

The logo for ALTA (Australian Legal Technology Association) features the word "ALTA" in a bold, red, sans-serif font. The letters 'A' and 'T' have small white circles positioned at their top and bottom points, respectively, giving the logo a modern, digital feel.

AUSTRALIAN LEGAL
TECHNOLOGY ASSOCIATION

2021 ALTA Partnership Information Kit.

Fostering Australian innovation at the intersection of legal + technology.

The [Australian Legal Technology Association](#) was established in January 2018 to advance the thriving Australian legal technology community.

ALTA members are majority Australian-owned companies who are primarily focused on developing legal technology.

Our 80+ members represent the who's who of Australia's thriving legal technology sector.



Strong engagement with the legal community.

ALTA is supported by a strong community of 2,500+ ALTA Advocates and subscribers.

This community includes:

- lawyers, partners and senior leaders working in law firms
- government and corporate in-house legal teams
- legal consultants and technologists
- legal educators.

Our community is engaged and passionate about promoting the adoption of Australian legal technology and understanding how to effectively leverage legal tech to drive innovation, productivity and growth in their organisations.



Meet decision-makers at companies like these.

Aurecon
Allens
Amaysim
AMK Law
ANZ Bank
Aoyuan International
Aperion Law
Aptum Legal
Arnold Bloch Leibler
Ashurst
Australia Pacific Airports Corporation
Australian Centre for Justice Innovation
Australian National University
Beck Legal
Bennett + Co
Best Hopper Lawyers
Bevoke Pty Ltd
BlueScope Steel
Bond University
Bridgestone Australia & NZ
Burke & Associates
Carrol & O’Dea Lawyers
Central Queensland University
CFA Victoria
Chapman Tripp
Cheetah Digital
CIE Legal
Clayton Utz
Coates Hire
Coleman Greig Lawyers
Coles
Community Legal Centres
Computershare
Coonan & Coonan Legal
Cooper IP

Cornwalls
County Court of Victoria
Creo Legal
CSIRO Data61
Cullen McLeod
Cullshaw Miller Lawyers
Deakin Law School
Department of Health and Human Services
Department of Justice & Community Safety
Department of Primary Industries
DLA Piper
DLA Piper New Zealand
Dovetail Legal Solutions
DWF
Earendil Consulting
Elvin Lawyers
Experian Australia
EY Law
EY Riverview Law
Faigenbaum Family Lawyers
FAL Lawyers
FCW Lawyers
First State Super Legal
Fitzroy Legal Service
Flexi Group Limited
Fortitude Legal
Forty Four Degrees
Full Circle Venture Capital
Gebarski Law
Gilbert + Tobin
Greenwoods & Herbert Smith Freehills
Hall & Wilcox
Herbert Smith Freehills
HFW Australia

Hive Legal
Holding Redlich
HopgoodGanim Lawyers
HSBC
Hunt & Hunt Lawyers
Hydro Tasmania
IAMG
IBM
IOOF Holdings Ltd
IP Group Australia
Iperescence Pty Ltd
Jackson McDonald
JDK Legal Services
JetBrains
Johnson Winter Slattery
K+ L Gates
KHQ Lawyers
King & Wood Mallesons
Kingfisher
Kit Legal
Kott Gunning
KPMG Law
L’Oréal
La Trobe University
Lander & Rogers
Lawyers Conveyancing
Lawyers On Demand
Ledlin Lawyers
LegalVision
LegalZoom
Lewis Holdway Lawyers
Lipman Karas
Logie-Smith Lanyon
LPLC

Macpherson Kelley
Macquarie Group Limited
Macquarie Venture Capital Group
Maddocks
Marshalls + Dent + Wilmoth Law
Maurice Blackburn Lawyers
McCarthy Durie Lawyers
McLay Legal
MDL Group
Medibank Private Limited
Melbourne Law School
Melbourne Water
Mercury Finance
Meridian Lawyers
Merton Lawyers
MIA Contract Lawyers
Microsoft
Mills Oakley
MinterEllison
Monash University
Moores
Morrissey Law & Advisory
Movember
MYOB
Nevett Ford
Nevin Lenne Gross
Nexus Law Group
Northern Health
Norton Rose Fulbright
NRMA
Objective Law
Observ.
Orica
Origin Energy
Orora
Peer Legal
PEXA

Phillip Morris Ltd
Pinsent Masons
Polaris Lawyers
PwC Australia
QIC
Rankin Business Lawyers
Relationships Australia Qld
Retail Zoo
RHTLaw Asia
RMIT University
Robinson Gill Lawyers
RSL Queensland
Salient Legal
Saunders & Co
Separate Together
Sharrock Pitman Legal
Siemens Healthineers
Simply Energy
Slater and Gordon Lawyers
Sparke Helmore Lawyers
Square Peg Capital
SRB Legal
St Vincent’s Hospital Melbourne
Stacks Law Group
Start Up Legal GP
State Chambers
Support Legal
Supreme Court Library Queensland
Swinburne Law School
TAC
The Personal Injury Lawyers
The Wiggles
Thomson Geer

Tilleke & Gibbins
Toll Group
Toyota Motor Corporation
TransGrid
Transport Accident Commission
Transurban
UnitedLex
University of Adelaide
University of Melbourne
University Of Tasmania
University of Technology Sydney
University of Western Australia
UNSW
Veolia
Vicinity Centres
Victoria Legal Aid
Victoria University
Victorian Government Solicitors Office
Victorian Legal Services Board
Wadeson IP Pty Ltd
Wesfarmers
Western Downs Legal Council
Westgate Tunnel Project
Wex Australia
Wise Law
Wolters Kluwer, CCh
WorkLawyers
Wright Prospecting
Xero
YBF Ventures
Yoke Creative Agency
Zenrooms
Zeren
ZICOLaw

ALTA's Program.

ALTA's 2021 program includes:

- **ALTACON 21** –ALTA's annual conference will be held in on 4 June 2020 at the W Hotel Melbourne and as a virtual conference and expo
- **Hour of Power:** Promoting legal tech to law firms, in-house legal and the wider legal community via snappy 4-minute demos.
- The **Global Legal Tech Report** research
- **ALTA Clans:** Small groups of ALTA members who meet regularly to share experiences and discuss business challenges and opportunities.
- **Member Meet-ups:** Webinars and face to face meetings on topics to help members build and grow successful legal tech companies. This also includes regular meetings of the Women of ALTA (WALTA) community.



ALTA 2021 Event Program.

ALTACON 21

- Largest legal tech conference in the Southern Hemisphere
- Planned as a hybrid conference & expo for 4 June 2021
- In-person conference and exhibition at the W Hotel Melbourne, PLUS livestreamed to virtual conference & expo
- Content available on-demand post event

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Hour of Power

- 1-hour online event session showcasing the latest in legal tech
- Consists of 8 x 4 minute pre-recorded presentations/demos by members and sponsors targeting law firms and in-house legal
- No fee for participants
- 250+ registered for event in October & November 2021
- We are planning to hold an Hour of Power event each month.

Meet-ups/Webinars

- Open to all members and advocates
- Webinars run as 1-hour Zoom sessions consisting of 30 min expert presentation + 30 min Q & A
- In-person member meet-ups in Sydney, Melbourne and Brisbane planned for mid 2021, subject to COVID restrictions
- Topics focused on building a legaltech solution (pricing, marketing, resourcing, funding etc.)

Clan Meetings

- ALTA members split up into teams (clans) of 6 - 8 members.
- Clans meet online every two months to talk about the highs and lows of legal tech.
- Host (Clan leader) facilitates 1.5hr sessions: 8 updates from each clan member including, Personal (Friends/family), Individual (mental / fitness), Business.

WALTA Meet-Ups

- Online meetings and in-person events in Melbourne and Sydney for women in the ALTA Community.
- Meetings feature guest speakers, member profiles, and Q&A sessions.
- Designed to support, promote and celebrate women in legaltech.

Global Legal Tech Research

- The next round of the Global Legal Tech Report initiative, addressing the state of the global legaltech sector is planned for the second half of 2021.

Become an ALTA 2021 Annual Partner.

Investment \$15,000 (ex GST)

Becoming an ALTA Annual partner is a great way 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.

Category Exclusivity:

- You will be the only Annual Partner in your agreed category.

Brand Association:

- Prominent acknowledgement as a 'Annual Partner' on the ALTA website, including display of your logo and hyperlink to a nominated webpage.
- Your logo + hyperlink included on all email marketing campaigns (excluding ALTACON).
- Regular mentions as ALTA partner on ALTA's social media and sharing of your content with our followers.
- Right to use ALTA Annual Partner logo on your marketing material.

Event Sponsorship:

- Be acknowledged as an Annual Partner all ALTA events and meetups.
- Send one representative to attend all ALTA events at no cost.
- Opportunity to speak at and/or host events, display branding and distribute information to attendees where agreed with ALTA.
- Delegate list for all ALTA events (excluding ALTACON) where delegates have consented for their information to be shared.

Thought Leadership:

- Contribute up to 4 blog posts to the ALTA blog.
- Distribute one email campaign to our subscriber base.
- Join and share your content in closed the ALTA Community and WALTA LinkedIn Groups.

Become an ALTA Hour of Power Event Sponsor.

Investment: \$2,500 per event (ex GST)

Becoming an Event Sponsor for the Hour of Power events planned in 2021 is a great way to showcase your solution to the Australian legal community. ALTA's Hour of Power events have been super popular, regularly attracting 250+ registrations.

The Event Sponsor package includes:

- Opportunity to introduce and present your solution to attendees in one of the four-minute slots at your sponsored event.
- Registered delegate list for your sponsored event
- Summary of your presentation included in the Hour of Power wrap up featured in the ALTA newsletter and ALTA blog
- Your logo as acknowledging your support as an event sponsor on all event marketing collateral (email, social media, website)
- Your company mentioned and tagged on all in social media promoting the event
- Your logo and a description of your solution included on the event web page, along with acknowledgement of your sponsorship of the event.



Become an ALTACON 21 Partner.



Becoming an ALTACON partner provides you with an exceptional opportunity to position your company as a driving force in legal tech + innovation, showcase your solutions, build brand and generate business leads.

- ALTACON was established as the premier event in the Australian legaltech calendar, following the sell-out success of the inaugural ALTACON in 2019. In May 2020 in response to COVID-19, ALTA led the market by pivoting to a hugely successful virtual conference to a global audience of 500+ delegates in just 8 weeks.
- ALTACON 21 delivers the best of both worlds with an in-person and virtual conference and Legal Tech Expo on Friday June 4, 2021!
- ALTACON 21 showcases the latest and greatest in Australian legal technology and connects delegates with the people and companies that can help drive their law firms or legal department forward.

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