AALL 2013 Sales Prospectus

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AALL has five quality publications to help you reach attendees at the Annual Meeting and throughout the year.

The Annual Meeting Conference Program is distributed to all registrants as they pick up their credentials. It serves as a guide throughout the programs and special events that occur during the Annual Meeting and serves as a valuable reference after the meeting is over. AALL members use the program to track vendors once they have returned to their libraries and need to find resources that can help make them more productive on a daily basis.

The AALL Conference Daily Newspaper (4 print issues and 2 digital-only issues) is available to all attendees through distribution in the registration packets and in newspaper bins at the Convention Center and at conference hotels (if sponsored). It serves as an immediate source of hot meeting news, notices of changes in the schedule, and exhibitor news and information.
The AALL e-Newsletter goes out to the entire membership (nearly 5,000 law librarians) and mails the third Thursday of each month. The Annual Meeting Update e-Newsletter goes out to AALL Annual Meeting and Conference attendees (about 1,800 law librarians) and mails the fourth Wednesday of the month during February through June. Both newsletters are valuable resources that are well-read by AALL members as they include brief news items and important reminders about upcoming events and deadlines that concern law librarians.

AALL Spectrum is AALL’s official monthly magazine. It publishes informative articles on topics of interest to law librarians and other legal information professionals, as well as news about Association and member activities. It appears nine times a year (no issue in January or August, with a combined September/October issue). Advertising in Spectrum supports your exhibits program and gives you added visibility throughout the year. Through these varied publications, a wide range of advertising opportunities is available to fit every need and budget.

Sponsorship Opportunities

Participation as a sponsor at the AALL Annual Meeting & Conference provides an unparalleled opportunity to interface with the key decision makers in law libraries across the country. It offers additional visibility, tangible benefits and recognition of your company as an important participant in the law library community. We value our relationship with our vendors and offer the following sponsorship opportunities, exclusively for our Annual Meeting exhibitors.

Click here for AALL Sponsorship Information.