ALPMA + ALTA BUSINESS OF LAW SUMMIT 25

SEPTEMBER 3-5
SYDNEY | ICC

www.alpmasummit.com.au

PARTNERSHIP PROSPECTUS

TRAILBLAZING TOMORROW:
PEOPLE, TECHNOLOGY AND LAW ON THE NEW FRONTIER

Dye & Durham

SUMMIT PRINCIPAL PARTNER

2025 ALPMA SUMMIT + ALTACON

TRAILBLAZING TOMORROW: PEOPLE, TECHNOLOGY AND LAW ON THE NEW FRONTIER

We are very excited to announce the launch of the **2025 ALPMA Summit + ALTACON** which will take place from 3 to 5 September 2025 at the International Convention Centre, Sydney, NSW. Building on the success of the 2024 Summit + ALTACON, this year's conference will deliver both thought-provoking insights and practical strategies to help law firm leaders **drive change, empower their teams and leverage technology and innovation to achieve operational and business excellence**.

The ALPMA Summit is proud to incorporate ALTACON content throughout program this year. Information on the new program structure can be found on page 4.

The theme for this year's Summit is **'Trailblazing tomorrow: People, technology and law on the new frontier'**. Building on the success of the 2024 Summit + ALTACON, this year's conference will deliver both thought-provoking insights and practical strategies to help law firm leaders drive change, empower their teams and leverage technology and innovation to achieve operational and business excellence.

After a year of rapid and continuous change, and excitement in particular around AI and Generative AI, law firms must continue to explore the benefits of this new digital frontier by continuing their journey of discovery.

This year's event will bring together both our thought leaders, law firm leaders and industry providers in an event that will spark curiosity, explore new possibilities and challenge the way we currently work. Again, with a focus on the intersection between **people** and **technology** this year promises to enlighten, challenge and dare legal industry professionals to consider new innovative, practical and alternate ways to deliver legal services to society.

We're genuinely exited to be hosting this event later in the year and we invite you to join us as we trailblaze our way into the new frontier and reimagine the future of legal service delivery.

We continue on our journey for **sustainability** in 2025 and are returning with the simple yet elegant booth structures from last year throughout the exhibition space to suit a range of budgets. We are excited to be working with Outstanding Displays again this year, who have a Trees for Displays Initiative and will plant one tree for EVERY exhibition booth and custom stand that they build. For partners looking to arrange a custom stand we therefore encourage you to consider working with them on your build.

Taking on board feedback from the 2024 Summit, this year's venue allows us to provide a single exhibition space. The most popular **activations** are back to help drive opportunities for partners to engage and network with our delegates as well as an extended Welcome event in the exhibition space for all to attend on the Wednesday evening.

On the following pages we hope you will find something that your team gets excited about. We're keen to tell you more so we will be hosting a **partner briefing** on the Summit partnership options on **Tuesday, 1 April**. Further details can be found on page 4. Partnerships will be sold on a first come, first served basis, so please get in early and secure your preferred option.

ALPMA + ALTA
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As in previous years we'd love you to help us promote the 2025 ALPMA Summit + ALTACON event as the more delegates in attendance the more business opportunities you are exposed to. Whilst we are expecting a minimum of 500+ attendees this year we would love to see this number far higher. This is of benefit to all, so please encourage your clients, your colleagues, your networks and industry contacts to attend.

We can't wait to see you and host you all, in Sydney, this September!

CLICK HERE TO BOOK

WHO ARE OUR DELEGATES?

On average the 3-day ALPMA Summit attracts over 500 total attendees annually, with over 500 delegates attending in 2024. In 2025 we expect even higher delegate numbers to last year, particularly given the inclusion of ALTACON again this year.

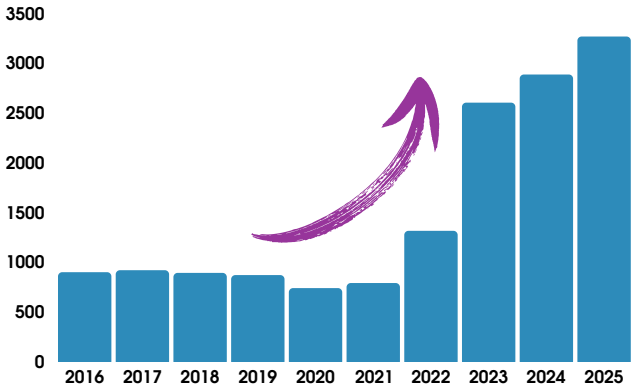
ALPMA members are senior legal decision makers with management and leadership responsibilities within law firms and legal departments in Australasia including:

- Senior law firm and legal department leaders – including Practice Managers, Managing Directors, CEOs, COOs, CIOs, CFOs, and General Managers
- Specialist law firm managers and administrators including HR Directors, HR Managers, People & Culture Leads, Accountants and Finance specialists, IT specialists, Business Development and Marketing
- Managing Partners, Partners, Directors, Sole Practitioners, Solicitors, Barristers, Associates and In-house Corporate and Government Legal Counsel.

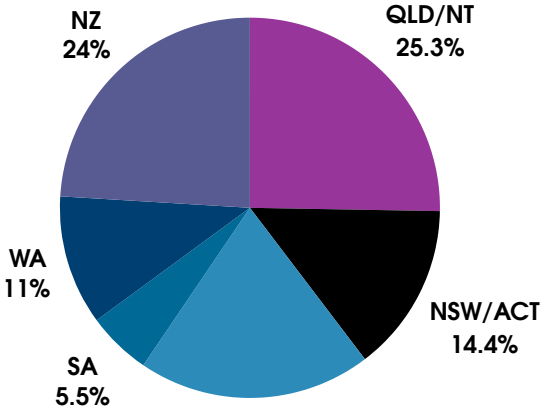
The size of firm, where our members work, ranges from sole practitioners up to large international law firms, however the majority of our members work in small to medium sized firms e.g., less than 75 total employees. Our total membership consists of around 3,400 members mainly split between Australia (80%) and New Zealand (20%). This represents around 550-600 law firms across these two countries.

We will be promoting the event to ALTA members and advocates again this year. Advocate members for ALTA include those working within in-house technology roles, in-house Counsel, Legal Project Managers, IT Managers, Systems and Process Managers.

MEMBERSHIP GROWTH

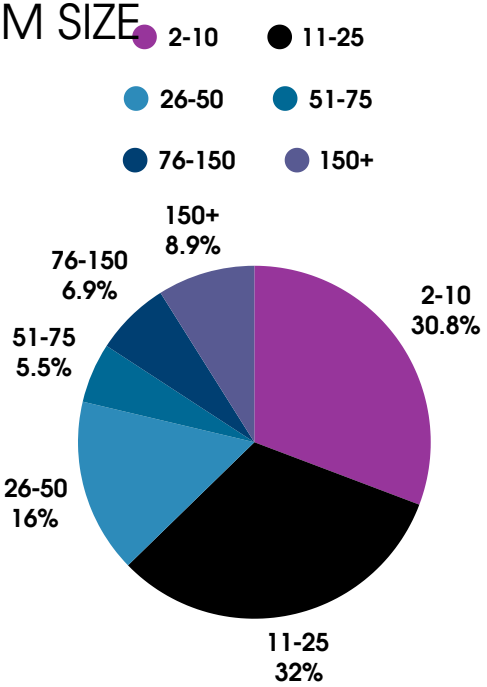


LOCATION*



*Full Members only

FIRM SIZE



IDENTITY

167 firms surveyed self identified as:

- Change Resistant (**5**%)
- Open to Change Improvements (**23**%)
- Actively Seeking to Improve (**22**%)
- Continuous Improvement is part of our Culture (**50%**)

These firms varied in size from small to large.

The location of the ALPMA Summit influences how many delegates attend in the host state compared to travelling interstate or internationally. At the 2024 ALPMA Summit, 17% of attendees lived in the host state (QLD). The remaining number of attendees travelled either interstate (54%) or internationally (29%).

CLICK HERE TO BOOK

PROGRAM OVERVIEW

The Summit program will incorporate ALTACON content throughout the event this year instead of separating as we did in 2024. ALTA in conjunction with ALPMA will run a technology focused content stream within the program showcasing various technology advancements, actual law firm case studies, product demonstrations and much more.

ALPMA will also run a limited number of pre-conference workshops on the Wednesday which our partners are also welcome to attend.

The Summit Program consisting of keynote presentations, workshops, concurrent streams, and panel sessions, will run across Wednesday 5, Thursday 4 and Friday 5 September 2025.

Across the program there will be opportunities to meet and network with delegates. Early morning refreshments will be available to delegates (pre-program commencement) and structured breaks for morning tea, lunch and afternoon tea will be provided.

Catering stations will be spread out within the exhibition space for delegates which will help to create traffic and engagement opportunities for partners during these times.

On Wednesday evening we will be hosting an extended Welcome to ALPMA Summit + ALTACON function. Catering and networking within the Exhibition Hall will be open to all attendees with some fun activities throughout the evening to encourage interactions between delegates and partners.

BOOTH DISPLAYS

This year we have chosen attractive and visually pleasing structures for our booth displays. We encourage partners to take advantage of the low prices we have negotiated with Outstanding Displays to print additional booth panels. We'd love all booths to be as attractive and eye catching as possible. If you're stuck for design ideas reach out to our team and we can connect you with a designer.

Remember, this is a great opportunity for your organisation to increase brand awareness, generate sales leads, develop new and existing client relationships as well as showcase your services directly to your target market. Please make sure you stand out for the right reasons!

NETWORKING OPPORTUNITIES

Participation in the 2025 ALPMA Summit + ALTACON will provide a range of opportunities for Partners and Exhibitors to interact with delegates throughout the event. The social program for this year will include the Exhibition Hall opening with a Welcome event for all attendees on Wednesday 3 September and a Cocktail Function on the evening of Thursday 4 September. More details coming soon!

Various exclusive opportunities are available including options for the Thursday Cocktail Dinner event. Options are detailed below in the add-on options section of the prospectus (pages 14,15 & 16) .

ALTA MEMBERS

Organisations that are members of ALTA who have not attended ALPMA Summit as a Partner before can access an introductory "First Timers" discounted sponsorship opportunity.

If you are an ALTA Member and would like more information please contact Miriam Bryce, Partnerships Manager, m.bryce@alpma.com.au, +61 422 602 995.

DATES & DEADLINES

Priority Access Bookings Open - **Tuesday, 11 March**

General Partnership Bookings Open - Tuesday, 18 March

Online Partner Briefing
Tuesday, 1 April
12:00-12:30pm AEDT.

CLICK TO REGISTER

Partnership Manual Available - **Tuesday, 1 July**

Partnership Booking Deadline - **Friday, 25 July**

Partnership Information Deadline - **Friday, 1 August**

Partnership bookings will be taken on a first come, first serve basis, so we recommend booking your chosen package early to avoid disappointment.

We anticipate many partnership options will be in demand and secured in a quick timeframe this year, so prompt decision making may be necessary.

CLICK HERE TO BOOK

WHY JOIN THE 2025 ALPMA SUMMIT?

The ALPMA Summit stands as the premier law firm management conference in Australasia, featuring the largest partner exhibition in Australia. With ALTACON joining in 2024 and again this year, the event is poised to expand even further!

The Partnership packages for the 2025 ALPMA Summit + ALTACON are designed to maximize your business's visibility among Summit attendees.

Hear what some of our previous ALPMA Summit Partners and exhibitors have to say:

"Exhibiting at the ALPMA Summit was a fantastic experience! The event was well-organized, and we had the chance to meet so many key decision-makers from the legal industry. The atmosphere was welcoming, and we had great conversations with potential clients and peers. The support from the ALPMA team made everything easy and enjoyable. We're excited to be part of such an amazing event and can't wait to come back!"

Myra Cohen, Dye & Durham

"The ALPMA Summit stands as the pinnacle of legal management conferences in Australasia, uniting influential senior leaders from across the broad spectrum of the legal profession.
Focusing on driving best practice and efficiency for the 'business of law', ALPMA's Summit has a true emphasis on collaboration and continuous learning, providing partners an unparalleled opportunity to forge connections with law firms and key stakeholders throughout the entire legal ecosystem.
If your business is centred on adding value to law firms, this is the conference for you."

Rafe Berding, AUCloud

ALL PARTNERS AND EXHIBITORS WILL:

- Have the opportunity to participate in a highly successful Summit with a strong history and growing delegate participation.
- Be able to launch new products to key decision makers in the legal industry sector.
- Have unrivalled opportunity to meet commercial prospects face-to-face.
- Be able to show your product range in real time rather than by catalogue or word of mouth.
- Raise your profile in the legal industry sector and add value to your brand.
- Have the opportunity to network with more than 400-legal-industry business professionals over the three-days of the Summit.
- Have your company promoted nationally, through relevant Summit publications and advertising, including promotional emails, blogs and through social media networks.
- Add value to your marketing strategy and accelerate the buying process.
- Have the opportunity to increase your sales and benchmark products and services against competitors.

FURTHER INFORMATION

Should you have any questions regarding any of the information contained within this Prospectus, please contact:

MIRIAM BRYCE
ALPMA PARTNERSHIPS MANAGER
E: **m.bryce@alpma.com.au**
T: **+61 422 602 995**

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HIGHLIGHTS FROM THE 2024 SUMMIT

WWW.ALPMASUMMIT.COM.AU

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PARTNERSHIP PACKAGES AT A GLANCE

^ Partner Guest invitations are subject to ALPMA approval, and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member

This table provides an overview of the various partnership packages for quick reference and easy comparison.

	PLATINUM PARTNER	PREMIUM LOCATION PARTNER	PRIME PARTNER	PROMENADE PARTNER	FIRST TIME PARTNER
Investment	$28,500 + GST	$16,500 + GST (+ activation cost)	$11,500 + GST	$6,500 + GST	$3,349+ GST
Event Access	3 Days	3 Days	3 Days	3 Days	3 Days
Exhibition Pod and furniture	6x2m, 1 high bar, 2 stools	4x2m, 1 high bar, 2 stools	3x2m, 1 high bar, 2 stools	1.5x1m, 1 high bar, 2 stools	Shared space only
Package Inclusions (* indicates at partner cost)	*Private Hosted Breakfast Option	*Choice of Activation			
Display of Pull-Up Banners	4 @ Summit Venue	1 @ Stand	1 @ Stand	1 @ Stand	1 @ Stand
Logo Placement on…	Home Page & Supporters Page of Website & All Summit EDMs	Home Page & Supporters Page of Website & All Summit EDMs	Supporters Page of Website	Supporters Page of Website	Supporters Page of Website
Dedicated opportunity to present a thought leadership piece on the ALTACON Stage (10 minutes)	☑				
Opportunity to provide a 5-minute product video presented as part of the Exhibition (Thursday/Friday)	☑	☑	☑	☑	
Opportunity to hire a breakout/meeting space for private presentation during Summit	☑	optional add-on	optional add-on		
Advertisement via Summit Attendee App	1 Banner Ad on App	1 Banner Ad on App			
Partner Employee Registrations	6	4	2	1	1
Complimentary Guest Registrations^	2	2	1		
Social Media Promotion through ALPMA accounts	4 posts	2 posts	1 post		
Opportunity to to provide a 30 second advertisement for display in main plenary room before/between sessions	☑				
Partner Profile on Summit Attendee App	☑	☑	☑	☑	☑
Recognition on Summit Website and PowerPoint session slides	☑	☑	☑	☑	☑
1 Promotional Opportunity within Partner Summit Newsletter Email	☑	☑			
ALPMA Blog Post x 1	☑	☑			
Opt-in Delegate List	Pre and Post Summit	Pre and Post Summit	Post Summit	Post Summit	
Delegate Lead Management System	☑	☑	☑	☑	
Ability to participate in the 2025 ALPMA Summit Exhibitor passport and prize draw	☑	☑	☑	☑	
Opportunity to access additional 'add on' partnership packages	☑	☑	☑	☑	
12-month listing in ALPMA Legal Solutions Directory	☑	☑	☑	☑	

For full package details please see detailed partnership packages below

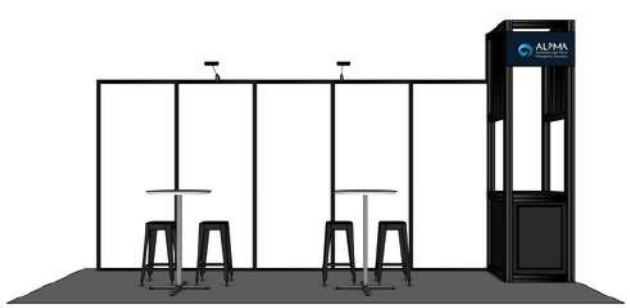
CLICK HERE TO BOOK

6 OPPORTUNITIES AVAILABLE

PLATINUM PARTNER $28,500 + GST

ONLY 2 REMAINING

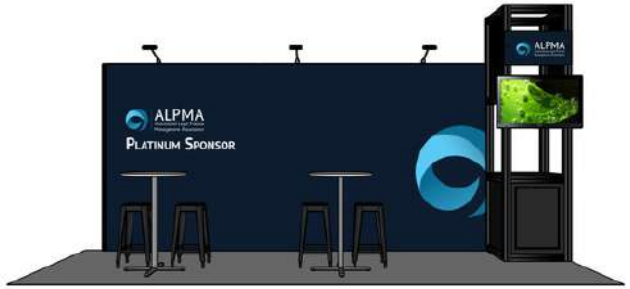
STANDARD POD (INCLUDED IN PARTNERSHIP)



*Your logo will feature where the ALPMA logo is displayed.

UPGRADE TO FULL PANEL PRINTING
$1,850 + GST

UPGRADE TO 40 INCH SCREEN
$748 + GST



*You have the opportunity to print across the entire back wall of your stand for the additional investment.
*Additional furniture or alternate changes are at partner's expense.

All Platinum Partners receive the following benefits.

NETWORKING

Platinum Partners have the additional *first option of:

- Ability to host an exclusive morning breakfast for up to 50 invited attendees (on Thursday or Friday morning) (4 available per day);
- Partners will have the opportunity to send invitations to attendees that have opted into these events.
- Any associated costs with breakfast will be borne by the partner (up to an additional $3k + GST).
- Available menu of catering options will be provided.
- The Summit Organisers will work with partners to confirm and arrange their preferred choices.

**any breakfasts not sponsored by Platinum Partners will be offered to other partnership levels*

PROGRAM

- A 10-minute speaking spot in the ALTACON program stream to present a thought leadership piece. This opportunity sits outside of any additional abstract submissions received. ALPMA will work with the partner as required to structure L&D deliverables for this session.
- Opportunity to hire a breakout or meeting space during Summit to run a private presentation. Access allocated on a pre-arranged, first come, first serve basis. 1 x 30 minute session included, additional 30 minute sessions are $500 + GST each
- Opportunity to provide a 5-minute product video, to be presented as part of the exhibition on Thursday/Friday.
- Opportunity to to provide a 30 second advertisement for display in main plenary room before/between sessions.
- Opportunity to access a private boardroom style meeting space (15 minute bookings available)

EXHIBITION

- 3 Day Event Access (Wednesday evening to Friday)
- 1 x Pull up banner (up to 1m wide, provided by you) displayed in the catering area on Wednesday, prior to exhibition opening
- Complimentary 6x2m exhibition pod in a preferred position, or a 6x2m space for your own custom build (subject to ALPMA approval due to space limitations. See floorplan for available positioning)
- 1 x High bar and 2 x Stools + Built in lockable cabinet
- 3 x Arm lights + 2 x 4amp power outlets
- Logo on fascia sign

REGISTRATIONS

- 6 x Complimentary partner registrations for staff.
- 2 x Complimentary registrations for non-member delegates* (see page 17 for nomination details)
- Additional partner registrations can be purchased for $1,199+GST.

MARKETING

- 4 x Pull-up banners displayed at the Summit Venue (partner to provide).
- 4 x Social media promotion opportunities via main ALPMA accounts.
- Opportunity to include a blog post for the ALPMA blog in the lead up to the Summit (content to be provided by partner)
- 1 x Banner advertisement on the Summit Attendee App.
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.
- 1 x Promotional opportunity within the Partner Summit Newsletter E-mail.

BRANDING

- Your logo, with a hyperlink to your website, will feature on the home and supporters page of the Summit website acknowledging your support as a Summit Platinum Partner.
- Your logo will also feature on all EDM campaigns relating to the Summit.

EXTRA

- Complimentary digital lead management system via the Summit Attendee App.
- Full opt-in registered delegate list pre and post Summit (where delegates have given permission in accordance with the Privacy Act).
- Ability to participate in the 2025 Summit Exhibitor passport and prize draw.
- Opportunity to purchase additional 'add on' partnership packages, listed on page 14-15.
- 12-month listing in the ALPMA Legal Solutions Directory.
- Access to a meeting room for private meetings (15 minute sessions)

CLICK HERE TO BOOK

7 OPPORTUNITIES AVAILABLE

ONLY 2 REMAINING

PREMIUM LOCATION PARTNER $16,500 + GST + ACTIVATION COST

STANDARD POD (INCLUDED IN PARTNERSHIP)

*Your branding will go across the entire back wall of your stand

UPGRADE TO 40 INCH SCREEN
$748 + GST

*Additional furniture or alternate changes are at partner's expense.

ACTIVATION OPTIONS ON FOLLOWING PAGE

Guarantee your team a premium location with one of our pre-selected activations, or arrange your own. Choose your preferred activation from page 10 or get in touch with details of your proposed choice.

All Premium Partners receive the following benefits, plus a choice of activation. See floorplan for placement within the Exhibition Hall.

Activations are an additional cost which are noted with the options on the following page.

PROGRAM

- Opportunity to hire a breakout or meeting space during Summit to run a private presentation. Access allocated on a pre-arranged, first come, first serve basis. $500 + GST for a 30 minute session
- Opportunity to provide a 5-minute product video, to be presented as part of the exhibition on Thursday/Friday.

EXHIBITION

- 3 Day Event Access (Wednesday evening to Friday)
- 1 x Pull up banner (up to 1m wide, provided by you) displayed in the catering area on Wednesday, prior to exhibition opening
- Complimentary 4x2m exhibition pod in a premium position, and activation of your choice (see options on page 10).
- Full panel printing included
- 1 x High bar
- 2 x Stools
- 2 x Arm lights
- 1 x 4amp power outlet
- Branded fascia sign
- Built in lockable cabinet

REGISTRATIONS

- 4 x Complimentary partner registrations for staff
- 2 x Complimentary registrations for non-member delegates* (see page 17 for nomination details)
- Additional partner registration can be purchased for $1,199+GST

MARKETING

- 1 x Pull-up banner displayed at your booth (partner to provide).
- 2 x Social media promotion opportunities via main ALPMA accounts.
- Opportunity to include a blog post for the ALPMA blog in the lead up to the Summit (content to be provided by partner).
- 1 x Banner advertisement on the Summit Attendee App.
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.
- 1 x Promotional opportunity within the Partner Summit Newsletter Email.

BRANDING

- Your logo, with a hyperlink to your website, will feature on the home and supporters page of the Summit website acknowledging your support as a Summit Premium Partner.
- Your logo will also feature on all EDM campaigns relating to the Summit.

EXTRA

- Complimentary digital lead management system via the Summit Attendee App.
- Full opt-in registered delegate list pre and post Summit (where delegates have given permission in accordance with the Privacy Act).
- Opportunity to purchase additional 'add-on' packages, listed on page 14-15.
- Ability to participate in the 2025 Summit Exhibitor passport and prize draw.
- 12-month listing in the ALPMA Legal Solutions Directory.

** Partner invitations for complimentary registrations are subject to ALPMA approval and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member (see page 17 for nomination details)*

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PREMIUM PARTNER ACTIVATION MENU

PICK YOUR ACTIVATION!

DON'T BE DISAPPOINTED - SECURE TODAY!

As a Premium Partner you can choose to include one of the following activations within your exhibition space on Thursday and Friday, or supply an activation of your own (subject to ALPMA and venue approval). These incentives are designed to draw delegates to your space and help facilitate networking and engagement. Please see the floorplan below for details of activation locations.

PROFESSIONAL HEAD-SHOTS $4,500 + GST (STAND 36)

SOLD!

Provide professional headshots for all attendees during the Summit program breaks on Wednesday evening, Thursday and Friday morning.

The headshot studio at your stand will allow attendees to make the most of their time. As the photographer is busy taking photos, your staff have the perfect opportunity to engage with waiting customers.

Opportunity to provide branded t-shirts for photographer to wear.

BARISTA $7,500* + GST (STAND 61) (BOTH SOLD)

SOLD!

Often one of the busiest areas within the exhibition space, the coffee cart is an ideal opportunity to attract delegates to your pod and engage with them while they enjoy a caffeine-hit in between program sessions.

The Barista coffee cart would be located within your space and operational during all Summit refreshment breaks.

- Coffee cart within your exhibition space
- Opportunity to display signage and collateral
- Opportunity to provide branded cups, keep cups, napkins etc.
- Option to provide a drinks station for the Wednesday evening Welcome (additional charges may apply)

SUPPLY YOUR OWN (STANDS 21, 29) (ALL SOLD)

SOLD!

If you have an activation that you would like to arrange, get in touch with the details and we can check the requirements with the venue and help make it happen.

The theme for this year's event is Country and Western "The New Frontier". If you are stuck for inspiration, here are a few ideas:

- Customised belt buckles
- Personalised neck ties
- Embossed notebooks, luggage tags or belts
- Themed photo booth or photo opportunity
- Interactive games with leaderboard fuctionality

RELAXATION AND MASSAGE $4,500 + GST (STAND 40)

What better way to relax in between program sessions with delegates, than to host the massage and relaxation area? Your exhibition space will be in a premium location and include the dedicated masseuse providing 10-minute relaxation neck and shoulder massages throughout the Summit program breaks. Have the chance to meet and greet delegates before they enjoy their relaxation break.

- 2 x Masseuse within your exhibition space
- Opportunity to display signage and collateral
- Opportunity to provide branded t-shirts for masseuse to wear.

JUICE $4,500* + GST I SMOOTHIES $6,800* + GST (STAND 28) (STAND 41)

SOLD!

An excellent draw card to your exhibition space, the juice or smoothie bar is the perfect way to attract delegates to your space and engage with them while they enjoy a fresh and healthy beverage. The bar will be located within your exhibition space and will be operational during all Summit refreshment breaks.

- Juice or Smoothie Bar within your exhibition space
- Opportunity to display signage and collateral
- Your choice of drink selection
- Opportunity to provide branded cups, keep cups, napkins etc

PREMIUM TERMS AND CONDITIONS

- All premium partnerships must include an activation as part of their stand
- Any costs associated with activations are to be borne by the Partner
- Activations must be available during the Welcome Reception on Wednesday evening and during all catering breaks on Thursday and Friday.
- Partner arranged activations are subject to approval by ICC and ALPMA
- Activations need to be arranged by Friday, 25 July.
- Partners without an approved activation by 25 July will be allocated one by ALPMA and any associated costs will be borne by the partner.

*Price may vary dependent on final selections. Prices are based activation service for 3 hours Wednesday, 7 hours Thursday and Friday. Branding additional.

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42 OPPORTUNITIES AVAILABLE

60% SOLD

PRIME PARTNER $11,500 + GST

STANDARD POD (INCLUDED IN PARTNERSHIP)

*Your branding will go across the entire back wall of your stand, plus your logo on the tower.

UPGRADE TO 40 INCH SCREEN

$748 + GST

*Additional furniture or alternate changes are at partner's expense.

ALL PRIME PARTNERS RECEIVE THE FOLLOWING BENEFITS.

PROGRAM

- Opportunity to hire a breakout or meeting space during Summit to run a private presentation. Access allocated on a pre-arranged, first come, first serve basis. $500 + GST for a 30 minute session
- Opportunity to provide a 5-minute product video, to be presented as part of the exhibition on Thursday/Friday.

EXHIBITION

- 3 Day Event Access (Wednesday evening to Friday)
- Complimentary 3x2m exhibition pod
- Full panel printing included
- 1 x High bar
- 2 x Stools
- 1 x Arm light
- 1 x 4amp power outlet
- Branded fascia sign
- Built in lockable cabinet

REGISTRATIONS

- 2 x Complimentary partner registrations for staff
- 1 x Complimentary registration for non-member delegates* *(see page 17 for nomination details)*
- Additional partner registration can be purchased for $1,199+GST

** Partner invitations for complimentary registrations are subject to ALPMA approval and all nominees must meet ALPMA's membership eligibility criteria and not be a current ALPMA member (see page 17 for nomination details)*

MARKETING

- 1 x Pull-up banner displayed at your booth (partner to provide).
- 1 x Social media promotion opportunity via main ALPMA accounts.
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.

BRANDING

- Your logo, with a hyperlink to your website, will feature on the supporters page of the Summit website acknowledging your support as a Summit Prime Partner.

EXTRA

- Full opt-in registered delegate list post Summit (where delegates have given permission in accordance with the Privacy Act).
- Opportunity to purchase additional 'add-on' packages, listed on page 14-15.
- Ability to participate in the 2025 Summit Exhibitor passport and prize draw.
- 12-month listing in the ALPMA Legal Solutions Directory.

CLICK HERE TO BOOK

12 OPPORTUNITIES AVAILABLE

PROMENADE PARTNER $6,500 + GST

STANDARD POD (INCLUDED IN PARTNERSHIP)

*Your logo will feature where the ALPMA logo is displayed.

UPGRADE TO 40 INCH SCREEN
$748 + GST

*The ALPMA logo and blue panels represent where your logo and branding can be printed for the additional investment.

*Additional furniture or alternate changes are at partner's expense.

ALL PROMENADE PARTNERS RECEIVE THE FOLLOWING BENEFITS.

PROGRAM

- Opportunity to hire a breakout or meeting space during Summit to run a private presentation. Access allocated on a pre-arranged, first come, first serve basis. $500 + GST for a 30-minute session
- Opportunity to provide a 5-minute product video, to be presented as part of the exhibition on Thursday/Friday.

EXHIBITION

- 3 Day Event Access
- Complimentary 1x1.5m exhibition pod
- 1 x High bar
- 2 x Stools
- 1 x 4amp power outlets
- Branded fascia sign
- Built in lockable cabinet

REGISTRATIONS

- 1 x Complimentary partner registration for staff
- Additional partner registration can be purchased for $1,199+GST

MARKETING

- 1 x Pull-up banner displayed at your booth (partner to provide).
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.

BRANDING

- Your logo, with a hyperlink to your website, will feature on the supporters page of the Summit website acknowledging your support as a Summit Promenade Partner.

EXTRA

- Full opt-in registered delegate list post Summit (where delegates have given permission in accordance with the Privacy Act).
- Opportunity to purchase additional 'add-on' packages, listed on page 14-15.
- Ability to participate in the 2025 Summit Exhibitor passport and prize draw.
- 12-month listing in the ALPMA Legal Solutions Directory.

CLICK HERE TO BOOK

12 OPPORTUNITIES AVAILABLE

FIRST-TIME SUMMIT PARTNERS / ALTA MEMBERS / CONSULTANTS $3,349 + GST

SHARED SPACE ACCESS (INCLUDED IN PARTNERSHIP)

Provide your own pull-up banner for placement in our shared lounge space

FIRST-TIME SUMMIT PARTNERS / ALTA MEMBERS / CONSULTANTS RECEIVE THE FOLLOWING BENEFITS.

EXHIBITION

- Access to the "first-time" corner within the exhibition hall shared space
- Access to shared seating and tables within the "first-time" corner shared space

REGISTRATIONS

- 1 x Complimentary partner registration for staff
- Additional partner registration can be purchased for $1,199+GST

MARKETING

- 1 x Pull-up banner displayed within first-time corner shared space (partner to provide).
- Partner profile on the Summit Attendee App.
- Recognition on the Summit website and PowerPoint session slides.

BRANDING

- Your logo, with a hyperlink to your website, will feature on the supporters page of the Summit website acknowledging your support as a Summit Supporting Partner.

CONDITIONS:

- First-Time Summit Partners applies to those that have not previously been an ALPMA Summit partner and include:
  - ALTA Members
  - All Legal Industry Suppliers including start-ups
- Consultants include:
  - Legal Consulting Companies with no more than 2 (two) employees providing advice to law firms and/or businesses within in the legal industry

CLICK HERE TO BOOK

EXHIBITOR ADD-ON PACKAGES

Platinum, Premium, Prime & Promenade Partners can add these additional partnerships to complement their existing packages:

EXHIBITION CONCIERGE $6,500 + GST
(EXCLUSIVE)

Provide an expert member of your team to answer delegate queries about the ALPMA Exhibition. Connect delegates with the exhibitors that they are going to want to speak to. With the option of being the concierge for the full 3 days or only 2 days (Thursday and Friday).

- Exclusive naming rights to the Partner Concierge
- Branded counter in a prime location
- Promotion in the event lead-up as the delegate information point for all exhibition related enquiries
- Branded t-shirts and hats for 2 of your staff

** Subject to demand, ALPMA reserves the right to allocate additional support experts*

SPEAKER GIFT PARTNER $6,000 + GST
(EXCLUSIVE)

Play an integral part in the program logistics by providing speaker gifts to all main program presenters, likely to total approximately 50 speakers.

- Opportunity to supply a banner near each stage for gift presentation photographs (4 breakout rooms).
- Opportunity to provide bespoke speaker gifts to all main program speakers distributed in front of all attendees at the end of each session and acknowledged in all program sessions.
- Option to provide gifts or items, and have input on Summit Committee decisions as to selected gift options.
- Opportunity to have photos taken on stage when presenting gifts, and to be promoted on social media. A Partner needs to be present in each session to present speaker gifts.

ALTACON PRINCIPAL PARTNER $POA
(EXCLUSIVE) (PLATINUM AND PREMIUM ONLY)

SOLD!

Be the main organisation associated with ALTACON across the three days.

Your brand will appear on all ALTACON signage as the Principal Partner. Your organisation will have the opportunity to speak within the ALTACON program and host an exhibitor stage talk as part of the schedule.

Please ask for full details of ALTACON Principal Package inclusions.

- 6x3 Exhibition Booth
- 6 x passes to ALTACON
- ALTACON Program Speaking Opportunities
- Plus more, please ask for further details

EXHIBITION STAGE PARTNER $POA
(EXCLUSIVE)

Located in the Exhibition Hall area you will be front and centre stage for delegates throughout the Summit. This space will be used for concurrent sessions within the Summit program. Headsets will be provided for delegates so they can listen to the presentation without the distraction of any background noise within the exhibition space.

- Includes 3x2 Prime exhibition booth next to the stage
- Exclusive naming rights to the Exhibition Stage
- Branded wall behind the stage
- Opportunity to run looped adverts and videos on presentation screens (when not in use for sessions)

ON STAND CATERING $POA

The ICC has several catering options that can be booked for your stand including:

- branded cupcakes
- ice cream
- doughnuts
- popcorn - SOLD

If you would like to arrange any of these options please contact us for details.

CLICK HERE TO BOOK

EXHIBITOR ADD-ONS PACKAGES

Platinum, Premium, Prime & Promenade Partners can add these additional partnerships to complement their existing packages:

COCKTAIL FUNCTION PARTNER
$7,500 + GST
(PER ROOM, 4 AVAILABLE)

ONLY 3 REMAINING

To be held in The Rocks at Watersedge at Campbell's Stores on Thursday, 4 September, guests will be treated to an evening of fine food, entertainment and incredible views of the iconic Sydney Opera House, Circular Quay and the Harbour Bridge.

A chance to network with guests in a fun and informal setting as they let their hair down. Market your company with the opportunity to host fun themed activities in your sponsored room.

- Naming rights as a sponsor
- Opportunity to display branding, corporate signage and add additional theming / branding to your sponsored room
- Opportunity to have input into decor, format and menus

REGISTRATION & LANYARD PARTNER
$6,000 + GST
(EXCLUSIVE)

SOLD!

Welcome delegates as they arrive onsite by providing the streamlined self-service check-in counters, for them to collect their name badges. Your logo and branding will be on all Summit name-badges and lanyards. (Shared with ALPMA/ALTA/Summit branding only) which are worn by delegates every day and throughout the Summit. Add that extra welcome delight for attendees by providing a 'room-drop' welcome gift for those staying at the official Summit hotels (to be provided by the partner).

- Partner branding at the digital onsite badge-printing counters and on all attendee badges and lanyards, worn throughout the Summit and at social functions.

- Opportunity to do an accommodation in-room drop of branded items or welcome gifts for delegates staying at the official Summit Hotels, with an item of your choice (to be provided by the partner).

ON-DEMAND CONTENT & CONNECTIVITY PARTNER
$6,000 + GST
(EXCLUSIVE)

Name the Wi-Fi, available to attendees throughout the Summit + ALTACON.

Post-Summit, a selection of recorded Summit program sessions will be available to provide to attendees for on-demand consumption.

There will be branding opportunities for the recording platform and video library during and post-event.

- All available recordings after Summit branded with "Brought to you by…"
- Ability to record a session / intro and upload into the On-Demand content platform

HOSTED BREAKFAST EOI
UP TO $3,000 + GST

If you are interested in an opportunity to host a private breakfast on Thursday or Friday morning, let us know.

Our Platinum partners have first refusal, however any breakfast spots remaining, we will be offered to our Premium and Prime partners.

Partners can select their menu items and may provide a theme or topic for the event. There is the option to give a presentation as part of the breakfast, or use it as an exclusive networking opportunity.

CLICK HERE TO BOOK

WEDNESDAY NIGHT WELCOME AND EXHIBITOR ADD-ON PACKAGES

Exhibition Hall Wednesday 3 September 2025 from 5pm

The Wednesday Night Welcome is set to be an unforgettable kickoff for the ALPMA Summit and ALTACON. Whether you are reconnecting with old friends or meeting new ones, this event aims to promote collaboration and innovation within our community as it is open to all attendees of the ALPMA Summit + ALTACON!

On Wednesday the 3rd of September, the Summit program will feature workshops and sessions while the exhibition is being prepared. Partners will have access to set up in the afternoon, and the exhibition hall will officially open around 5 PM for the Welcome event with light refreshments provided.

Consistent feedback from our delegates is that they want to spend more time with exhibitors. So this year we've extended the Welcome event to 2-3 hours, allowing you more time to network.

As you connect with attendees, remember that every interaction is a doorway to potential collaborations and partnerships. Visitors will be eager to learn about your cutting-edge products and services, providing you with the perfect platform to highlight what makes your offerings stand out in the competitive landscape of legal technology.

Don't miss the opportunity to engage directly with industry leaders and decision-makers. This event is designed not just for networking, but for creating impactful connections that can lead to future business opportunities. Share your expertise, demonstrate your latest solutions, and position your brand at the forefront of industry advancements.

Together, let's make this a Summit to remember, paving the way for a brighter future in the industry.

Don't forget to use the event app to collect leads and stay connected with those you meet throughout the evening.

WELCOME FUNCTION PARTNER $7,500 + GST
(EXCLUSIVE)

To be held in the Exhibition area at ICC on Wednesday 3 September, you will have the opportunity to welcome 2025 Summit and ALTACON guests and mingle with attendees before the Summit program kicks-off the following day.

- Opportunity to make a 5-minute welcome address during the Welcome Function
- Opportunity to display branding and corporate signage

WELCOME FUNCTION ACTIVATIONS $POA

Provide an entertainment feature for the Wednesday Night Welcome and attract attendees to your activation (subject to ICC and ALPMA approval).

Options include:
- Mechanical Bull
- VR Shootout
- Sideshow alley games
- or work with us on a custom idea

CLICK HERE TO BOOK

PARTNER COMPLIMENTARY REGISTRATIONS

Platinum, Premium and Prime Partnerships only

We are excited to offer our Platinum, Premium and Prime Partners the opportunity to utilize your complimentary registration entitlement to invite non-members to join the ALPMA community at this year's ALPMA Summit + ALTACON. This is a fantastic chance to extend the benefits of ALPMA membership to your colleagues and peers who meet our eligibility criteria.

Benefits of Inviting a Guest:

- **Expand Your Network:** By inviting a guest, you can help grow our professional community, fostering new connections and collaborations.
- **Complimentary Pass:** Your guest will receive a complimentary pass to experience the value of ALPMA membership firsthand.
- **Enhance Professional Development:** Introduce your peers to a wealth of resources, events, and learning opportunities that can aid in their professional growth.

How to Nominate:

- **Identify Eligible Candidates:** Ensure your nominees hold a management position within a private law firm, legal department, or government agency in Australasia.

- **Submit Nominations:** Forward your nominations to ALPMA for approval. Please note that all nominees must meet ALPMA's membership eligibility criteria and must not be current ALPMA members.

CLICK HERE TO NOMINATE

Next Steps:

Once ALPMA confirms your nominee's eligibility, you will be provided with an invite template to send to your guest. This will ensure a smooth and professional invitation process.

Any questions or assistance please contact:

MIRIAM BRYCE
ALPMA PARTNERSHIPS MANAGER
E: **m.bryce@alpma.com.au**
T: **+61 422 602 995**

Dear Client,
You're invited!

ALPMA Member Eligibility

Eligible ALPMA Members typically work in one of the roles listed below:

- **Senior leaders** at a law firm or legal department – including Legal Practice Managers, Managing Directors, CEOs, COOs and General Managers

- **Specialist managers and Administrators** at a law firm – including HR Managers, Finance Managers, Marketing and Business Development Managers, IT Managers, Knowledge Managers, Business, Office Managers, Administrative staff

- **Lawyers with a management role** or interest in developing their management and leadership skills, including Managing Partners, Sole Practitioners, Solicitors, Barristers, Associates and In-house Corporate and Government Legal Counsel

- **Managerial staff** in a professional legal association.

Excludes:
- Consultants, suppliers and vendors, including former ALPMA members who have moved to a vendor/supplier/consultant role.

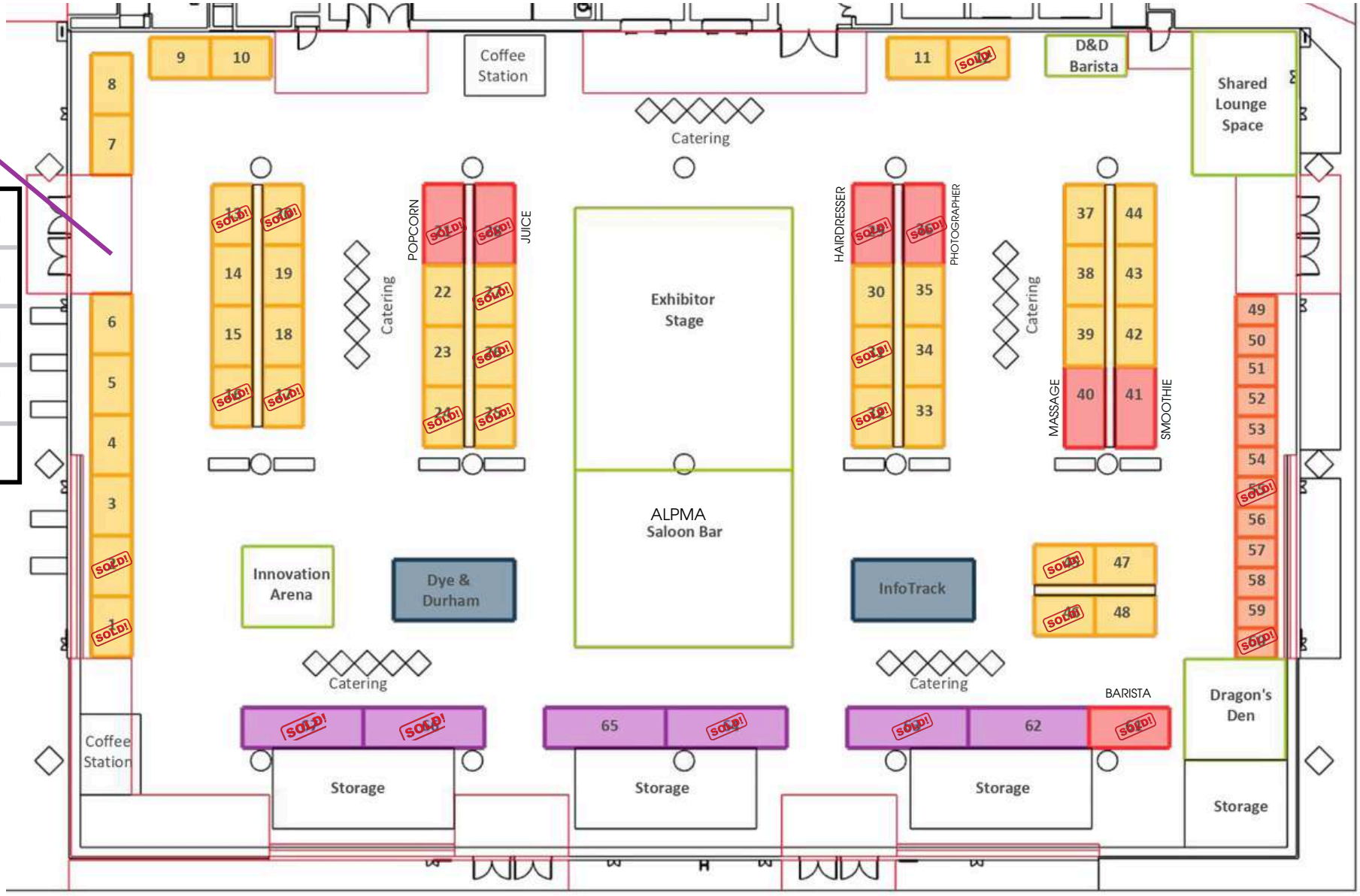
Further information is available on the ALPMA website.

CLICK HERE TO NOMINATE

EXHIBITION FLOORPLAN

Click to view the live floorplan

	Principal	6m x 3m
	Platinum	6m x 2m
	Premium	4m x 2m
	Prime	3m x 2m
	Promenade	1.5 x 2m



*Floorplan and floorplan numbers are subject to change.

CLICK HERE TO BOOK

ADDITIONAL INFORMATION

PARTNER REGISTRATIONS

Catering and social events are included in all partner registrations. Please note that these registrations only include access to concurrent sessions subject to space.

Additional full partner registrations can be purchased for $1,199 + GST per attendee. Thursday and Friday day passes may be available on request.

ACCOMMODATION BOOKINGS

Special rates have been secured at a number of hotels within walking distance from the ICC for attendees of the ALPMA Summit + ALTACON. These rates will be available to Partners and attendees when making their registration bookings online. We will advise all Partners how and when to book.

ALPMA accommodation rates cannot be accessed by booking directly with the hotel.

PARTNERSHIP MANUAL

The Partnership Manual, to be sent out approximately 2 months prior to the Summit, will provide you with all the information that you need in order to plan your attendance.

CO-PARTNERSHIPS

Any Partners wishing to co-promote more than one brand within a booked exhibition space must request permission and receive approval from ALPMA. Approved Co-partners will incur an additional fee of $5,000+GST per company (max. 3 companies per space).

Additional fee includes one (1) partner registration for the full event, website listing as a co-partner and listing within the Summit app only. All other partnership entitlements will be applied to the brand of the partner the booking was received from and cannot be shared between co-partner brands. Any partner branding at the event that has not received prior approval from ALPMA will be required to make immediate payment of the additional fee of $5,000+GST per additional brand/co-partner.

TRADE EXHIBITOR INSURANCE

In-person exhibitors (excluding first timers) should consult their own insurance company and/or broker for proper coverage of their exhibits and displays. In most cases, you will be able to extend your existing policy. Public Liability Insurance cover for your exhibition area must be taken out for a minimum of $10,000,000 form the first day of bump in on Wednesday 3 September until the completion of bump out on Friday 5 September 2025.

A copy of your Public Liability Certificate of Currency must be sent to GEMS Event Management Australia via email to srobinson@gemsevents.com.au by no later than Friday, 8 August 2025.

INDEPENDENT PARTNER ACTIVATIONS

Platinum, Premium and Prime Partners may be able to arrange their own activations, to be sited within their exhibition space, subject to ALPMA approval. Exhibition space is strictly limited so activations must be able to fit within the allocated footprint. Applications must be received in writing and approved by the ALPMA organising committee. ALPMA has a list of pre-approved activations available to partners, which can be viewed above.

PARTNER CODE OF CONDUCT

We are committed to ensuring that partnering with ALPMA is a mutually beneficial experience for our partners, members and our respective organisations. ALPMA's Partner Code of Conduct is intended to conserve and enhance the integrity of business relationships developed through contact with ALPMA members, to protect member confidentiality and respect member privacy. Accordingly, ALPMA requires its partners to comply with the principles set out in this Code of Conduct. Members also agree to a Code of Conduct.

To view the full code of conduct, click here:

CODE OF CONDUCT

PARTNER SUSTAINABILITY

The 2025 ALPMA Summit has published a Sustainability Policy and encourages all Partners and attendees to play their part in ensuring that our events minimise their environmental impacts wherever possible.

We ask our partners to consider the following:

- Offsetting your staff travel and shipping carbon footprints to and from the 2025 ALPMA Summit
- Refraining from providing any unnecessary material and collateral to attendees
- Where gifts and/or materials are provided, please source sustainable and reusable products from local and sustainable suppliers
- Only supplying items to attendees based on registrant numbers to avoid wastage
- Avoiding high-energy stands and unnecessary lighting
- Minimising waste by providing electronic information to attendees, rather than printed materials
- Avoiding the use of tropical or cut flowers on your stand
- Refraining from offering plastic bottles of water and other single use plastics and packaging to delegates at the Summit
- Choosing venues within walking distance for any after-summit functions or meetings
- Running exhibitor prize draws through the Summit attendee app or collecting digital attendee information, rather than printed business cards

We encourage partners to promote their own initiatives to Summit attendees, and are pleased to include links to your company sustainability policies both online and through the attendee app.

Re-use your Exhibition Panel Printing

If you kept your printed fabric panel from last year's exhibition, and you have booked the same size stand this year, you are able to re-use your branding. Further details on this will be made available in the Exhibitor Manual.

CLICK HERE TO BOOK

TERMS AND CONDITIONS

The online booking form is required to confirm your partnership or trade exhibition space booking.

- Exhibition space will be allocated on a `first come, first served' basis. Spaces will be allocated in order of your preferences on the online booking form. Where only one preference is provided, and that space has already been sold, a space will be allocated as close as possible to the desired location.
- Payment does not have to accompany the booking form; however, payment terms and conditions must be adhered to else the space may be released for sale to another exhibitor.
- Upon receipt of the signed booking form, the Summit Organiser will confirm entitlements in writing and forward a booking confirmation along with a tax invoice.
- The full amount of the booking must be paid within 30 days from the date of invoice and by no later than 1 month prior to the Summit.
- For late bookings, the full amount of the booking must be finalised prior to the Summit commencement date. No exhibitor will be allowed to occupy the allocated exhibition space until all monies owing to the Summit Organiser are paid in full.
- All amounts are payable in Australian Dollars. Cheques must be made payable to GEMS Event Management Australia. Direct Debits are to be made to the account number listed on the bottom of the Tax invoice.
- All credit card payments will incur a credit card processing fee. Fees are Visa: 1.15% Mastercard: 1.12% Amex: 1.98% + $0.20 transaction fee
- All payments must include 10% Goods and Services Tax.
- Acceptance of partnership and exhibition bookings is at the discretion of the Summit Organising Committee.
- Partners/Exhibitors are not permitted to assign, sublet, or apportion the whole or any part of their package/booked space unless prior consent in writing from the Summit Organisers is provided.
- Partners wishing to co-promote their brand within a booked exhibition space must request permission and receive approval from ALPMA. Approved Co-partners will incur an additional fee of $5,000+GST per company (max. 3 companies per space). Additional fee includes one (1) partner registration for the full event, website listing as a co-partner and listing within the Summit app only. All other partnership entitlements will be applied to the brand of the partner the booking was received from and cannot be shared between co-partner brands. Any partner branding at the event that has not received prior approval from ALPMA will be required to make immediate payment of the additional fee of $5,000+GST per additional brand/co-partner.
- All exhibitors (excluding first timers) must produce a valid Public Liability insurance Certificate of Currency for the period of the exhibition, and this must be submitted to the Summit Organiser by Friday 8 August 2025.
- The Summit Organiser reserves the right in unforeseen circumstances to amend or alter the exact site or location of the stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by the Summit Organiser.
- The Summit Organiser reserves the right to change/alter any activation locations or type based on interest or lack there of.
- The Summit Organiser reserves the right to change the exhibition floor layout if necessary.
- The Summit Organiser agrees to provide the exhibitor with an Exhibition Manual.
- The Summit Organiser reserves the right to refuse any person including exhibitor staff, representatives, visitors, contractors and/or agents' entry to the exhibition if they do not hold a Summit name badge.
- The Summit Organiser will arrange security onsite, if required by the venue, during the period of the exhibition but will accept no liability for loss or damage.
- The Summit Organiser will not be liable and makes no guarantee of the number of visitors to the exhibition. Equally, the Summit Organiser will not be accountable for the level of commercial activity generated.
- The exhibitor must comply with all the directions/requests issued by the Summit Organiser including those outlined in the Exhibition Manual.
- The exhibitor will not display or exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding, or projecting into aisles or neighbouring exhibition spaces.
- The exhibitor agrees to adhere to all Summit venue rules and regulations.
- Official contractors will be appointed by the Summit Organiser to undertake stand construction, freight forwarding (if applicable) supply of furniture, electrics, and IT Equipment. This is for insurance and security reasons.
- Discounts for any entitlements not used or required will not be provided.
- Any partners receiving the opt-in delegate list acknowledge that they're receiving it in accordance with privacy regulations and that under no circumstances is the list to be shared with any another companies
- The exhibitor will submit plans and visuals of custom designed exhibits, if applicable, to the Summit Organiser by no later than Friday 8 August 2025. Exhibitors failing to do so may be denied access to the exhibition to build or may be required to cease building.
- All bookings are subject to approval by the Summit Committee.

The Partner will not withhold, set off, withdraw, cancel, alter, or reduce payment of an amount of moneys payable under this Contract. However, the Host Organisation may, in its sole discretion, grant partial refunds to Partners who give the Host Organisation written notice of their intention to withdraw from the Summit as follows:
If the Number of Months' written notice before the start of the Event is as follows, then the amount of potential refund may be as set out below:
More than 3 months – 70%; or
More than 2 months to 3 months – 20%; or
2 months or less – 0%

CLICK HERE TO BOOK

ADD-ON AN ANNUAL PARTNERSHIP

ALPMA
Australasian Legal Practice Management Association

Whilst the ALPMA Summit is the flagship event within the ALPMA annual events calendar, it is just one of the ways your company can gain exposure to our members, subscribers and network throughout the year. ALPMA has opportunities available at our other conferences, like our Regional Law Firm Management Forum in Singapore and our Melbourne HR Day, plus a host of other educational, networking and social events delivered around Australia and New Zealand in-person and online every year. As a member Association we deliver over 70 events every year.

This presents a great opportunity for your team to get in front of our members on a regular basis throughout the year.

Why not add-on an annual partnership now and set your team up for success in FY25/FY26?

- One budget approval process
- Start building your connections now and in the lead up to the 2025 ALPMA Summit + ALTACON Event
- Following Summit, your team will have the opportunity (and the excuse) to continue relationships formed at the ALPMA Summit
- Annual partnerships are available in Adelaide, Perth, Brisbane, Sydney, Melbourne and New Zealand and start from as little as **$6,000/year.**

CLICK HERE TO DOWNLOAD FY25 PARTNERSHIP PROSPECTUS

MIRIAM BRYCE
ALPMA PARTNERSHIPS MANAGER
E: **m.bryce@alpma.com.au**
T: **+61 422 602 995**

INNOVATIONS IN LEGAL SOFTWARE SOLUTIONS SHOWCASE I FROM $6,500 +GST

Do you have a legal software solution that addresses the daily challenges faced by law firms? Present your solution to the ALPMA community in our live online showcase!

Upcoming Events:

- AML related solution showcase: September 2025
- Innovations in Legal Software Solutions Showcase: February 2026. Categories include AI, Automation, Workflow, AML, Cyber Security, Time/Billing, Practice Management, Consulting, IT Support, and more.

Benefits:

- 30 or 60-minute online presentation
- Branding on showcase communications
- Post-production of your presentation available on-demand
- Access to attendee lists (with permission)
- Listing in ALPMA's legal solutions directory
- Opportunity to provide additional pre-recorded content
- Inclusion in two promotional EDMs

SHOWCASE DISCOUNT FOR SUMMIT PARTNERS

CLICK HERE TO APPLY TODAY

Share your expertise and demonstrate better solutions to the ALPMA community! Apply now to be part of these interactive and informative events.

2025 HR DAY I MELBOURNE I FROM $2,500 +GST

Every year ALPMA hosts a one day HR Day, in Melbourne, in May.
This event attracts local law firms looking to upskill (or refresh) their knowledge in the areas of people, culture, employment and performance. As a lead into the upcoming performance review and remunerations season, occurring within many law firms around this time, this session is a great opportunity for our members to keep up to date with a variety of challenges including:

- Employment law changes
- Diversity & Inclusion
- Performance metrics and measures
- Communication and feedback
- Recruitment & retention
- Market trends and salary data from the ALPMA HR Issues & Salary Survey

CLICK HERE TO APPLY TODAY

DRAGON'S DEN

ALTA

AUSTRALASIAN LEGAL
TECHNOLOGY ALLIANCE

Pitch to our Dragons

If your business is looking for investors, capital funding, advice on scaling or just general business advice to take your business to the next level, consider pitching to our Dragons at ALTACON. Limited spots available*.

Our Dragons are experienced entrepreneurs, serial investors and/or have hands-on experience within the legal technology space having started, scaled and exited their own businesses. If you're keen to get involved, register your expression of interest below.

*Only available to Summit + ALTACON partners.

ALPMA + ALTA
BUSINESS OF LAW SUMMIT 25
SEPTEMBER 3-5 | SYDNEY | ICC
www.alpmasummit.com.au

EXPRESS YOUR INTEREST TO PITCH

MEET OUR DRAGONS

HUNTER STEELE

CEO I SMOKEBALL

With over 18 years experience building legal software, Hunter has a proven track record for pushing the boundaries and delivering innovative solutions. As CEO and founder of Smokeball, he has built a global business that powers more than 6000 law firms around the world. In the investment space, Smokeball has invested in two startups under Hunter's leadership, whilst Hunter himself has personally invested in a number of tech startups, along with being a mentor to numerous founders.

STUART CLOUT

FOUNDER I GTM GARAGE

Stuart Clout is a seasoned entrepreneur and the founder of thedocyard, a successful venture that transformed the way deals are managed. After building, listing and exiting the business, Stuart now helps founders navigate the challenges of scaling a startup—focusing on product-market fit, go-to-market strategy, and business model validation. Stuart brings sharp insights, real-world experience, and a no-nonsense approach to evaluating and backing the next generation of high-growth legal tech startups.

ANDREW HAY

HEAD OF SOFTWARE SEGMENTS I THOMPSON REUTERS

Andrew Hay is a business leader with proven software growth, hands on market development and rapid regional expansion experience on an international scale. Andrew has experience covering the whole customer life cycle excelling in problem solving and product go-to-market strategies.

We're delighted to provide our Legal Technology community with the opportunity to pitch your business to our Dragons

All participating Summit + ALTACON partners are invited to participate in this opportunity, however there are only **20 spots** available.

Dragons will be in attendance on Thursday and Friday and are looking forward to meeting our partners and delegates and to see how they can help the industry.

Dragons can:

1) offer to invest:
2) offer to provide advice; or
3) wish you the best on your journey!

EXPRESS YOUR INTEREST TO PITCH

MEET OUR DRAGONS

COLIN BOHANNA

VP GLOBAL SALES I DYE & DURHAM

Colin Bohanna is Vice President of Global Sales at Dye & Durham, where he leads the global sales strategy with a strong focus on strengthening account management for existing clients while driving new business growth. With deep expertise in legal technology, Colin has held senior leadership roles at companies including Clio, Indeed, and Oracle. Throughout his career, he has built and led high-performing sales teams and developed customer-centric growth strategies. In addition to his corporate roles, Colin is passionate about mentoring start-ups, helping early-stage companies navigate growth and scale. He brings a unique perspective on how technology and innovation can help legal and professional services firms operate more efficiently and effectively.

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More Dragons announcing soon.

We're delighted to provide our Legal Technology community with the opportunity to pitch your business to our Dragons

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EXPRESS YOUR INTEREST TO PITCH

ALPMA + ALTA
BUSINESS OF LAW
SUMMIT 25
SEPTEMBER 3-5
SYDNEY | ICC
www.alpmasummit.com.au
TRAILBLAZING TOMORROW:
PEOPLE, TECHNOLOGY AND LAW
ON THE NEW FRONTIER
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