



# ALA ANNUAL CONFERENCE & EXPO

## GOLD SPONSORSHIP PLANNER

Salt Lake City, Utah | May 3-6, 2020

Please review the following items for your Gold Sponsorship and make note of each deadline.

Item	Description	Due Date	✓
Pre-Show Attendee List	You will receive the pre-show attendee list the week of March 23 <sup>rd</sup> .	n/a	
EPS or High Res Version of Logo	Premium logo placement on signage, conference Journal, and website.	February 14 <sup>th</sup>	
25 Word Email Message	To be placed in (2) outbound ALA Conference Connection Emails.	March 6 <sup>th</sup>	
Featured Content	Title, link, 25 word description to be placed on ALA's Legal Marketplace. (ex. Press release, white paper, case study)	February 14 <sup>th</sup>	
Full-Page Ad in the ALA Conference Journal	6 W x 9 H inch Allow 0.5 inch NO TEXT zone on both left and right sides. Full bleed. File formats – high res PDF, high res JPG, EPS, TIFF	February 21 <sup>st</sup>	
Staff Registration	Gold Sponsors receive 16 full-access badges. Link can be found on <a href="https://alabp.org/events/2020-annual-conference/">https://alabp.org/events/2020-annual-conference/</a>	April 10 <sup>th</sup>	
Full-Page Ad in the conference issue of <i>Legal Management</i> magazine	Submit (1) advertisement in (3) sizes 1200 x 900 pixels - desktop 300 x 300 pixels - mobile 8.5" x 11" - PDF Download	March 15 <sup>th</sup>	
Legal Marketplace Profile Renewal	Your GOLD Profile will expire 5/31/2020.	n/a	
Post-Show Attendee List	You will receive the post-show attendee list the week of May 18 <sup>th</sup>	n/a	

Please submit all of the above items to Brittany Parrotte at [bparrotte@alanet.org](mailto:bparrotte@alanet.org).



# ALA ANNUAL CONFERENCE & EXPO SILVER SPONSORSHIP PLANNER

Salt Lake City, Utah | May 3-6, 2020

*Please review the following items for your Silver Sponsorship and make note of each deadline.*

Item	Description	Due Date	✓
Pre-Show Attendee List	You will receive the pre-show attendee list the week of March 23 <sup>rd</sup> .	n/a	
EPS or High Res Version of Logo	Logo placement on conference signage and website.	February 14 <sup>th</sup>	
25 Word Email Message	To be placed in (1) outbound ALA Conference Connection Email.	March 6 <sup>th</sup>	
Half Page Ad in the ALA Conference Journal	6 W x 4.5 H inch Allow 0.5 inch NO TEXT zone on both left and right sides. Full bleed. File formats – high res PDF, high res JPG, EPS, TIFF	February 21 <sup>st</sup>	
Staff Registration	Silver Sponsors receive 8 full-access badges. Link to online registration can be found on <a href="https://alabp.org/events/2020-annual-conference/">https://alabp.org/events/2020-annual-conference/</a>	April 10 <sup>th</sup>	
Legal Marketplace Profile Renewal	Enhanced listing in ALA's Legal Marketplace Profile expires 5/31/2020.	n/a	
Post-Show Attendee List	You will receive the post-show attendee list the week of May 18 <sup>th</sup> .	n/a	

Please submit all of the above items to Brittany Parrotte at [bparrotte@alanet.org](mailto:bparrotte@alanet.org).



# ALA ANNUAL CONFERENCE & EXPO BRONZE SPONSORSHIP PLANNER

Salt Lake City, Utah | May 3-6, 2020

*Please review the following items for your Bronze Sponsorship and make note of each deadline.*

Item	Description	Due Date	✓
Pre-Show Attendee List	You will receive the pre-show attendee list the week of March 23 <sup>rd</sup> .	n/a	
EPS or High Res Version of Logo	Logo placement on conference signage and website.	February 14 <sup>th</sup>	
Half Page Ad in the ALA Conference Journal	6 W x 4.5 H inch Allow 0.5 inch NO TEXT zone on both left and right sides. Full bleed. File formats – high res PDF, high res JPG, EPS, TIFF	February 21 <sup>st</sup>	
Staff Registration	Bronze Sponsors receive 4 full-access badges. Link to online registration can be found on <a href="https://alabp.org/events/2020-annual-conference/">https://alabp.org/events/2020-annual-conference/</a>	April 10 <sup>th</sup>	
Post-Show Attendee List	You will receive the post-show attendee list the week of May 18 <sup>th</sup> .	n/a	

Please submit all of the above items to Brittany Parrotte at [bparrotte@alanet.org](mailto:bparrotte@alanet.org).