



37th Annual Convention & Exhibition Omaha, NE • July 25-26, 2012

NALA HEADS TO OMAHA!

The nation's largest annual gathering of paralegals will gather in Omaha, NE, for the 37th annual NALA convention and exhibition in July 2012. The meeting is booked at the Hilton Omaha.

This is an excellent opportunity for companies to promote their products and services to paralegals who come together for the outstanding educational offerings and programs in professional advancement that are hallmarks of NALA conventions. Our conventioners are also keenly interested in what vendors to the legal profession have to offer.

The association represents more than 18,000 paralegals nation wide through individual membership and more than 90 affiliated paralegal organizations. Members are paralegals, legal administrators, educators, and others concerned with the paralegal career field.

More than 300 attendees are expected at this convention, all eager to learn about new products, services, and technology.

Paralegals are often trusted advisors to recommend purchases of products and services. Some are authorized to purchase directly, and virtually all are valued by their employers to recommend new acquisitions.

The NALA convention is noted for a tone of high professionalism, and the size allows time for exhibitors and attendees to interact in detail. The exhibition is consistently given high marks in attendee surveys, and a number of exhibitors have repeatedly made this event part of their annual marketing and promotion plans.

Additional opportunities for exhibitors to support the meeting are available by sponsoring continental breakfasts, and refreshment breaks.

Sponsorships include providing special entertainment for the early-bird and opening night receptions. If your firm is interested in being a sponsor, please let us know early.



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

EXHIBITOR – \$1,250

(\$1500 if payment AND registration received AFTER JUNE 30, 2012)

(Does not include electrical, av, shipping/ receiving and storage charges)

Provides for a single block of exhibit space in the exhibits area—located near meeting rooms for favorable exposure. Exhibitors may increase their visibility by sponsoring various convention events and activities.

As an exhibitor, you receive:

- 8-by-10-foot exhibit booth space with table and two chairs
- Attendee registration list with addresses and e-mail addresses (if known)
- Company name listing in on-site convention materials and on convention Web page at NALA's Web site
- One year vendor directory listing at half price. The directory is published on the NALA web site, and represents a savings of \$350.

Exhibit Spaces / Services

- Additional exhibit space may be reserved at \$1000 per block to accommodate large free-standing booth displays.
- Registration is complete upon receipt of payment. Payment must be received by June 30, 2012 to confirm your space reservation. The exhibit fee is \$1500, for payments received after June 30, 2012. See the registration form for the cancellation policy.
- Details regarding shipping and furniture orders will be sent to you with the acknowledgement of our exhibit space reservation.

Exhibits

For registrations received after June 30, 2012:

- Booth fee increases to \$1500.
- Booth size may be modified, and booth may be located outside the main exhibit hall.

Exhibits Schedule

- The exhibition opens Wednesday, July 25, and will close Thursday, July 26. Daily exhibit hours are 8 a.m. to 5 p.m.
- Set-up time is 2:00 to 5:30 p.m. Tuesday, July 24
- Exhibitors should not tear down before 3 p.m. Thursday, July 26.

SPONSORSHIPS

Sponsorship opportunities range from general support contributions to exclusive sponsorship of high-visibility events throughout the convention. These provide an excellent way for those who want maximum convention exposure to enhance their visibility.

GOLD SPONSOR – \$5,500

(Two available)

The gold sponsorship is the highest level of sponsorship available. Available to only two companies, this provides a great marketing opportunity. To reap the full publicity advantage of your support, it is important to register for this sponsorship as early as possible. Your sponsorship registration must be received by December 31, 2011, in order to be promoted in the convention announcement brochure (a circulation of more than 20,000).

Gold sponsors receive:

- Recognition in pre-convention publicity, news releases, e-mail messages, Web site and on-site convention material.
- Two 8-by-10 foot tradeshow spaces with table, chairs
- Attendee registration list with addresses and e-mail addresses (if known)
- Gold sponsor ribbons for all staff attending the event.
- Opportunity to address registrants during an afternoon general session (10 minutes).
- One year vendor directory listing on the NALA Web site.

EVENT SPONSOR – \$4,000

Many vendors find that sponsoring a morning coffee break or a reception is a terrific way to enhance visibility during the convention activities.

Events available for sponsors include:

Receptions

- Early Bird Reception, Tuesday, July 24
- Opening Night Reception Wednesday, July 25

Morning Coffee Service with Breakfast Breads or Snacks for Afternoon Breaks:

- Wednesday, July 25
- Thursday, July 26
- Friday, July 27

Event sponsors receive::

- Special signage designating the vendor's sponsorship of the event.
- Recognition in pre-convention publicity, news releases, e-mail messages, Web site and on-site convention material.
- One 8-by-10 tradeshow booth area with table, chairs and carpet
- Attendee registration list with addresses and e-mail addresses (if known)
- Sponsor ribbons for staff attending the event
- One year vendor directory listing on the NALA Web site.
- Product demonstration time

GENERAL SUPPORT – \$525

If the company is unable to attend as an exhibitor or sponsor, NALA will display brochures and other material at the NALA registration desk or include the material in the registrants convention packet. Onsite representatives and other acknowledgements are not included with this option.



NALAOMAHA



PRIZE DRAWINGS

Prizes donated by exhibitors will be publicized with your name as the sponsor in the exhibitor information provided to convention registrants if we receive this information by June 15, 2012. Drawings for door prizes will be held as a single event during the general session at about 1:30 p.m. Thursday, July 26. This way of handling the drawings has proven highly popular with attendees, and offers sponsors more promotion than disruptive individual drawings in the exhibits hall.

EXHIBIT REGISTRATION

Mohanna Sales Representatives will be handling exhibit space reservations for the Wednesday-Thursday (July 25-26) exhibition at the Omaha convention. Each space will be \$1,250, but if you register or submit payment after June 30, 2012, the fee will be \$1,500.

THE HOTEL

Guest Room Rates: \$129 Registrations must be received by Friday, June 29, 2012 to ensure the discounted rate.

The Hilton Omaha is located a few blocks from the Old Market district and

features 450 well appointed guest rooms and suites. There is wired and wireless connectivity in each room as well as in the lobby.

The hotel is only three miles from Eppley Airfield and provides a complimentary 24-hour shuttle service within three miles of the hotel. There are complete support services for audio-visual needs, and a complimentary

for breakfast, lunch and dinner, as well as a Sunday brunch. The Liberty Tavern Lounge features novelty martinis, and local microbrewed beers as well as fine single-malt Scotch whisky.

There is a full-service health club that offers personalized fitness assessments, Jacuzzi, and an indoor pool as well as massages and facials.



NALAOHAMA

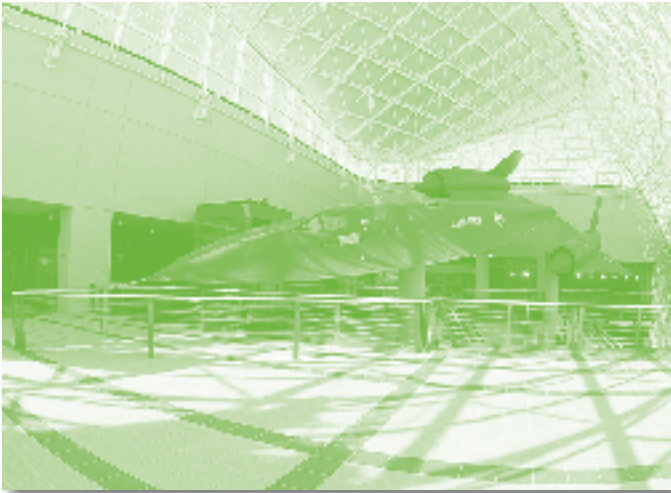


24-hour business center with computers, copier, and fax machine.

On-site dining opportunities include the Liberty Tavern Restaurant that is open

Hilton Omaha





THE CITY

Omaha is named after a Native American tribe, and the word itself translates as “those going against the wind or current.”

The city was founded in 1854 and residents take pride in living up to the name. This is the 42nd largest city in the United States with a metropolitan area of more than 800,000 residents.

The city is an often overlooked North American jewel. The Omaha riverfront and downtown area have recently seen more than \$2 billion in new development, including a unique pedestrian bridge that curves across the mighty Missouri River. This cable-stayed bridge offers visitors a spectacular view of the modern Omaha skyline and is one of the longest pedestrian bridges in the world.

Omaha is home to many art galleries, museums, and nightlife opportunities as well as 17 golf courses, shopping venues, and sports events ranging from the NCAA College World Series to the PGA and ProRodeo. The River City Star riverboat offers lunch cruises on Thursdays and Saturdays, or live entertainment and a double-entrée dinner cruise on the Missouri River every Friday during the summer. This schedule coincides with the 2012 NALA Convention.



NALAOMAHA



REGISTRATION FORM

**NALA 37TH ANNUAL CONVENTION
JULY 25–26, 2012
HILTON OMAHA, OMAHA, NE**



DEADLINE: JUNE 30, 2012

Register online: www.nala.org

Payment is due at the time of registration. Vendors **MUST** be registered with NALA Headquarters—no representation or solicitation will be permitted without completed registration. **Registration is not considered complete until receipt of payment with this form.** Cancellations after June 15 will be subject to a fee of 50 percent of the exhibit registration. Cancellations must be submitted in writing to the NALA—The Association for Legal Assistants • Paralegals. No refunds for exhibit space will be granted for cancellations made after June 1, 2011.

EXHIBITOR INFORMATION

Please indicate if your display exceeds regular 10-foot exhibit width.

NAME OF EXHIBITOR (as it should appear on contributor list)

STREET ADDRESS

CITY STATE ZIP CODE

Mailing Address (if different from above)

STREET ADDRESS

CITY STATE ZIP CODE

Contact Person

FULL NAME
PHONE
FAX
E-MAIL

Contact Persons - On Site

NAME Will attend luncheon, at additional expense.
NAME Will attend luncheon, at additional expense.
NAME Will attend luncheon, at additional expense.
NAME Will attend luncheon, at additional expense.

Select Options

Exhibitors and sponsors are invited to attend the All Convention Luncheon on Wednesday, July 25. The fee is \$50 per person. Please add this to your registration payment if your representatives will attend.

Exhibitor.....\$1,250
(\$1500 if payment AND registration received AFTER JUNE 30, 2012)
 Contact me regarding the Vendor Directory Special

General Support \$525
General support sponsors have their brochures and other materials displayed at the NALA registration desk, and are noted in registration materials. On-site representatives and other acknowledgements are not included.

Sponsorships

Gold Sponsor
(Two Available)..... \$5,000
 Event Sponsors \$4,000

To reap the full publicity advantage of your support, it is important to register for these sponsorships as early as possible. Your sponsorship registration must be received by December 1 in order to be promoted in the convention announcement brochure.

- Corporate
- Essential Skills
- Litigation/Technology
- Personal Injury
- Real Estate
- Social Security Disability

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Mohanna

Free Registration Lists

A preregistration list of attendees is provided prior to the meeting. A final printed list is provided at the meeting. There is no charge for these lists.

Please tell us about your product or service by completing back side of this form.

