Since 1975, NALA has been trusted to provide exceptional continuing education and professional development designed specifically to advance paralegals in their careers. NALA connects our members with their peers across the nation and opens doors of knowledge and opportunity. We provide current information about the paralegal profession, continuing legal education (publications, courses, annual conference, and webinars), networking opportunities, professional certification programs, occupational survey reports, and publications to help paralegals excel in the workplace.

We are the leading paralegal association nationwide representing more than 18,000 paralegals, who are individual members and members of NALA affiliated associations. NALA sets the national standard for paralegal excellence.
Demographics

We have members in all of the U.S. states including Puerto Rico, and the Virgin Islands. Some members living internationally work for U.S. companies or are in the military.

95% Women
5% Men

66% Certified Paralegals
70% NALA Members
30% NonMembers

*28% Ages 35-44
*24% Ages 45-54
*21% Ages 25-34
*10% Ages 55-64

Members and Certified Paralegals have several years of experience, with an average tenure of 10 years with a current employer.

- 63% Work for a private law firm
- 68% Work in firms of 1-15 attorneys
- 17% Work for corporations

Top 5 Specialty Area include:
- Litigation
- Personal Injury
- Family Law / Domestic Relations
- Insurance
- Criminal

*Statistics are taken from the 2016 National Utilization & Compensation Survey Report*
The Numbers

SOCIAL MEDIA FOLLOWERS

- Facebook: 9,700+
- Twitter: 595+
- LinkedIn: 7,300+

NALA PUBLICATION SUBSCRIBERS

FACTS & FINDINGS: 6,500+

CONFERENCE ATTENDEES

NALA CONFERENCE & EXPO: 400+
**FREQUENCY**
Printed 4x per year:
- January
- May
- September
- November

**COMMON THEMES**
- Business Law / Commercial Law
- Litigation
- Intellectual Property
- Elder Law
- Internet & Digital Law
- Personal Injury

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**RATES**

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<th>AD SIZE</th>
<th>1X</th>
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<td>$920</td>
<td>$870</td>
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<td>1/4 Page</td>
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<td>$580</td>
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*RATES ARE PER INSERTION.*
## 2019 PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE</th>
<th>ARTWORK</th>
<th>MAILING</th>
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<tbody>
<tr>
<td>Q1 - Winter Issue</td>
<td>10/1</td>
<td>10/15</td>
<td>12/15</td>
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<tr>
<td>(January Release)</td>
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<tr>
<td>Q2 - Spring Issue</td>
<td>2/1</td>
<td>2/15</td>
<td>4/15</td>
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<tr>
<td>(May Release)</td>
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<tr>
<td>Q3 - Summer Issue</td>
<td>6/1</td>
<td>6/15</td>
<td>8/15</td>
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<td>(September Release)</td>
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<tr>
<td>Q4 - Fall Issue</td>
<td>8/1</td>
<td>8/15</td>
<td>10/15</td>
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<tr>
<td>(November Release)</td>
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</tr>
</tbody>
</table>

### PRINTED ARTWORK SPECIFICATIONS

- **Full Trim Page Size (4-color):** 8.25" X 10.75" (include .25 inch bleed)
- **Safety Size:** 7.75" X 10.25"

- **1/2 Page Size (4-color):** 7.75" X 5" (bleeds are not permitted)

- **1/4 Page Size (4-color):** 3.625" X 5" (bleeds are not permitted)

**Submission Guidelines:**
- PDF ONLY/ CMYK
- 300 dpi @100%
- All fonts should be embedded.
- Bleed ads should include trim marks and a .25 bleed

Ads must not be designed to blend in with the site, mimic NALA brand image, include fake form elements or incorporate graphic symbols that represent non-existent functionality. If the artwork has the same background color as the page, it must contain a visible border.

PDF artwork that does not follow the specifications outlined will be returned for reformatting.
Advertising Order Form

Advertising Opportunity:

Company:

Ad Size:                             Frequency:

Ad Position:                       Rate:

Contact Authorized by (print):

Authorized Signature:             Date:

ADVERTISING CONTACT

Name:

Company:

Address

City / State / Zip:

Phone:                     Fax:

Email:

BILL TO (if different from advertising contact)

Name:

Company:

Address

City / State / Zip:

Phone:                     Fax:

Email:

AD PLACEMENT

PUBLICATION

☐ Q1 - Winter Issue
☐ Q2 - Spring Issue
☐ Q3 - Summer Issue
☐ Q4 - Fall Issue

Website Address:

Company Description:

☐ VENDOR DIRECTORY:

Website Address:

Company Description:

SELECT TOPIC AREA:

☐ Corporation Service
☐ Court Reporters and Deposition Services
☐ Document Services
☐ General-Miscellaneous
☐ Investigation, Public Records, Process Servers
☐ Litigation Support

NALA SALES

Bill Spilman
bill@innovativemediasolutions.com
320 West Chestnut Street
PO Box 399
Oneida, Illinois 61467
877.878.3260 Phone
309.483.2371 Fax
The 2019 NALA Conference & Expo will be held in Scottsdale, AZ at the Westin Kierland Resort & Spa from July 11-13 (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 11th and 12th.

**STANDARD EXHIBIT SPACE PACKAGE - $1,250**

**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, 2019 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, 2019:
- Booth fee increases $250 to $1,500
- 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 - $5000 (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, 2018**, 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 - $3,000**

**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 - $3,000**

**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 - $4,500**

**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- $525**

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, 2019** 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.

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**EXHIBITION HALL HOURS:**

Thursday July 11, 7:30am - 2:30pm
Friday July 12, 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.
Payment is due at the time of registration. Vendor MUST be registered with NALA - no representation or solicitation will be permitted without completed registration. Registration is not considered complete until receipt of payment with this form. 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, 2019. 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.

Types of 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.

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

REGISTRATION ALSO AVAILABLE ONLINE AT 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 ___________________________________________ Name ___________________________________________ Name ___________________________________________

PAYMENT
Charge to:
Name as appears on card ___________________________________________________________________________________________ Amount: $__________________________
Card Number ___________________________________________________________________________ Expiration Date ___________________________ Security Code ________________________

SPONSORSHIP

☐ GOLD Sponsor (ONLY two available) ................................................................. $5,000
☐ Reception Sponsor ..................................................................................... $3,000
☐ Refreshment Break Sponsor ........................................................................ $3,000
☐ Tote Bag/Lanyard Sponsor ................................................................. $4,500

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 ......................................................... $1,250
($1,500 if payment AND registration received AFTER JUNE 1, 2019)

☐ Tote Bag Insert ONLY ........................................................................... $525
Sponsors have one brochure or promotional item inserted within the NALA Conference Tote Bag. On-site representation and other acknowledgments are not included.

☐ Conference Lunches .............................................................................. $100
Exhibitors are invited to purchase conference lunches on July 11 and July 12. The fee is $100 per person. Please add this to your registration payment if your representatives would like to purchase lunches.
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.

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

NALA CONFERENCE & EXPO 2019
JULY 11-13   |   SCOTTSDALE, AZ

Join us at the nation’s largest paralegal conference!
This 3-day educational event will give you the tools you’ll need to develop and elevate your professional skills. You don’t want to miss this opportunity to earn CLE hours and network with peers and experts.

REGISTER AT WWW.NALA.ORG