



EXHIBITOR PROSPECTUS

CAPITALIZING
ON OUR
STRENGTHS

AALL ANNUAL
MEETING & CONFERENCE

WASHINGTON, DC
JULY 13-16, 2019

WASHINGTON CONVENTION CENTER

AALL / YOUR LEGAL
KNOWLEDGE
NETWORK





At American Association of Law Libraries (AALL), we believe that people need timely access to relevant legal information to make sound legal arguments and wise legal decisions. Our members are legal information experts—problem solvers of the highest order. Every day we connect members with one another and passionately champion the value of their roles because, when we do, it makes our whole legal system stronger.

The AALL Annual Meeting & Conference

is your opportunity to meet face-to-face with more than 1,400 industry leaders—the legal problem solvers—searching for your technologies, products, services and publications, to support their work. AALL returns to Washington, DC, in 2019, always a record setting location and home to a large percentage of AALL members.



ATTENDEE BUYING POWER

Reach decision makers and influencers at AALL 2019 — our attendees are:

By Job Title

- 28% Reference/Research Librarian
- 22% Associate/Deputy/Assistant Director/
Chief of Branch/Supervisor
- 19% Chief Librarian/Director/Dean/CIO
- 4% Solo Librarian
- 4% Technical Services Librarian
- 3% Catalog Librarian
- 3% Electronic Services Librarian
- 2% Acquisitions/Collection Development Librarian
- 1% Public Services Librarian
- 13% Other (includes serials, documents, paraprofessionals; and students)

By Law Library Type

- 58% Academic
- 21% Law Firm
- 16% Government
- 2% Private/Corporate
- 3% Other (Association, Consortium, Consultant, Public, Self-Employed)



92%

Overall, 92% of the AALL Annual Meeting attendees play a role in the purchase of products/services exhibited.

66%

66% of attendees found new companies to do business with as a result of their time in the Exhibit Hall.

87%

87% of attendees serve 190 patrons or more.

GENERATING EXHIBIT HALL TRAFFIC

AALL plans popular events and feature areas to generate traffic throughout the Exhibit Hall.



AALL Member Services Pavilion

Always the place to be, the Pavilion is the destination for knowledge, networking, and everything AALL. AALL staff and the Executive Board assist members in maximizing their membership and conference experiences. The Activities Area features display boards about AALL committees, special interest sections, caucuses, and chapters, for members looking to learn more and get involved.



Poster Sessions

Posters sessions offer attendees the opportunity to showcase their research during the conference and discuss their findings with attendees during the presentation period.



No-Conflict Exhibit Hall Times

Five and a half hours of no-conflict Exhibit Hall time - featuring complimentary food and beverage (one reception, one lunch, and three breaks) builds traffic and encourages interaction with exhibitors.



Tuesday Hours Are Back!

We listened to exhibitors and attendees following the elimination of Tuesday exhibit hours in 2018. The response was - bring them back! The exhibit hall will be open from 9:00 am - 12noon with 1.5 hours of no-conflict time...a win-win for all.



Exhibit Hall Only Passes

The price of a conference registration is not a barrier to visiting the Exhibit Hall; for \$49 anyone may register for an Exhibits Hall Only pass. Exhibitors also use these to invite local customers who are not able to attend the entire conference.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

AALL offers a wide range of sponsorship and advertising opportunities to support your exhibit program at the conference and throughout the year. Please reference the AALL Media kit and Annual Meeting Opportunities brochure for options to fit every need and budget.

SPONSORSHIP INFORMATION CONTACT:

VANI UNGAPEN, AALL Executive Director
312.205.8026

For sponsorship opportunities, email Vani at vungapen@aall.org

ADVERTISING INFORMATION CONTACT:

BILL SPILMAN

bill@innovativemediasolutions.com / 877.878.3260

View advertising opportunities at bit.ly/AALL2019opps

AALL DELIVERS SOLUTIONS

Attendees are seeking your products and services:

- Legal Research Platforms ▶ 80%
- Online Legal and Non-Legal Information Services ▶ 59%
- Artificial Intelligence Technologies ▶ 57%
- Electronic Resource Management ▶ 51%
- Subject-Specific Electronic Resources ▶ 51%
- Legal Publishing ▶ 47%
- Books ▶ 43%
- eBooks ▶ 43%
- Business Research/Resources ▶ 40%
- Education/Training/CLE ▶ 37%
- Integrated Library Systems/OPACs ▶ 37%
- Law Practice Technology Solutions ▶ 34%
- Library Space/Design ▶ 33%
- News Aggregators ▶ 31%
- Website Design/Development ▶ 29%
- Competitive Intelligence Solutions ▶ 28%
- Knowledge Management Solutions ▶ 28%
- Legal Professional Associations ▶ 28%
- Preservation Resources/Materials ▶ 27%
- Consortia ▶ 27%
- Public Interest Groups ▶ 24%
- Document Delivery Services ▶ 22%
- Periodicals ▶ 20%
- Document Management ▶ 18%
- Law Practice Automation Vendors ▶ 14%
- eDiscovery Solutions ▶ 13%
- Consultants ▶ 11%
- Legal Research Outsource Solutions ▶ 09%
- Security Systems ▶ 09%

PLANNING MATERIALS

Our experienced exposition management staff is always available to answer questions on exhibiting, planning, or promotion to support your participation in the AALL Annual Meeting & Conference. The online Exhibitor Manual and monthly Exhibitor Update eNewsletters will be available to every exhibitor to assist in the planning and operation of your exhibit and keep you apprised of additional resources and deadlines.

View a list of 2018 exhibitors at: bit.ly/AALL2018exhibitors

EXPOSITION SCHEDULE

EXHIBITS INSTALLATION	Friday, July 12	8:00 a.m.–4:30 p.m.	
	Saturday, July 13	8:00 a.m.–4:30 p.m.	
EXHIBIT DATES AND HOURS	Saturday, July 13	5:00 p.m.–6:30 p.m.	OPENING RECEPTION / NO-CONFLICT TIME
	Sunday, July 14	10:15 a.m.–4:00 p.m.	EXHIBIT HALL OPEN
		10:15 a.m.–11:15 a.m.	REFRESHMENT BREAK / NO-CONFLICT TIME
	Monday, July 15	8:00 a.m.–4:00 p.m.	EXHIBIT HALL OPEN
8:00 a.m.–9:30 a.m.		BREAKFAST BREAK / NO-CONFLICT TIME	
12:15 p.m.–1:30 p.m.		ATTENDEE LUNCHEON / NO-CONFLICT TIME	
Tuesday, July 16	9:00 a.m.–12:00 p.m.	EXHIBIT HALL OPEN	
	9:30 a.m.–11:00 a.m.	BREAKFAST BREAK / NO-CONFLICT TIME	
EXHIBIT DISMANTLING	Tuesday, July 16	12:00 p.m.–6:00 p.m.	

Schedule subject to change

RESERVE YOUR OPPORTUNITY

To reserve your opportunity, fill out the enclosed Exhibit Space Application and Contract and include full payment for exhibit space.

SEND PAYMENT AND CONTRACT TO:

AMERICAN ASSOCIATION OF LAW LIBRARIES

By mail: P.O. Box 94340 Eagle Way Chicago, IL 60678-9430

By fax: 312.431.1097

Online application: bit.ly/AALL2019app

FOR QUESTIONS OR MORE INFORMATION ABOUT EXHIBITING CONTACT:

HALL-ERICKSON EXPOSITION MANAGEMENT

98 E. Chicago Ave., Suite 201

Westmont, Illinois 60559

630.434.7779

Fax: 630.434.1216

aall@heiexpo.com



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