

2021 NALA CONFERENCE @ HOME



Last year's historic conference was one for the books with over 900 virtual attendees. We are elated to make this year's virtual conference even BETTER! We invite you to join us for the 2021 NALA Conference @ Home July 22-24, 2021!

The 2021 NALA Conference @ Home will showcase dynamic speakers discussing relevant and timely topics for paralegals. We will gather virtually for all sessions and meetings, including the NALA Annual Meeting and NALA Affiliated Associations Annual Meeting. Increased networking opportunities will be available this year as well!

2021 VIRTUAL EXHIBITOR OPTIONS

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 May 28, 2021, to confirm your space. See the registration form for the cancellation policy.

VIRTUAL EXHIBIT SPACE PACKAGE - \$900

Virtual Exhibitor Booth includes:

- Company profile
- Booth staff details
- Documents: upload relevant content such as brochures, videos, and links - **Items to be received electronically by May 28**
- Video: product, informational, or welcome video, to engage attendees that visit
- Video conferencing (*meet face-to-face with interested attendees*)
- Inbound lead collections - attendees can submit their interests and instantly share their contact information directly with exhibitors
- Attendees and Exhibitors can request and pre-schedule appointments with one another

Listing as an exhibitor in the Conference attendee smartphone app with link to Exhibitor's website

One item and one handout included in the Conference @ Home Care Package – items subject to weight and size limits (*no longer than 11" and no wider than 8.5"*) all items must be received by June 11 to be included in the care package.

Logo included on printed Conference program, which is included in @ Home Care Package - Due by May 28

Logo included on all Conference-related advertising emails

In Addition: A game will be included to drive traffic to the booths so vendors have another opportunity to capture the attendee's information and a dialogue can be established.

CONFERENCE @ HOME CARE PACKAGE INSERT - \$540

- Includes one brochure or promotional item inserted within the Conference @ Home Care Package. Other acknowledgements are not included. Item or brochure must be no longer than 11" and no wider than 8.5" - All items must be received by June 11 to be included in the care package.**

SPONSORSHIPS

Sponsorships provide an excellent way for those who want to maximize conference exposure. Purchase a sponsorship by itself or add-on a sponsorship to your Exhibitor booth package.

Sponsorships Due May 28, 2021

SPLASH PAGE SPONSOR - \$3,000 OR \$2,500 FOR EXHIBITOR ADD-ON *(only 1 available)*

- Full page ad that every attendee sees when they launch the app.

EVENT APP FEATURED VIDEO - \$3,000 OR \$2,500 FOR EXHIBITOR ADD-ON *(only 1 available)*

- Display and feature video in the homepage of event app.

ANNUAL MEETING SPONSOR - \$1,500 OR \$1,000 FOR EXHIBITOR ADD-ON *(only 1 available)*

- Logo on the backdrop prominently displayed behind the speaker(s) during the meeting. This meeting is open to anyone, not just conference attendees, and is free of charge.

DAY SPONSOR - \$1,250 OR \$1,000 FOR EXHIBITOR ADD-ON *(3 available: Thursday, Friday, or Saturday)*

- Logo on backdrops of all sessions throughout the sponsored day.
- An eBlast announcement to all conference attendees on sponsored day. Announcement includes a 50-word description and logo.
- Logo on opening slide of all sessions throughout the sponsored day. (Bonus: All sessions are offered via on-demand after conference. Your logo will be present for the duration that the on-demand version is sold.)
- Sponsor acknowledgement during session introduction.

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"/>	VIRTUAL EXHIBITOR BOOTH PACKAGE	\$900
<input type="checkbox"/>	CONFERENCE @ HOME CARE PACKAGE INSERT	\$540
<input type="checkbox"/>	SPLASH PAGE SPONSOR (Only 1 Available)	\$3,000/ \$2,500
<input type="checkbox"/>	EVENT APP FEATURED VIDEO (Only 1 Available)	\$3,000/ \$2,500
<input type="checkbox"/>	ANNUAL MEETING SPONSOR (Only 1 Available)	\$1,500/ \$1,000
<input type="checkbox"/>	DAY SPONSOR (3 Available: Thur., Fri., or Sat.)	\$1,250/ \$1,000

EXHIBITOR/SPONSOR INFORMATION

Company Name (*as it should appear on all materials*) _____

Company Billing Address _____

City _____ **State** _____ **Zip Code** _____

General Company Address _____

City _____ **State** _____ **Zip Code** _____

Email _____ **Website URL** _____

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** _____

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, 6450 S Lewis Ave, Ste 250, Tulsa, Oklahoma 74136
or send it by email to nalanet@nala.org**