

# Event Sponsorship



## Contents

<b>About the Australian Lawyers Alliance.....</b>	<b>2</b>
Member services.....	2
Member demographics .....	3
<b>Conference sponsorship .....</b>	<b>4</b>
Strategic benefits .....	4
2010 conferences.....	4
<b>Conference sponsorship packages.....</b>	<b>5</b>
Major Partner .....	5
Partner .....	6
Partner (Non-Exhibiting) .....	6
Exhibitor.....	7
Advertiser.....	7
Advertiser (Combined) .....	7
Poster Display.....	7
Welcome Function Sponsor.....	7
Post-Conference Drinks Function Sponsor .....	8
Dinner Function Sponsor .....	8
Golf Sponsor.....	8
Satchel Sponsor .....	8
Nametag Sponsor .....	8
Workshop Sponsor .....	9
Speaking opportunities at events.....	9
Other opportunities .....	9
<b>Seminar sponsorship .....</b>	<b>10</b>
<b>Sponsorship pricing .....</b>	<b>11</b>
Conferences .....	11
Seminars .....	12
<b>Enquiry Form.....</b>	<b>13</b>
<b>Further Information.....</b>	<b>13</b>

# About the Australian Lawyers Alliance

The Australian Lawyers Alliance is the only national association of lawyers and other professionals dedicated to the protection and promotion of justice, freedom and the rights of the individual.

Formerly the Australian Plaintiff Lawyers Association (APLA), the association was formed in 1993 to provide plaintiff lawyers with a national voice to engage in policy and lobbying work relating to the rights of injured Australians, to facilitate the sharing of information and experience within the profession, and to provide conferences and seminars to maintain a high level of continuing legal education for plaintiff lawyers.

In 2004 the association broadened its scope beyond that of personal injury law to incorporate other rights-based areas of law including immigration, employment & discrimination, family, and criminal law. APLA rebranded as the Australian Lawyers Alliance to reflect this wider focus.

Today the Alliance has more than 1,500 members Australia-wide. Most of these members practise in personal injury and tort law, which remains the main focus of the association, however there has been a steady increase in the number of members practicing in other rights-based areas of law since the rebranding. The Alliance continues to increase the range of member services available, ensuring quality and relevant publications, continuing legal education and up to date information for all members.

## Member services

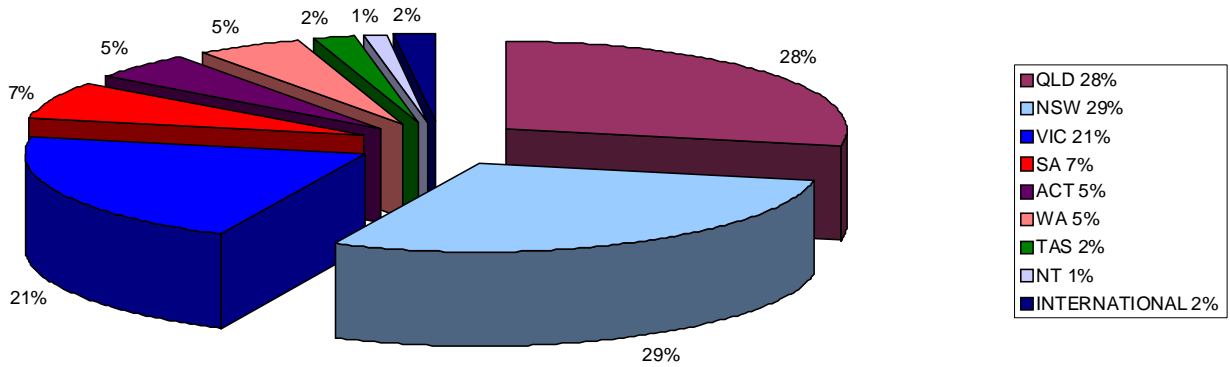
The services we provide to our members include:

- ▶ **Continuing legal education and valuable networking opportunities:** national and state-based conferences, seminars and networking events
- ▶ **Legal publications:** weekly e-newsletter, bi-monthly journal, *Precedent*, quarterly student newsletter
- ▶ **Access to quality service providers:** a database of over 450 experts recommended by our members and an online services directory
- ▶ **Forums to develop expertise and share information:** special interest groups in a range of key practice areas
- ▶ **An exclusive rewards program:** a range of exclusive offers from third parties through the *Alliance Rewards Club*
- ▶ **Members-only website:** a members-only section of our website containing searchable membership and expert directories, legal and policy documents and other useful resources for practitioners

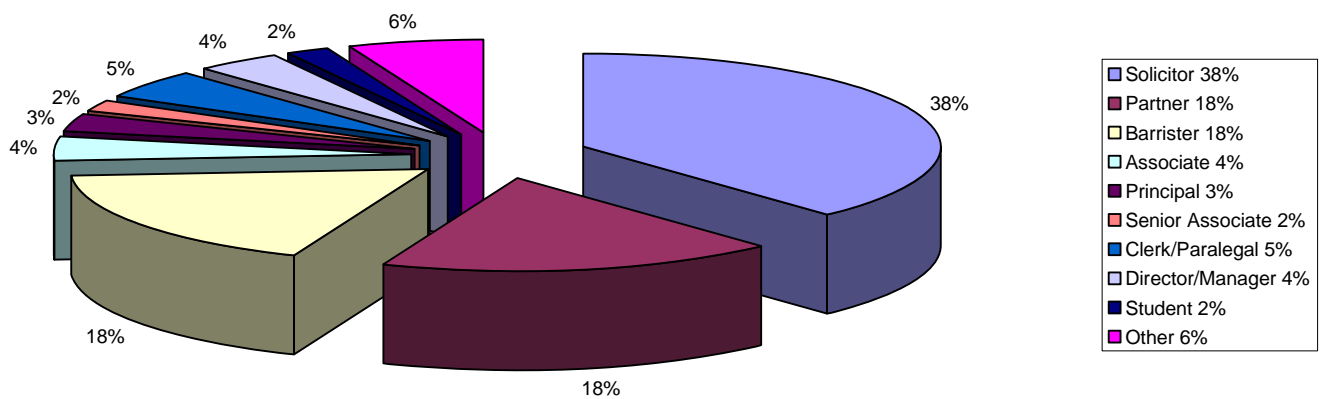
This range of services provides a variety of targeted marketing opportunities including event sponsorship, print and online advertising, utilising the *Alliance Rewards Club* to promote products or services, and much more. This guide outlines the opportunities available to you through event sponsorship.

# Member demographics

## Member breakdown by state



## Member breakdown by job title



# Conference sponsorship

The Australian Lawyers Alliance is a leading provider of continuing legal education, each year holding six branch (state/territory) conferences, a specialist medical law conference, and a national conference, our flagship event.

Australian Lawyers Alliance conferences are highly regarded within the legal profession for their combination of technical sessions and social activities, attracting over 1,000 attendees each year, and are the main source of continuing legal education for personal injury lawyers in Australia. The casual atmosphere at these events provides the perfect networking environment for sponsors to promote their products and services to delegates.

In our most recent member survey (March 2009), when asked to name the most valuable benefit of Lawyers Alliance membership, more members chose conferences than any other service.

## Strategic benefits

- ▶ Face to face interaction with potential customers
- ▶ Increased brand awareness among Lawyers Alliance members and the legal profession more generally
- ▶ Direct access to an established and financially secure segment of the corporate sector
- ▶ Direct access to decision-makers ranging from sole practitioners to the partners of the largest personal injury firms in Australia
- ▶ Direct access to solicitors, barristers and other professionals involved in personal injury and other rights-based areas of law
- ▶ Social and networking activities to increase your business contacts

## 2010 conferences

### QLD State Conference

Friday 19 February – Saturday 20 February  
Sheraton Mirage Resort & Spa Gold Coast

### NSW State Conference

Friday 19 March – Saturday 20 March  
Crowne Plaza Terrigal

### VIC State Conference

Friday 14 May – Saturday 15 May  
Peppers the Sands Resort, Torquay

### SA State Conference

Friday 28 May  
Venue TBC, Adelaide

### ACT Branch Conference

Friday 25 June  
Hyatt Hotel Canberra

### Medical Law Conference

Friday 23 July  
Venue TBC, Sydney

### WA State Conference

Friday 20 August  
Venue TBC, Perth

### National Conference

Thursday 21 October – Saturday 23 October  
Alice Springs Convention Centre

# Conference sponsorship packages

There are a number of sponsorship packages available at Australian Lawyers Alliance conferences. The standard packages are outlined in the following pages and pricing is outlined in the table on page 14.

If the standard packages do not meet your requirements, we would be delighted to discuss your marketing strategy to tailor a package to suit your needs.

## Major Partner

- ▶ **Company logo exposure** (in prime position) on conference brochure, delegate folder, registration confirmation pack, PowerPoint slides and exhibition completion cards at the conference
- ▶ **Acknowledgement of sponsorship** in our weekly e-newsletter, *ALAn*, in email broadcasts relating to the conference, by conference chairperson throughout the event and in the post-conference article in our bi-monthly journal, *Precedent*
- ▶ **Logo exposure and web-link to your site** on the event's webpage
- ▶ **Company profile** included in the delegate folder
- ▶ **Welcome letter** on your company letterhead included in the delegate folder
- ▶ **Exhibition stand** (in prime position)
- ▶ **Banner in main session room** (in prime position)
- ▶ **Promotional insert** included in the delegate satchel
- ▶ **Promotional material distributed** in the conference session of your choice
- ▶ **Mailing list of delegates (pre-conference)** to target delegates you wish to meet or to conduct one pre-conference mail-out
- ▶ **Mailing list of delegates (post-conference)** to conduct one follow-up mail-out
- ▶ **Participation in Exhibition Competition** where delegates visit each exhibiting sponsor in order to be in the draw to win a prize
- ▶ **Promotional insert** in one issue of our bi-monthly journal *Precedent*
- ▶ **2 x exhibitor registrations** for representatives at your exhibition stand. Includes access to all sessions and catering throughout the conference. Does not include conference papers
- ▶ **2 x full conference registrations** including conference papers, access to all sessions, included social activities, and catering throughout the conference
- ▶ **2 x invitations to the VIP Dinner**

## Partner

- ▶ **Company logo exposure** on conference brochure, delegate folder, registration confirmation pack, PowerPoint slides and exhibition competition cards at the conference
- ▶ **Acknowledgement of sponsorship** in our weekly e-newsletter, *ALAn*, in email broadcasts relating to the conference, by conference chairperson throughout the event and in the post-conference article in our bi-monthly journal, *Precedent*
- ▶ **Logo exposure and web-link to your site** on the event's webpage
- ▶ **Company profile** included in the delegate folder
- ▶ **Exhibition stand**
- ▶ **Banner in main session room**
- ▶ **Promotional insert** included in the delegate satchel **OR**  
**Promotional material distributed** in the conference session of your choice
- ▶ **Marketing list of delegates (post-conference)** to conduct one follow-up mail-out
- ▶ **Participation in Exhibition Competition** where delegates visit each exhibiting sponsor in order to be in the draw to win a prize
- ▶ **2 x exhibitor registrations** for representatives at your exhibition stand. Includes access to all sessions and catering throughout the conference. Does not include conference papers
- ▶ **1 x full conference registration** including conference papers, access to all sessions, included social activities and catering throughout the conference
- ▶ **1 x invitation to the VIP Dinner**

## Partner (Non-Exhibiting)

- ▶ **Company logo exposure** on conference brochure, delegate folder, registration confirmation pack and PowerPoint slides at the conference
- ▶ **Acknowledgement of sponsorship** in our weekly e-newsletter, *ALAn*, in email broadcasts relating to the conference, by conference chairperson throughout the event and in the post-conference article in our bi-monthly journal, *Precedent*
- ▶ **Logo exposure and web-link to your site** on the event's webpage
- ▶ **Company profile** included in the delegate folder
- ▶ **Banner in main session room**
- ▶ **Promotional material** included in the delegate satchel
- ▶ **Marketing list of delegates (post-conference)** to conduct one follow-up mail-out
- ▶ **2 x full conference registrations** including conference papers, access to all sessions, included social activities and catering throughout the conference
- ▶ **1 x invitation to the VIP Dinner** held the night before the conference

## Exhibitor

- ▶ **Exhibition stand**
- ▶ **Participation in Exhibition Competition** where delegates visit each exhibiting sponsor in order to be in the draw to win a prize
- ▶ **2 x exhibitor registrations** for representatives at your exhibition stand. Includes access to all sessions and catering throughout the conference. Does not include conference papers or tickets to social functions (e.g. conference dinner and cocktail function)
- ▶ **1 x full conference registration** including conference papers, access to all sessions and social activities (including conference dinner and cocktail function), and catering throughout conference
- ▶ **1 x additional ticket** to conference dinner and/ or cocktail function

## Advertiser

- ▶ **Promotional material** included in the delegate satchel

## Advertiser (Combined)

- ▶ **Promotional material** included in the delegate satchel
- ▶ **Promotional material distributed** in the conference session of your choice (please note that Major Partners and Partners are given first choice of session)

## Poster Display

- ▶ **Promotional poster** displayed on a backboard adjacent to the registration or exhibition area at the conference. Backboards are supplied. Maximum size is 1m x 2m.

## Welcome Function Sponsor

This package provides exclusive sponsorship of the Welcome Function event, including:

- ▶ **Logo exposure** on conference brochure, registration confirmation pack and PowerPoint slides during the conference
- ▶ **Banner display** at the cocktail function venue
- ▶ **Speaking opportunity** to briefly welcome delegates to the event
- ▶ **2 x tickets** to the event

## Post-Conference Drinks Function Sponsor

- ▶ **Logo exposure** on conference brochure, registration confirmation pack and PowerPoint slides during the conference
- ▶ **Banner display** at the cocktail function venue
- ▶ **Speaking opportunity** to briefly welcome delegates to the event
- ▶ **2 x tickets** to the event

## Dinner Function Sponsor

This package provides exclusive sponsorship of the conference dinner, including:

- ▶ **Logo exposure** on conference brochure, registration confirmation pack and PowerPoint slides during the conference
- ▶ **Banner display** at the conference dinner venue
- ▶ **Speaking opportunity** to briefly welcome delegates to the dinner
- ▶ **2 x tickets to the conference dinner**

## Golf Sponsor

This package provides exclusive sponsorship of the golf tournament, including:

- ▶ **Logo exposure** on conference brochure and registration confirmation pack
- ▶ **Banner display** on the course (within club guidelines)
- ▶ **Banner display** at the club house for post-event drinks and presentations
- ▶ **Material distribution** in carts or at post-event drinks and presentations
- ▶ **Speaking opportunity** at post-event drinks and presentations
- ▶ **3 x registrations** to participate in the tournament

## Satchel Sponsor

This package provides exclusive sponsorship of the delegate satchels which delegates receive upon registration at the event and are used for the duration of the conference. The satchel, which contains the conference papers, will be co-branded with your logo and the Australian Lawyers Alliance logo.

## Nametag Sponsor

This package provides exclusive sponsorship of the delegate nametags which delegates receive upon registration and are worn for the duration of the conference. The nametag, which is hung on a lanyard and contains the delegate's name and organisation, will be co-branded with your logo and the Australian Lawyers Alliance logo.

## **Workshop Sponsor**

At National Conference there are a limited number of workshop sessions available to sponsors. Sponsorship includes room hire, basic audio visual equipment and details of the workshop in the conference program and brochure. The workshop sponsor is responsible for any additional costs involved including the cost of any third party speaker/s or additional audio visual requirements.

The topic and speaker are at the discretion of the sponsor, subject to approval by the Lawyers Alliance. It can be presented by a third party speaker or one of your representatives.

In order to maximise attendance, the workshop topic must be of relevance and interest to delegates. The Lawyers Alliance cannot guarantee delegate attendance in any workshop. It is highly advised that workshop sponsors do not use the opportunity as a sales presentation and focus on providing a practical session.

## **Speaking opportunities at events**

Programs, topics and speakers for Australian Lawyers Alliance events are decided upon by the local branch committee or another committee set by the National Council of the Australian Lawyers Alliance.

If you are interested in presenting a paper at a conference or seminar, please provide us with a 400 word abstract of your proposed topic, a copy of your professional biography and details of which branch or event you would like to present your paper. We will submit your details to the relevant committee for consideration.

Please send your abstract and professional biography to:

**Email:** [conferences@lawyersalliance.com.au](mailto:conferences@lawyersalliance.com.au)

**Post:** GPO Box 7052 Sydney NSW 2001

**DX:** DX 10126 Sydney Stock Exchange

## **Other opportunities**

If the standard packages do not meet your requirements, we would be delighted to discuss your marketing strategy and requirements. We are also open to suggestions of other possibilities and are happy to tailor a package to suit your needs.

# Seminar sponsorship

In addition to our conference program, the Lawyers Alliance holds up to thirty seminars around the country each year, ranging from short breakfast presentations to half-day events.

Our extensive seminar program includes events in every state and territory. The majority of seminars run for approximately 2 hours and are held either over breakfast or from 5pm. Seminars generally address a single topic of relevance to our members at that time. Intensive seminars are half day events that cover a range of topics presented by a number of speakers from different fields.

We offer 3 levels of sponsorship:

- ▶ **Exclusive Sponsor** – your organisation is the sole sponsor at the event
- ▶ **Industry Exclusive Sponsor** – there may be co-sponsors, but organisations working in the same industry as your organisation will be restricted from sponsoring the event
- ▶ **Sponsor** – there may be co-sponsors, including organisations working in the same industry as your organisation

Sponsorship includes:

- ▶ **Event flier:** company logo on the front of the flier, brief outline of company/services on the back of the flier (100 word max)
- ▶ **Website:** company logo and brief outline included on the event information and registration webpage with link to your website
- ▶ **Email:** leading up to the event, acknowledgement of sponsorship with link to your webpage included in each issue of our weekly e-newsletter, *Australian Lawyers Alliance News*, in the confirmation email sent to registered attendees, and acknowledgement in any other email broadcast relating to the event
- ▶ **At the event:** 2 x full registrations for your representatives to attend the event, pull-up banner on display in the event session room, distribution of promotional materials to delegates, acknowledgement and thanks by the chairperson, introduction to delegates by chairperson/committee members where possible.
- ▶ **After the event:** a full list of delegates with postal address details will be provided to be used for one follow-up mail out
- ▶ **For 'Exclusive Sponsors' only:** you will also have the opportunity to briefly address delegates and introduce the main speaker, receive sponsorship of one issue of our weekly e-newsletter, *Australian Lawyers Alliance News*, during the same month of the event (valued at \$550 incl GST), and be provided with a list of delegates a day prior to the event so you can identify if there are any particular delegates you would like to meet. Where possible, introductions will be arranged.

# Sponsorship pricing

## Conferences

Level of sponsorship	QLD	NSW	VIC	ACT	SA	MED LAW	WA	NATIO NAL
Major Partner	\$8,800	\$ 8,250	\$5,500	\$3,300	\$2,750	\$3,300	\$2,750	\$9,400
Partner	\$6,500	\$ 5,500	\$4,000	\$2,750	\$2,200	\$2,750	\$2,200	\$6,500
Partner (Non-Exhibiting)	\$ 3,750	\$ 3,600	\$ 2,500	\$ 1,750	\$ 1,500	\$ 1,750	\$ 1,500	\$ 3,800
Exhibitor	\$ 3,750	\$ 3,600	\$ 2,500	\$ 1,750	\$ 1,500	\$ 1,750	\$ 1,500	\$ 3,800
Advertiser	\$1,200	\$1,200	\$1,050	\$700	\$550	\$700	\$550	\$2,330
Advertiser (Combined)	\$1,750	\$1,750	\$1,400	\$1,050	\$880	\$1,050	\$880	\$3,500
Poster display	\$550	\$440	\$440	\$330	\$220	\$330	\$220	\$550
Welcome Cocktails	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$2,200
Post-Conf Drinks	N/A	N/A	N/A	\$1,200	\$900	\$1,200	\$900	N/A
Dinner Sponsor	\$3,300	\$3,000	\$2,500	N/A	N/A	N/A	N/A	\$3,500
Golf Day	\$3,400	N/A	N/A	N/A	N/A	N/A	N/A	\$2,500
Satchel Sponsor	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$ 2,920
Nametag Sponsor	\$ 1,200	\$ 1,200	\$ 1,050	\$ 1,700	\$550	\$700	\$550	\$ 2,330
Workshop	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$2,250
Average delegates	280	150	150	80	50	80	50	250

**“We have been sponsoring Lawyers Alliance events for a number of years. These events form the backbone of our marketing campaigns.”**

**Phillippa Waters, Evidex**

## Seminars

Level of sponsorship	QLD	NSW	VIC	ACT	SA	WA	TAS	NT
Exclusive Sponsor	\$1,940	\$1,450	\$1,550	\$1,450	\$1,210	\$1,210	\$730	\$730
Industry Exclusive Sponsor	\$1,230	\$925	\$1,025	\$925	\$770	\$770	\$385	\$385
Sponsor	\$880	\$660	\$760	\$660	\$550	\$550	\$330	\$330

## Intensive Seminars

Level of sponsorship	Brisbane	Nth QLD	NSW	VIC	ACT	SA	WA	TAS	NT
Exclusive Sponsor	\$4,400	\$2,500	\$2,500	\$2,500	\$2,500	\$1,700	\$1,700	\$800	\$800
Industry Exclusive Sponsor	\$2,200	\$1,320	\$1,320	\$1,320	\$1,320	\$1,100	\$1,100	\$660	\$660
Sponsor	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$800	\$800	\$400	\$400

**“Through sponsorship of Lawyers Alliance events we have the opportunity to introduce ipac to members and delegates in an intimate environment while also catching up with those that we already do business with. It also keeps us on top of the issues facing the legal profession, allowing us to tailor our products and services to address those issues.”**

**Jodie Williamson, ipac securities ltd**

# Enquiry Form

Please return this completed enquiry form by:

**Fax 02 9258 7777** or **Post GPO Box 7052 Sydney NSW 2001**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Organisation: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Please contact me with further information on:

Conferences

Seminars

QLD  NSW  ACT  VIC  TAS  SA  WA  NT  NATIONAL

**Please note:** discounts apply when sponsoring multiple events. We would be delighted to arrange a discounted annual package tailored to your specific requirements.

## Further Information

Phone: 02 9258 7700

Email: [sponsorship@lawyersalliance.com.au](mailto:sponsorship@lawyersalliance.com.au)

The Australian Lawyers Alliance reserves the right to refuse or terminate any contract, sponsorship or advertising agreement, where the sponsor company, business or individual engages in conduct that is fundamentally in conflict with the ideals and aims of the organisation.

Conduct by the sponsor or advertiser which is not compatible with the organisation's aim to uphold the rights of the individual, promote fundamental human rights, access to justice and encourage equality before the law for all may result in refusal or termination of the contract.