



## 2021 NALA CONFERENCE & EXPO

Hundreds of paralegals are expected to attend the 2021 NALA Conference & Expo on July 22-24 in Louisville, KY. This 3-day educational event is specifically developed to help those in the legal profession to learn new skills and techniques to help advance their careers.

Our annual conference will be held at the Louisville Marriott Downtown! Located in the heart of Bourbon City, Louisville Marriott Downtown provides sophisticated amenities such as newly-renovated rooms, on-site dining at Porch Kitchen & Bar, and a connection via skywalk to the Kentucky International Convention Center. Take a short walk to 4th Street Live! Entertainment District or to the Louisville Slugger Museum. A short drive away you'll find Churchill Downs, home of the Kentucky Derby. After gathering in the 45,000-square-foot event space, attendees can find relaxation at the indoor pool, or boost their energy at the 24-hour fitness center, stocked with cardio equipment and free weights.



## EXHIBITORS

Only Exhibitors offering products, equipment, and/or services, which are related to the interest and educational values of NALA may obtain exhibit space at the conference. NALA reserves the right to determine, in its sole discretion, the eligibility of an applicant as an Exhibitor.

Registration is complete upon receipt of payment. Payment must be received by June 1, 2021, to confirm your space. See the registration form for the cancellation policy. Details regarding shipping and furniture orders will be included in the exhibitor kit. Exhibitor kits will be sent approximately 60 days prior to conference.

### Expo Hall Hours:

- Thursday, July 22 - 9am - 2pm
- Friday, July 23 - 9am - 2pm

### Attendee Interaction:

The attendee registration list with email addresses is provided to exhibitors upon request. Physical addresses of attendees are not released. The list may be used for only ONE mailing, either before or after the conference. Exhibitors may communicate with attendees through the conference app any time prior to and during the conference.



## STANDARD EXHIBIT SPACE PACKAGE - \$1,285

### \*BOOTH INCLUDES:

- 8 ft x 10 ft space: (2) chairs, (1) table, and (1) wastebasket
- Pipe and drape
- Company logo included on all conference-related advertising emails
- Exhibitor listing within the conference app, with link to exhibitor's website
- One-year Paralegal Resource Directory listing, offered at half price

*The directory is published on the NALA website and represents a savings of \$375. This listing includes a brief company description, logo, and link to company website.*

### \*For registration received after June 1, 2021:

- Booth fee increases \$250 to \$1,535
- Booth size may be modified, and booth may be located away from main exhibit hall

# SPONSORSHIPS

Sponsorship opportunities range from general support contributions to exclusive sponsorship of high-visibility events throughout the conference. These provide an excellent way for those who want to maximize conference exposure. **\*\*Bonus for 2021 - FREE Virtual Sponsorship included with below packages.\*\*** An additional virtual 1-Day Conference will take place on October 21, 2021. All Sponsor logos will be included in all virtual promotional communications.

## GOLD EVENT SPONSOR - \$5,150 (only 2 available)

The gold sponsorship is the highest level of sponsorship and is only available for two companies. To gain 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 January 22, 2021, in order to be promoted in the conference announcement brochure (a circulation of more than 11,000).**

### GOLD SPONSORS RECEIVE:

- **\*Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space**
- **FREE Paralegal Resource Directory listing on the NALA website (\$750 value).**  
*Website listing includes company description, logo, and link to website.*
- **Half-page ad in conference brochure**
- **(4) Lunch tickets (\$200 value)**
- **Company mention during General Session**
- **(1) Tote bag insert**
- **Sponsor Ribbons**

## RECEPTION SPONSOR - \$3,090

- **\*Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space**
- **FREE Paralegal Resource Directory listing on the NALA website (\$750 value).**  
*Website listing includes company description, logo, and link to website.*
- **Special signage designating the vendor's sponsorship of the event**
- **Sponsor-branded napkins**
- **Sponsor ribbons**

## REFRESHMENT BREAK SPONSOR - \$3,090

- **\*Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space**
- **FREE Paralegal Resource Directory listing on the NALA website (\$750 value).**  
*Website listing includes company description, logo, and link to website.*
- **Special signage designating the vendor's sponsorship of the break**
- **Sponsor-branded napkins**
- **Sponsor ribbons**

## SESSION SPONSOR (4 AVAILABLE) - \$1,950

- **\*Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space**
- **Logo on all sponsored session materials (materials to be used for live and virtual event)**
- **1-minute recorded introduction during the sponsored session (video will also be played prior to one of the educational session during virtual event)**
- **Sponsor ribbons**

## TOTE BAG OR LANYARD SPONSOR - \$4,635

- **\*Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space**
- **FREE Paralegal Resource Directory listing on the NALA website (\$750 value).**  
*Website listing includes company description, logo, and link to website.*
- **NALA co-branded tote bags or lanyards**
- **Sponsor ribbons**

## TOTE BAG INSERT ONLY - \$540

- **If the company is unable to attend as an exhibitor or sponsor, the company brochure or promotional item may be included inside the conference registration bag that is given to all attendees. On-site representatives and other acknowledgments are not included with this option.**

Registration for sponsorship opportunities must be received **no later than May 1, 2021**, in order for any sponsor branded material to be printed and ready for conference. If you register after this date, we cannot guarantee your material will be printed in time.

## EXHIBITOR AND SPONSORSHIP POLICIES

**Payment is due at the time of registration.** Registration is not considered complete until receipt of payment with this form. Vendor **MUST** be registered with NALA (*no representation or solicitation will be permitted without completed registration*).

**Cancellation must be submitted in writing to NALA - The Association of Paralegals.** Cancellation after June 1, 2021, will be subject to a fee of 50% of the exhibit registration. This applies to those who have paid the registration fee and those who have promised to pay and for whom space has been reserved.

**No refunds for exhibit space will be granted for cancellations made after June 15, 2021.** By completing and submitting this form, the exhibitor is certifying understanding of the policies stated herein and the terms and conditions of the exhibit agreement.

## EXHIBITOR AND SPONSORSHIP OPTIONS

<input type="checkbox"/>	<b>STANDARD EXHIBIT SPACE PACKAGE</b>	<b>\$1,285</b>
<input type="checkbox"/>	<b>GOLD SPONSOR</b> (Only 2 Available)	<b>\$5,150</b>
<input type="checkbox"/>	<b>RECEPTION SPONSOR</b>	<b>\$3,090</b>
<input type="checkbox"/>	<b>REFRESHMENT BREAK SPONSOR</b>	<b>\$3,090</b>
<input type="checkbox"/>	<b>SESSION SPONSOR</b> (Only 4 Available)	<b>\$1,950</b>
<input type="checkbox"/>	<b>TOTE BAG/LANYARD SPONSOR</b>	<b>\$4,635</b>
<input type="checkbox"/>	<b>TOTE BAG INSERT ONLY</b>	<b>\$540</b>
<input type="checkbox"/>	<b>CONFERENCE LUNCH TICKET</b>	<b>\$50</b>

## EXHIBITOR/SPONSOR INFORMATION

Company Name *(as it should appear on contributor list)* \_\_\_\_\_

Company Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

General Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_ Website URL \_\_\_\_\_

Requested Booth Number (1<sup>st</sup> and 2<sup>nd</sup> Choice) \_\_\_\_\_  Please make sure to attach a **high-resolution logo** and a brief **description of your company** along with this form. This will be viewable to all attendees.

## CONTACT PERSON

Full Name \_\_\_\_\_

Preferred Phone \_\_\_\_\_ Preferred Email \_\_\_\_\_

## ON-SITE REPRESENTATIVE(S)

Full Name *(as it should appear on badge)* \_\_\_\_\_  Will purchase lunch ticket for Thursday.

Full Name *(as it should appear on badge)* \_\_\_\_\_  Will purchase lunch ticket for Thursday.

Full Name *(as it should appear on badge)* \_\_\_\_\_  Will purchase lunch ticket for Thursday.

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## PAYMENT INFORMATION

Check enclosed *(payable to NALA)* in the amount of: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_

Credit card charge to:  Visa  MasterCard  American Express  Discover In the amount of: \$ \_\_\_\_\_

Name as appears on card \_\_\_\_\_ Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*I certify that I am authorized to sign this agreement on behalf of the company listed on this form. I further certify that I have read and understood the policies stated herein and the terms and conditions of the exhibit agreement.*

**Complete and return this registration form to: NALA, 7666 E. 61st Street, Suite 315, Tulsa, OK 74133  
or send it by email to [nalanet@nala.org](mailto:nalanet@nala.org)**