

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 at their top and bottom points, respectively, giving it a digital or network-like appearance.

AUSTRALIAN LEGAL  
TECHNOLOGY ASSOCIATION

# **FY22 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 2,750+ 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.
- **Women of ALTA (WALTA)** meetings supporting the engagement and advancement of women in legal + tech
- 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.





# ALTA FY22 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
- Hour of Power events will run monthly or bi-monthly in FY22, depending on demand.

## 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 FY22, subject to COVID restrictions
- Topics focused on building a legaltech (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.
- WALTA meetings are held quarterly (Aug, Nov, March, June)

## 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 FY22 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 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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