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.
ATTENDEE BUYING POWER

Reach decision makers and influencers at AALL 2020 — our attendees are:

By Job Title
- 27% Instructional/Reference/Research Librarian
- 22% Director/Chief Librarian
- 9% Associate/Deputy/Assistant Directory
- 7% Supervisory Librarian
- 7% Technical Services Librarian
- 4% Public Services Librarian
- 4% Solo Librarian
- 3% Acquisitions/Collection Development Librarian
- 3% Electronic Services Librarian
- 14% Other (includes Chief Knowledge Officer/Chief Library Officer; Competitive Intelligence Analyst; Foreign, Comparative, and International Librarian; Government Documents/Legislative Librarian; Library Assistant/Paraprofessional)

By Law Library Type
- 48% Academic
- 26% Law Firm
- 20% Government
- 1% Private/Corporate
- 5% Other (Association, Consortium, Consultant, Public, Self-Employed)

NEW!

START-UP CENTRAL This new exhibit opportunity is for newer, emerging companies to showcase their innovative products and/or services to prospective partners, buyers, and clients at the AALL Annual Meeting & Conference in a more cost-effective way. Start-Up Central is the place for companies to take their businesses to the next level in the legal information field.

Overall, 88% of AALL Annual Meeting attendees play a role in the purchase of products/services exhibited.

67% of attendees found new companies to do business with as a result of their time in the Exhibit Hall.

85% of attendees serve 190 patrons or more.
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. Several activities—such as meeting prospective board members—are planned at the Pavilion.

Poster Sessions
A popular draw, Poster 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.

Exhibit Hall Only Passes
The price of conference registration is not a barrier to visiting the Exhibit Hall; anyone may register for an Exhibit Hall-only pass for $49 that includes all three days. Exhibitors can make local customers aware of this opportunity if they are not able to attend the entire conference.

SPONSORSHIP INFORMATION CONTACT:
VANI UNGAPEN, AALL Executive Director
312.939.4764
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/AALL19mediakit
AALL DELIVERS SOLUTIONS

Attendees are seeking your products and services:

- Artificial Intelligence Technologies: 50%
- Books: 45%
- Business Research/Resources: 42%
- Competitive Intelligences Solutions: 30%
- Consortia: 25%
- Consultants: 8%
- Document Delivery Services: 18%
- Document Management: 15%
- eBooks: 42%
- eDiscovery Solutions: 12%
- Education/Training/CLE: 36%
- Electronic Resource Management: 48%
- Filing Services: 5%
- Integrated Library Systems/OPACs: 37%
- Knowledge Management Solutions: 31%
- Law Practice Automation Vendors: 15%
- Law Practice Technology Solutions: 31%
- Legal Professional Associations: 29%
- Legal Publishing: 50%
- Legal Research Outsourcing Services: 10%
- Legal Research Platforms: 81%
- Library Space/Design: 34%
- News Aggregators: 35%
- Online Legal and Non-Legal Information Services: 61%
- Periodicals: 20%
- Preservation Resources: 26%
- Public Interest Groups: 18%
- Security Systems: 7%
- Subject-Specific Electronic Resources: 49%
- Web Design/Development: 29%
EXPOSITION SCHEDULE

EXHIBITS INSTALLATION
- Friday, July 10: 8:00 a.m.–4:30 p.m.
- Saturday, July 11: 8:00 a.m.–4:30 p.m.

EXHIBIT DATES AND HOURS
- Saturday, July 11: 5:00 p.m.–6:30 p.m.
- Sunday, July 12: 10:15 a.m.–4:00 p.m.
- Monday, July 13: 8:00 a.m.–4:00 p.m.
- Tuesday, July 14: 9:00 a.m.–12:00 p.m.

EXHIBIT HALL OPEN
- Monday, July 13: 9:30 a.m.–11:00 a.m.
- Tuesday, July 14: 12:00 p.m.–4:30 p.m.

REFRESHMENT BREAK / NO-CONFlict TIME
- Sunday, July 12: 10:15 a.m.–11:15 a.m.
- Monday, July 13: 12:15 p.m.–1:30 p.m.
- Tuesday, July 14: 2:00 p.m.–4:30 p.m.

OPENING RECEPTION / NO-CONFlict TIME
- Sunday, July 12: 10:15 a.m.–4:00 p.m.

BREAKFAST BREAK / NO-CONFlict TIME
- Tuesday, July 14: 8:00 a.m.–9:30 a.m.

ATTENDEE LUNCHEON / NO-CONFlict TIME
- Monday, July 13: 9:00 a.m.–12:00 p.m.

EXHIBIT DISMANTLING
- Tuesday, July 14: 12:00 p.m.–4:30 p.m.

RESERVE YOUR OPPORTUNITY
Fill out the enclosed Exhibit Space Application and Contract. Include full payment for exhibit space.

SEND PAYMENT AND CONTRACT TO:
AMERICAN ASSOCIATION OF LAW LIBRARIES
P.O. Box 94340 Eagle Way
Chicago, IL 60678-9430
Online application: bit.ly/2QpyU7v

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

AMERICAN ASSOCIATION OF LAW LIBRARIES
105 W. Adams Street, Suite 3300, Chicago, IL 60603
www.aallnet.org
312.939.4764 / fax 312.431.1097

PLANNING MATERIALS
An 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. An online Exhibitor Manual and periodic 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 2019 exhibitors at: bit.ly/32Svcpy