg a sandwich board as delegates enter the area)
- Opportunity to provide up to three staff during sponsored lunch to distribute marketing material



## CLOSING DRINKS - \$A7,000

The **Closing Drinks** will be held after the official handing over to Brisbane and will be held at the conference venue, Darwin Convention Centre on **Friday 4<sup>th</sup> September**. It is anticipated that, due to the uniqueness of flight times out of Darwin, that there will be more delegates in attendance at the Closing Drinks than at previous conferences. Therefore there is the opportunity to do something novel at this event.

Benefits of sponsorship include:

- Complimentary attendance for up to two staff at the Closing Drinks (extra places may be purchased; information on attendance at social functions will be requested at a later time)
- Opportunity to hold a door prize or other such competition on the night
- Free-standing signage provided by sponsor to be displayed during the event (eg a sandwich board as delegates enter the Closing Drinks)
- Opportunity to provide up to three staff during the sponsored event to distribute marketing material
- Acknowledgement by Conference Convenor (or other nominated Committee member) prior to any welcoming speeches on the night
- A five minute presentation/speech during sponsored event

If you wish to sponsor this event we welcome ideas to make it a significant experience for delegates.



## OTHER SPONSORSHIP OPPORTUNITIES

Conference handbook	\$A2,500
Satchel sponsorship – with sponsor’s logo and conference logo	\$A1,000
Satchel insert in delegates’ satchel (insert to be supplied) (250 copies of the insert to be supplied)	\$A550
<ul style="list-style-type: none"><li>satchel inclusions could include: branded pens, notepads, baseball caps, water bottles, key rings, stress balls and the like</li></ul>	
Full page mono advertisement in program book (to be supplied)	\$A880
Half page mono advertisement in program book (to be supplied)	\$A440

Other opportunities \$APOA

There are a range of other opportunities possible for this event, please forward your suggestions to **Jane Angel, Sponsorship Co-ordinator**, and we will try to quote on it.

**Jane Angel, Sponsorship Co-ordinator**

[Jane.Angel@courts.sa.gov.au](mailto:Jane.Angel@courts.sa.gov.au)

**Tel** 08-82040487

**Fax** 08-82040461



## TRADE EXHIBITION STANDS - \$A880 each

A two day Trade Exhibition will be held in conjunction with the **2009 ALLA Evolution Conference**. The Trade Exhibition will be held in Waterfront rooms two to three, which are located next door to Waterfront Room one where the conference sessions will be held.

All catering (lunches, morning and afternoon teas) will be served within the Trade Exhibition area which will maximise the exposure of the trade exhibitors to the delegates attending. The stands will be set up around the outside of the room and catering will be served in the middle.

We also anticipate providing tea/coffee in/around the trade exhibition area for up to 30 minutes before the start of each day's presentations as a further opportunity for delegates to access your display and staff.

Trade Exhibition stands will be awarded on a first in with full payment basis. There will be a maximum of 17 stands available (including those allocated to sponsorship packages), so please get in quick to avoid disappointment. Space is at a premium and will be allocated when the expression of interest form and full payment is received.

**Please note: On receipt of the expression of interest form and acceptance of sponsorship by the Conference Committee, you will be sent an invoice for the total amount payable. Sponsorship opportunities and trade exhibition places will then be allocated when full payment is received. Full payment must be received by 1 May 2009 at the latest.**

Partnering the 2009 ALLA Evolution Conference:  
Sponsorship and Trade Exhibition Package



Benefits for exhibitors with a trade stand include:

**Trade exhibition** – one trade stand within the Trade Exhibition

**Acknowledgement** – acknowledgement in the following material:

- Program – acknowledgement
- Logo or acknowledgement on conference feedback form
- ALLA website – logo

**Welcome Reception** – opportunity to purchase tickets (This information will be requested at a later date)

**Closing Drinks** – opportunity to purchase tickets (This information will be requested at a later date)

**Conference Dinner** – opportunity to purchase tickets (This information will be requested at a later date)

**Satchel insert** – opportunity to include one piece of promotional material in conference satchel

**Additional stand** – opportunity to purchase additional stand at cost

**Satchels** – one per company

**Maximum Exposure** – all catering (pre sessions, afternoon and morning teas and lunches) will be held in the Trade Exhibition

**Catering** – Includes all morning /afternoon teas and lunches on Thursday and Friday for two people (catering requirements for any additional staff will be requested at a later date)



## PAYMENT

The Organising Committee have appointed Desliens as the professional conference organiser (PCO) for the **2009 ALLA Evolution Conference**.

Desliens will be responsible for accepting all Sponsorship and Trade Exhibition payments, upon confirmation of your sponsorship by the conference committee.

On receipt of the Expression of Interest form and acceptance of sponsorship by the Conference Committee, you will be sent an invoice for the total amount payable. 10% of the total payment must be received by the professional conference organiser (PCO) Desliens (contact details will be provided) before your sponsorship can be confirmed. Full payment must be received by 1 May 2009 at the latest – stand preference will be allocated on a first in with full payment basis.

For further details and sponsorship nomination/s please refer to the Expression of Interest form.

## FURTHER INFORMATION

Please contact **Jane Angel, Sponsorship Co-ordinator**, for further information:

**Jane Angel, Sponsorship Co-ordinator**

[Jane.Angel@courts.sa.gov.au](mailto:Jane.Angel@courts.sa.gov.au)

**Tel** 08-82040487

**Fax** 08-82040461

Other documentation will be furnished to those with confirmed sponsorship opportunities including:

- Information for exhibitors
- Darwin Convention Centre Exhibitors Manual