



2022 NALA CONFERENCE & EXPO

Hundreds of paralegals are expected to attend the 2022 NALA Conference & Expo on July 14-16 in Phoenix, Arizona. This 3-day educational event is specifically developed to help those in the legal profession. Attendees will be provided with excellent networking opportunities, a chance to earn CLE hours from a variety of education sessions, and all the skills they'll need to elevate and enhance their professional skills.

Our annual conference will be held at the luxurious **JW Marriott Desert Ridge Resort & Spa!** This hotel showcases an array of extraordinary amenities for couples, groups, and families, including an on-site spa, championship golf at Wildfire Golf Club, seventeen pickleball courts, five pools, and a lazy river. Stretch out in gracefully designed rooms and suites with luxury bedding, modern technology, and floor-to-ceiling windows; many feature views of the mountains, golf club, or resort pools. From American cuisine to Asian specialties and poolside cocktails, our dining options are sure to impress. Near Desert Ridge Marketplace and North Scottsdale, for those wishing to explore Arizona's capital city.

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, 2022, 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 14 7:30 a.m. - 2:00 p.m.
- Friday, July 15 7:30 a.m. - 2:00 p.m.

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 or event platform during 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
- Company profile located in the Conference Attendee app, Event Platform, and Website
- Documents: upload relevant content such as brochures, videos, and links to the event platform - *Items to be received electronically by May 28*
- Video: product, informational, or welcome video, to engage attendees that visit the event platform - *Items to be received electronically by May 28*
- 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, 2022:

- 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 January 28, 2022, 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 the Q2 issue of Facts & Findings (\$1,020 value)** - over 6,000 subscribers, ad artwork due to NALA no later than March 1, 2022
- **(4) Lunch tickets (\$200 value)**
- **Company mention during General Session**
- **(1) Tote bag insert**
- **Sponsor ribbons for staff attending the event**

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 for staff attending the event**

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 for staff attending the event**

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 for staff attending the event**

TOTE BAG INSERT ONLY - \$540

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

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

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

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

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

Registration for sponsorship opportunities must be received **no later than May 1, 2022**, 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, 2022, 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, 2022. 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. **Please visit our website to view our COVID-19 policies.**

EXHIBITOR AND SPONSORSHIP OPTIONS

<input type="checkbox"/>	STANDARD EXHIBIT SPACE PACKAGE	\$1,285
<input type="checkbox"/>	GOLD SPONSOR (Only 2 Available)	\$5,150
<input type="checkbox"/>	RECEPTION SPONSOR	\$3,090
<input type="checkbox"/>	REFRESHMENT BREAK SPONSOR	\$3,090
<input type="checkbox"/>	TOTE BAG/LANYARD SPONSOR	\$4,635
<input type="checkbox"/>	TOTE BAG INSERT ONLY	\$540
<input type="checkbox"/>	SPLASH PAGE SPONSOR (Only 1 Available)	\$3,500*
<input type="checkbox"/>	EVENT APP FEATURED VIDEO (Only 1 Available)	\$3,500*
<input type="checkbox"/>	CONFERENCE LUNCH TICKET	\$50

* Discounted to \$2,500 for exhibitor add-on

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 (1st and 2nd 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.

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

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, OK 74136
or send it by email to nalanet@nala.org**