



## E2E: Where Education Meets Expertise

### QUICK FACT SHEET

August 15<sup>th</sup>, 7:00 AM – 3:00 PM

### Location

**Georgia Aquarium**  
225 Baker St NW  
Oceans Ballroom  
Atlanta, Georgia 30313

**Shipping Info**  
Must include the Shipping Form in AALA Registration area.  
Event Name: AALA E2E  
Packages cannot be received until 72 hours before event  
For more information, contact Carey Dreher – 404.581.4327

### Important Dates

July 15<sup>th</sup>: Deadline to register at [http://www.myaala.com/event/E2E\\_Exhibitors\\_2018](http://www.myaala.com/event/E2E_Exhibitors_2018)  
August 13<sup>th</sup>: Submit door prize information & final date for registrant changes/updates

### Agenda

**7:00:** Business Partner Registration & Exhibit set up  
**8:30:** Member Registration, Breakfast & Legal Marketplace Opens  
**9:15:** Keynote Speaker: Todd Henry, “Herding Tigers: Be the Leader That Creative People Need”  
**10:15:** Legal Marketplace Opens  
**11:00:** Bold Bites  
**12:00:** Buffet Lunch in Legal Marketplace  
**2:00:** Bold Bite  
**2:30:** Closing Announcements & 50/50 Raffle  
**3:00:** Marketplace break down

### Logistics

- 6’ Foot Table or 30” Highboy to be provided
- Electricity is available on a limited basis
- WiFi is available at no cost
- NO BALLOONS PLEASE

### Registration

- Registration for all business partners is required.
- Registration is available on [www.myaala.com](http://www.myaala.com).

### Attendees

#### By Sponsor Level:

- Silver: 2
- Gold: 3
- Diamond: 3
- Platinum: 4
- Titanium: 5

### Drawings

- Business Partners may provide items for door prizes.
- Name of door prize is due to AALA on 8/13 if you would like it advertised

**One additional representative can be added for \$150**