

The logo for ALTA (Australian Legal Technology Association) features the word "ALTA" in a bold, red, sans-serif font. The letter 'A' has a white dot on its left side, and the letter 'T' has a white dot on its top right side. The letter 'A' at the end also has a white dot on its right side.

AUSTRALIAN LEGAL  
TECHNOLOGY ASSOCIATION

## ALTA FY20 Major Partnership Opportunities

Nicki Hauser  
ALTA Executive Manager & Director, FineHaus  
Tel | 0410 439276  
Email | [contact@alta.law](mailto:contact@alta.law)

## ABOUT ALTA



The [Australian Legal Technology Association](#) was established in January 2018 to support the thriving Australian legal technology community and we have been thrilled by the support that has already been shown for our association by the broader legal community.

ALTA membership is open to Australian legal technology companies. The legal technology user community can get involved by becoming ALTA Advocates.

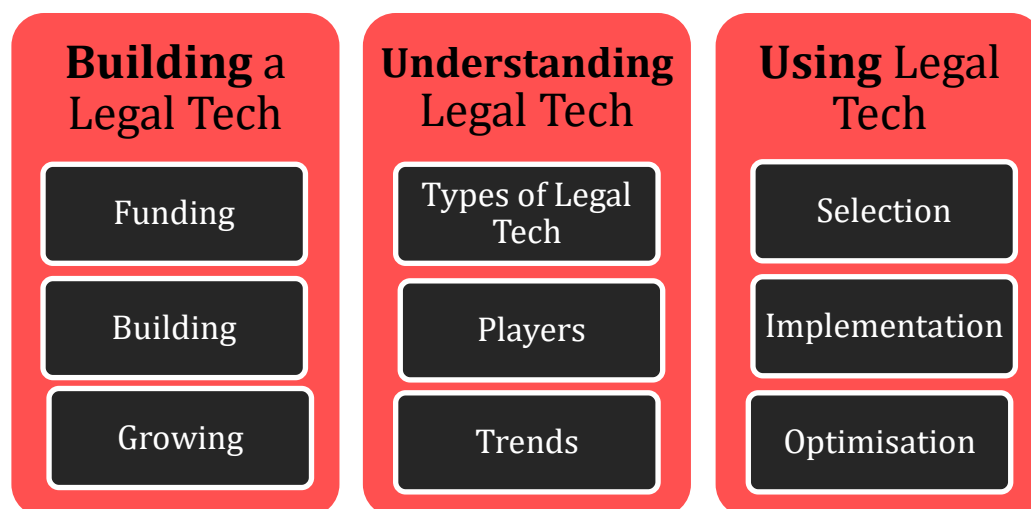
ALTA's board is led by Chair, Jodie Baker, CEO of Xakia Technologies. ALTA's daily operations are managed by Nicki Hauser and Connie Finestone (FineHaus).

Our 60+ members represent the who's who of Australia's emerging legal technology sector, including:



## OUR PILLARS

ALTA's program is designed around three key pillars of knowledge that legal industry professionals need to understand in order to keep pace with the rapidly growing LegalTech market. All our events, programs and resources are designed to deliver content aligned to this framework:



## OUR PROGRAM

### Demo Days

Demo Days are designed to showcase emerging Australian legal technology companies to the broader legal community and feature rapid fire presentations from ALTA members. The inaugural ALTA Demo Days, held in Melbourne, Sydney, Brisbane, Adelaide and Perth in 2018 were sell-outs, attracting more than 100 delegates from law firms, legal departments and the broader legal community to each event.

We also run exclusive hosted demo days, where our hosts invite their guests to attend the demo day. Hosts include law firms, barrister's chambers and the government departments. We have also partnered with Legal Geek to run legal community demo days.

### Member Meetups

Member meetups are events held for ALTA members and advocates. These range from informal networking events over lunch or after work to round-table discussions and in-person and webinars with speakers on topics relating to our core pillars. Our members actively collaborate online via a dedicated SLACK community.

### Women of ALTA (WALTA)

Women continue to be under-represented in the LegalTech space, and ALTA is committed to changing this. We have a flourishing and supportive WALTA community and dedicated program of events to support and encourage women to become LegalTech innovators and entrepreneurs.

### Sandbox Series

In FY20, ALTA will be launching a new 'Sandbox' series, which gives the legal community hands-on exposure to the latest legal technology and the opportunity to try it out in a demonstration environment.



## ALTACON

The inaugural [ALTACON](#) was a sell-out success, generating a huge buzz as more than 270 delegates from across the legal community came together for an unforgettable experience at the cutting-edge intersection of legal and technology.

Held on 31 May 2019 at the Docklands, Melbourne, ALTACON featured two streams of TED-style, rapid-fire presentations from 40 speakers, a LegalTech Expo, a pitch competition for early stage LegalTech innovators and an after-party!

ALTACON brought together everyone with a big stake in the success of LegalTech:

- Law firm leaders and managers – responsible for strategy, technology and innovation at their firms
- Lawyers at law firms – passionate about new ways of working and thinking
- In-house counsel at major corporations and government departments – keen to leverage technology and innovation to improve service delivery
- Legal educators – furthering the knowledge of the next generation of lawyers
- Legal technologists, innovators and entrepreneurs – the people creating the future of law.



*Pictured: Keynote speaker, Christian Lang, Director of Strategy at Reynen Court (USA) kicks off the day to a packed room on the main stage at ALTACON 2019.*

*Pictured: The LegalTech Expo featured 28 Australian legal tech companies and our partners. It was the perfect place for delegates to meet the innovators and pioneers behind the products and learn how it could benefit them.*



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## ALTA FY20 PARTNERSHIP OPPORTUNITIES

### ANNUAL PARTNER

**Investment: \$15,000 (ex GST)**

ALTA is seeking a limited number of annual partners passionate about Australian LegalTech and innovation to help fund our operations and ensure we are well positioned to fully leverage the excitement and interest in the Australian legal tech community. To this end, we are pleased to invite you to become an ALTA FY20 Annual Partner, joining Macquarie Bank and GlobalX.

Becoming an ALTA Founding partner is a great way for you to:

- associate your brand with the cutting edge of legal innovation, entrepreneurship and thought leadership
- connect with people from across the legal community who are passionate about emerging legal technology and its impact on the future of law

This is an annual partnership that includes the entitlements listed below. We expect this partnership will grow and evolve as we do and are committed to working closely with our partners to ensure you achieve your partnership objectives.

ALTA is currently finalising its event program for FY20 and is open to suggestions from its annual partners for joint events that align with our learning and development framework.

#### Entitlements:

##### *Category Exclusivity:*

- You will be the only annual partner in your agreed category
- Opportunity to create an exclusive name for your annual partnership to support your objectives (e.g. FY20 Collaboration Partner, Community Partner, Innovation Partner etc etc) subject to agreement by ALTA.

##### *Brand Association:*

- Prominent acknowledgement as a '<Name> Partner' on the ALTA website, including display of the logo and hyperlink to a nominated webpage
- Your logo and hyperlink, and acknowledgement of your company as an annual partner displayed on all email marketing campaigns.

##### *Event Sponsorship:*

- Acknowledgement as an annual partner at all ALTA events and meetups.
- Opportunity to send one representative to attend all ALTA events at no cost
- Opportunity to display your branding or distribute information at events as agreed with ALTA
- Delegate list for ALTA events (where delegates have consented for their information to be shared)

##### *Custom entitlements*

- We are happy to discuss further customisation of the package to meet your objectives subject to ALTA Board approval.

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## ALTACON MAJOR PARTNER

### Investment: \$15,000 (ex GST)

ALTA is seeking a limited number of major partners for the 2020 ALTACON, which will be held in Sydney in April/May 2020. This is a brilliant opportunity to align your company with the leading thinkers, movers and shakers of the legal industry.

Following the sell-out success of the inaugural ALTACON, we expect our ALTACON Major Partnerships to go fast, so secure your place now!

### **Category Exclusivity**

- Only major partner in your agreed category

### **Event Presence**

- Opportunity to provide one representative to participate in a panel or speaker session, subject to approval of suitability and topic by ALTACON Committee
- Opportunity to exhibit at ALTACON LegalTech Expo
- Three complimentary Partner Representative Passes for your staff
- Invite four of your legal customers or prospects to receive complimentary tickets to attend the ALTACON, subject to approval by the organising committee.
- Acknowledgement of your support in the welcome address by ALTA President.

### **Branding**

- Dominant positioning for your logo and acknowledgement as Major Partner from commencement of the ALTACON marketing campaign on:
  - the ALTACON and ALTA websites
  - All ALTACON marketing collateral
  - ALTACON onsite signage
  - ALTACON email marketing campaigns
  - ALTACON social media and digital advertising campaigns

### **Thought Leadership**

- Opportunity to contribute one blog post on a related theme for the ALTA blog
- Opportunity to send one email campaign to registered delegates prior to or immediately following the event
- Receive the full registered delegate list (where delegates have given permission in accordance with the Privacy Act) post event.

### **Customise this package**

- We are happy to discuss further customisation of the package to meet your objectives subject to ALTA Board approval.

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## CUSTOM PARTNERSHIPS

ALTA is open to developing custom partnerships to meet your specific sales and marketing requirements. If you have an idea in mind – then talk to us!

We'd love to welcome you to the ALTA community.

## CONTACT

Nicki Hauser,  
ALTA Executive Manager and Director, FineHaus

Mobile | 0410 439276

Email | [contact@alta.law](mailto:contact@alta.law) / [nhauser@finehaus.com.au](mailto:nhauser@finehaus.com.au)

[www.alta.law](http://www.alta.law)