



26th Annual Legal Expo – It’s a Movie Night! Guidelines for Business Partners 2026

Event Schedule – Thursday, September 10

10:00-12:00 pm	Registration and Setup for Business Partners
12:00-1:00 pm	Lunch Break – on your own
1:00 pm	Registration Opens for Austin ALA Members and Guests
1:30 pm	Conference Begins – business partners welcome to attend education sessions
1:30-1:45 pm	Opening Remarks
1:45-2:45 pm	Education Session One
2:45-3:00 pm	Break
3:00-4:00 pm	Education Session Two
4:00-4:15 pm	Closing Remarks
4:15-4:30 pm	Break
4:30-6:30 pm	Expo Hall Opens with Bites and Beverages
6:00 pm	Door Prize Announcements
6:30 pm	Breakdown

Legal Expo’s 26th Anniversary Theme

We invite you to embrace the Movie theme in your tabletop display. Feel free to decorate your space and dress in themed costumes or casual attire. Creative, useful swag items are encouraged. Please ensure all decorations and display items comply with space and content guidelines, including any restrictions.

Tabletop Display

Each exhibitor will be provided with a 6-foot table with a tablecloth and chair. Please plan your display to fit within this space to ensure a comfortable experience for all attendees. Austin ALA may require adjustments if needed. Power and internet are available – please request these during registration. Your table must be staffed during Legal Expo hours by a representative affiliated with your organization (employee, distributor, or family member).

Exhibit Hall Access

Access to the Exhibit Hall is limited to business partners with a paid annual sponsorship. During registration, please provide the names and titles of all attending representatives. All representatives must wear their non-transferable Austin ALA badges while in the Exhibit Hall. Use by anyone other than the assigned individual may result in badge revocation. Austin ALA reserves the right to deny or revoke access to any individual deemed objectionable, with no liability for damages.

Tabletop Assignment

Tabletop assignments will be distributed upon arrival at the Legal Expo and will not be shared in advance.



Tabletop Setup

Tabletop setup begins at 10:00 am and must be completed by 12:00 pm. Austin ALA members and guests will begin arriving at 1:00 pm.

Expo Closing Policy

The Legal Expo remains open until 6:30 pm. Business partners are not permitted to dismantle their displays before that time. Early breakdown may result in disqualification from future Austin ALA Legal Expos.

Non-Endorsement

Participation in the Legal Expo as a business partner does not imply endorsement by Austin ALA.

Business Partner Attendance

Only business partners with a current annual sponsorship are permitted to attend the Legal Expo. Please refer to your 2026 sponsorship package for the number of representatives allowed.

Legal Expo Attendance Overview

Attendees will include Austin ALA members, prospective members, invited guests, and key staff and decision-makers from member firms. Our chapter includes nearly 90 members. In past years, the Legal Expo has drawn up to 50 law firm attendees and 100 business partner representatives, making it a well-attended and valuable networking event.

Liability

Each business partner agrees to indemnify and hold harmless Austin ALA and the Sonesta Hotel from any claims, damages, or liabilities arising from the actions, omissions, or negligence of the business partner or its representatives, guests, or invitees. If Austin ALA or the Sonesta Hotel is named in litigation involving the business partner, the partner agrees to cover all related costs, including reasonable attorney's fees and court expenses. Business partners are required to carry liability insurance. Austin ALA and the Sonesta Hotel do not provide insurance for business partner property; securing such coverage is the sole responsibility of the business partner.

Shipping and Handling

Business partners are responsible for all shipping, receiving, and handling fees charged by the Sonesta Hotel for delivering materials to their tabletop displays. Packages may not arrive more than 48 hours before the Legal Expo. A tracking number must be provided to the Sonesta Hotel for each shipment. The hotel is not liable for any loss or damage to materials received before September 10.

Please ship all packages to the following address:

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



Property Disclaimer

While reasonable precautions will be taken to protect property during the Legal Expo, Austin ALA and the Sonesta Hotel are not responsible for any loss or damage due to theft, fire, accident, vandalism, or other causes.

Food and Beverage

Outside food and beverages are not permitted at the Sonesta Hotel. All items must be pre-ordered through the hotel or receive prior approval for specialty items. Open alcoholic beverages may not be served from tabletop exhibits. Individually wrapped, Movie-themed treats (e.g., candy) are allowed.

Attire

Costumes are welcome but optional. If not participating in Movie-themed attire, business casual dress is recommended.

Load-In and 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 by unloading at Valet in 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 optional but encouraged. Door prizes are a fun way to connect with members and exchange business cards. We encourage you to display a Movie-themed sign at your tabletop describing your prize. You may draw a winner at the end of the event and follow up the next day if the prize is not onsite—it is a fantastic opportunity to reconnect and deliver or mail your prize.

Happy Hour

Join us for a hosted Happy Hour during the Legal Expo. ALA members, prospective members, invited guests, and key staff and decision-makers from member firms are all invited—offering a terrific opportunity for business partners to network and build meaningful connections as attendees visit your tabletop. Each business partner will receive two drink tickets. Additional beverages will be available for purchase at the cash bar.

Expo Hall Display Restrictions

Confetti is not permitted in the Expo Hall. The Sonesta Hotel also prohibits attaching any materials (e.g., banners or signage) to walls. Austin ALA reserves the right to restrict or remove any exhibit, person, or material deemed objectionable or disruptive to the overall character of the Legal Expo. This includes conduct, printed materials, or display elements. In such cases, no refunds will be issued for exhibit fees or related expenses.



Hotel Accommodations

For hotel accommodations, please contact the Sonesta Hotel directly.

Questions?

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