

**NALA** | THE PARALEGAL  
ASSOCIATION



**2020**

**CONFERENCE & EXPO**  
MEDIA OPPORTUNITIES

# EXHIBITOR & SPONSORSHIP OPPORTUNITIES



The 2020 NALA Conference & Expo will be held in Atlantic City, NJ at *Harrah's Resort and Casino* from July 9-11 (Thursday - Saturday). This three-day event features high-level education and abundant networking opportunities for more than 400 paralegals from across the country. Our expo hall will be open to attendees on July 9th and 10th.

## 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.

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

#### BOOTH INCLUDES:

- 8'x10' space: (2) chairs, (1) table, and (1) wastebasket
- Pipe and drape
- Listing as an exhibitor in the app, with link to exhibitor's website
- One-year vendor directory listing at half price. The directory is published on the NALA website and represents a savings of \$375. Website listing to include description, logo, and link to company website.
- Logo included on all conference-related advertising e-mails

Registration is complete upon receipt of payment. Payment must be received by June 1, 2020 to confirm your space. See the registration form for the cancellation policy. Details regarding shipping and furniture orders will be sent to you.

\*For registration received after June 1, 2020:

- 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.

### 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 **December 15, 2019**, 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 vendor directory listing on the NALA website (*\$750 value*). Website listing includes company description, logo, and link to website.
- Logo included on all conference-related marketing e-mails
- Half-page ad in conference brochure
- (4) Lunch tickets (*\$200 value*)
- Company mentioned during General Session
- (1) Tote bag insert

## RECEPTION SPONSOR - \$3,090

### RECEPTION SPONSORS RECEIVE:

- Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space
- FREE vendor directory listing on the NALA website (*\$750 value*). Website listing includes company description, logo, and link to website.
- Logo included on all conference-related marketing e-mails
- Sponsor-branded napkins
- Special signage designating the vendor's sponsorship of the event
- Listing as an exhibitor in the app, with link to exhibitor's website
- Sponsor ribbons for staff attending the event

## REFRESHMENT BREAK SPONSOR - \$3,090

### REFRESHMENT BREAK SPONSORS RECEIVE:

- Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space
- FREE vendor directory listing on the NALA website (*\$750 value*). Website listing includes company description, logo, and link to website.
- Logo included on all conference-related marketing e-mails
- Sponsor-branded napkins
- Special signage designating the vendor's sponsorship of the event
- Listing as an exhibitor in the app, with link to exhibitor's website
- Sponsor ribbons for staff attending the event

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

### TOTE BAG/LANYARD SPONSORS RECEIVE:

- Standard Exhibit Space package, with an upgrade to an 8'x20' exhibit space
- FREE vendor directory listing on the NALA website (*\$750 value*). Website listing includes company description, logo, and link to website.
- Logo included on all conference-related marketing e-mails
- NALA co-branded tote bags or lanyards
- Listing as an exhibitor in the app, with link to exhibitor's website
- Sponsor ribbons for staff attending the event

## 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, 2020 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.

### EXHIBITION HALL HOURS:

Thursday July 9, 7:30am - 2:30pm

Friday July 10, 7:30am - 2:00pm

### ATTENDEE INTERACTION:

The attendee registration list with e-mail 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.

# EXHIBITOR & SPONSORSHIP REGISTRATION

**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 after June 1 will be subject to a fee of 50 percent 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. Cancellation must be submitted in writing to NALA - The Association of Paralegals. No refunds for exhibit space will be granted for cancellations made after June 15, 2020. 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.

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

**REGISTRATION ALSO AVAILABLE ONLINE AT [www.nala.org](http://www.nala.org)**

## EXHIBITOR INFORMATION

Name of Exhibitor (*as it should appear on contributor list*) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
E-mail \_\_\_\_\_ Website Address \_\_\_\_\_  
Requested Booth Number (1st and 2nd Choices) \_\_\_\_\_  
Logo Submission \_\_\_\_\_

### MAILING ADDRESS (if different than above)

Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### CONTACT PERSON

Full Name \_\_\_\_\_  
Phone \_\_\_\_\_  
E-mail \_\_\_\_\_

### ON-SITE REPRESENTATIVE

Name \_\_\_\_\_  Will purchase lunch ticket for Thursday.  
Name \_\_\_\_\_  Will purchase lunch ticket for Thursday.  
Name \_\_\_\_\_  Will purchase lunch ticket for Thursday.  
Name \_\_\_\_\_  Will purchase lunch ticket for Thursday.

### PAYMENT

Charge to:  
Name as appears on card \_\_\_\_\_ Amount: \$ \_\_\_\_\_  
Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

## SPONSORSHIP

- GOLD Sponsor** (ONLY two available) ..... **\$5,150**
- Reception Sponsor** ..... **\$3,090**
- Refreshment Break Sponsor** ..... **\$3,090**
- Tote Bag/Lanyard Sponsor** ..... **\$4,635**

In order to take full advantage of your sponsorship support, it is important to register for these sponsorships as early as possible. Your sponsorship registration must be received by December 15 in order to be promoted in the conference brochure.

- Standard Exhibit Space Package** ..... **\$1,285**  
(\$1,535 if payment AND registration received AFTER JUNE 1, 2020)

- Tote Bag Insert ONLY**..... **\$540**  
Sponsors have one brochure or promotional item inserted within the NALA Conference Tote Bag. On-site representation and other acknowledgments are not included.

- Conference Lunch** ..... **\$50**  
Exhibitors are invited to purchase a conference lunch on July 9. The fee is \$50 per person. Please add this to your registration payment if your representatives would like to purchase a lunch.

**PRODUCT/SERVICE DESCRIPTION**

Please provide a description of your company and product or service in less than 100 words. This description will be included on the app and website with a live link to your website. Please print or attach a printed page.

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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.



7666 E. 61st Street, Suite 315 | Tulsa, OK 74133  
PH: 918-587-6828 | FAX: 918-582-6772  
www.nala.org

**NALA**  
**SAVE THE DATE**  
**July 9-11, 2020**  
**Harrah's Atlantic City**  
**NALA Conference & Expo**

**45<sup>th</sup>**  
**ANNIVERSARY**