



24th Annual Legal Expo Guidelines for Business Partners 2024

Event Schedule – Thursday, August 22

10:00-12:00 pm	Business Partner Registration & Setup
1:30-2:30 pm	Member Registration & Expo Hall Open
2:30-3:30 pm	Education Session One
3:30-4:30 pm	Education Session Two
4:30-5:30 pm	Expo Hall, Bites & Beverages
5:30 pm	Door Prize Announcements
5:30-6:30 pm	The Great Gatsby Happy Hour for Members & Business Partners

Exhibit Space

A six-foot table with a tablecloth and chair will be provided. Please keep your table size in mind when planning your tabletop display. We need to ensure adequate space and enjoyment for those around you. Austin ALA reserves the right to request adjustments be made to your display. Power and internet services are available; please opt for services during registration. Your tabletop must be staffed during Legal Expo hours and representatives staffing the display must be an employee, a distributor, or a family member of the business partner.

Business Partner Authorized Representative

The Exhibit Hall is limited to business partners who have contracted and paid for annual sponsorships with Austin ALA. Each business partner is to provide the names and titles of representatives who will be in attendance during registration. Business partner representatives must wear Austin ALA identification badges while in the Exhibit Hall. Badges are not transferable. Austin ALA reserves the right to withdraw the use of the badge used to gain admission to the Exhibit Hall by any person other than the one for whom it was issued. Austin ALA reserves the right to refuse to admit and the right to eject from the Exhibit Hall, or from any space therein, any objectionable or undesirable person, and on the exercise of this authority the business partner, for itself, its employees, and agents, hereby waives any right and all claims for damages against Austin ALA.

Tabletop Assignment

Tabletop assignments are provided upon arrival at the Legal Expo and will not be released prior to the event.

Tabletop Setup

Tabletop setup may begin at 10:00 am and must be completed by 12:00 pm. The Legal Expo opens to members and their guests at 1:30 pm. Business partners must be at their tabletops by 1:15 pm.



Legal Expo Theme

Join us for a Gatsby-style Expo! We invite you to incorporate the Roaring 20's in your display. Each business partner may decorate their tabletop, as well as dress in costumes (such as a flapper dress or gangster suit) or casual attire, to match the theme. We encourage small, useful company swag items for giveaways. Be creative and use good judgment in your selections. You must adhere to guidelines regarding space size and contents as well as any restrictions on decorations.

Tabletop Dismantle

The Legal Expo is officially open until 5:30 pm. Business partners may not dismantle prior to 5:30 pm. If a business partner is in violation, the business partner's future participation in Austin ALA Legal Expos may be denied.

Non-Endorsement

Participation as a business partner at the Legal Expo does not constitute an endorsement by Austin ALA.

Business Partner Attendance

Business partner attendance at the Legal Expo is only permitted with business partners who have purchased an annual sponsorship with Austin ALA. Please follow your sponsorship guidelines for the number of representatives allowed at the Legal Expo per your 2024 sponsorship package.

Legal Administrator Attendance

Attendees at the Legal Expo will include members and perspective members of the Austin ALA along with invited guests and other staff and decision makers from member firms. Our chapter has nearly 90 members. The Legal Expo has been well-attended in years past with up to 50 law firm attendees and 100 business partner representatives.

Liability

Each business partner agrees that it will indemnify, hold, and save Austin ALA and the Stephen F. Austin Royal Sonesta Hotel whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses, and judgments recovered from or asserted against Austin ALA and its agents and Stephen F. Austin Royal Sonesta Hotel, on account of injury or damage that may be incident to, arise out of, or be caused either proximately or remotely, wholly or in part, by an act, omission, negligence, or misconduct on the part of the business partner or any of its agents, employees, guests, patrons, invitees, or any other person entering upon the premises leased with the express or implied invitation or permission of the business partner.

The business partner covenants and agrees that in case Austin ALA and/or Stephen F. Austin Royal Sonesta Hotel shall be made a party to any litigation against the business partner, the business partner shall and will pay all costs and expenses including reasonable attorney's fees and court costs and expenses incurred by or imposed by the Austin Chapter of ALA, its agents, and Stephen F. Austin Royal Sonesta Hotel by virtue of such litigation. Business partners must carry liability insurance. The Business partner understands



that neither Austin ALA nor the Stephen F. Austin Royal Sonesta maintains insurance covering the business partner's property and that it is the sole responsibility of the business partner to obtain such insurance.

Shipping and Receiving

Business partners are responsible for any shipping and receiving and handling fees that Stephen F. Austin Royal Sonesta Hotel may charge to ship and/or distribute boxes to their respective tabletop displays.

Boxes may not ship to the hotel more than 72 hours prior to the start of the Legal Expo. The Stephen F. Austin Royal Sonesta Hotel must receive a tracking number from business partners for all packages delivered. The Stephen F. Austin Royal Sonesta Hotel will not be responsible for any loss or damage to materials sent to the hotel prior to August 22. All packages should ship to the following address:

Stephen F. Austin Royal Sonesta Hotel
Attn: Catering Department
C/O Austin ALA Legal Expo Group
701 Congress Avenue
Austin, TX 78701

Security

Every reasonable precaution will be taken to protect property during the Legal Expo. However, neither Austin ALA nor the management of the Stephen F. Austin Royal Sonesta Hotel is responsible for the safety of the property of business partners from theft, damage by fire, accident, vandalism, or other causes.

Food and Beverage

The Stephen F. Austin Royal Sonesta Hotel does not allow outside food and beverage. All food and beverage must be pre-ordered from the hotel or must receive prior approval for any outsourced specialty items. No open alcoholic beverages may be served from the tabletop exhibit. The Great Gatsby-themed, individually wrapped treats are permitted (such as candy).

Attire

Costumes are optional. Dress is business casual if you are not dressing up in Gatsby-themed attire.

Parking

You may load and unload your tabletop display items at the loading dock (located past the hotel entrance on 7th Street, turn left into the alley). Smaller items may be carried in through the lobby unloading at Valet in the front of the hotel. Valet parking is available. Parking will be at your own expense. You may also park in a surface pay-to-park lot nearby.

Door Prizes

Door prizes are fun, but not required. Door prizes serve as an opportunity to exchange business cards with members and as a way of drawing a winner for your prize. We encourage you to post a fun, Gatsby-themed



sign on your tabletop describing your door prize. You may draw your door prize at the conclusion of the event and contact the winner the following day if your prize is not onsite. This is a great networking follow-up opportunity to reach out to a member to mail or deliver your prize.

Happy Hour

Happy Hour will be included during the Legal Expo. ALA members, perspective members, invited guests by members, and other staff and decision makers from member firms have been invited to attend. This presents an opportunity for business partners to network with ALA members and build connections while members and invited guests visit your table. Two drink tickets per business partner representative will be provided. If more than two drinks are desired, a cash bar will be available.

Miscellaneous

Confetti is not allowed in the Expo Hall. The Stephen F. Austin Royal Sonesta Hotel prohibits affixing anything to their walls (such as banners or materials) and Austin ALA reserves the right to restrict exhibits that for any reason become objectionable and to prohibit or evict any exhibit that may detract from the general character of the Legal Expo. This reservation includes persons, materials, conduct, printed matter, or anything of a character that may be objectionable for the Legal Expo as a whole. In the event of such restriction or eviction, Austin ALA will not be liable for any refunds for rentals or other exhibit expenses.

Hotel Accommodations

Please contact the hotel directly should you be interested in hotel accommodations.

Questions?

Please contact a Business Partner Committee Member at <https://austinala.org/Committees>.