



Media Opportunities

Media Kit 2023

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# NALA GETS YOU NOTICED



## About

NALA is the leading paralegal association in the nation. Our association reaches a multitude of audiences, including lawyers, government officials, paralegals, students, and teachers. Anyone who has a tie into the legal profession has a connection with NALA. We serve paralegals everywhere. We represent more than 18,000 legal professionals, which includes both NALA members and NALA Affiliated Association members.





Representing

18,000+

Paralegal Professionals

## Experience

NALA paralegals and legal administrators work in a variety of types and sizes of firms and under general counsel for major corporations from all industries. Our members have several years of experience, with an average tenure of ten years with a current employer.

### Some Corporations Where our Members Work Include:

- AT&T
- Bank of America
- The Walt Disney Company
- Kimberly-Clark Corporation
- Walmart Inc.

90% of paralegals are employed by a company (NALA 2022 National Utilization & Compensation Survey)

Reach leading  
paralegals in a  
\$142 million  
industry



NALA reaches 18,000+  
paralegal professionals  
throughout the U.S.



**7,500+**

***Facts & Findings*  
Subscribers**



- 92% - Member satisfaction rating for *Facts & Findings*
- Rated top 3 for most important member benefit
- Won APEX Award multiple years

**87,000+**

**eNewsletter  
Subscribers**



- Monthly distribution to members and non-members
- Less than 5% bounce rate
- 45% open rate

**1.2 million**

**Unique nala.org Page  
Views Annually**



- Unique users: 284,438
- New users: 283,479
- 121,600 monthly page views
- Session duration lasting over 2.40 minutes

\*Traffic numbers from  
January 1, 2022 – December 31, 2022

**1,200+**

**In-person and Virtual  
Conference Attendees**



- Including 500+ in-person attendees
- More than 18,000 CLE credit hours earned collectively

**Advertising Opportunities**

Media Kit 2023

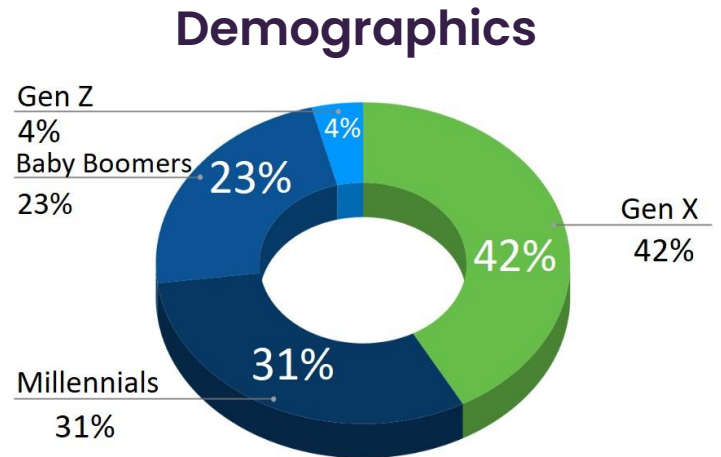
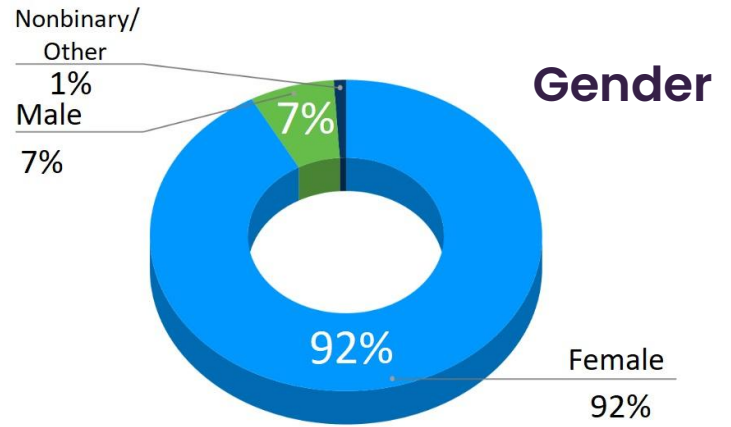
# AUDIENCE/ MARKET OVERVIEW



## Income

2022 Median salary: \$56,200

2022 Median hourly wage: \$27.03



Media Kit 2023

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# Print Advertising Opportunities



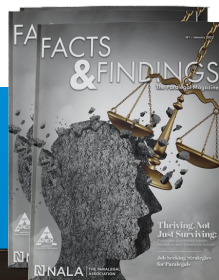
## About

Every quarter, NALA publishes an award-winning magazine called *Facts & Findings*. It is delivered to more than 7,500 subscribers. Advertisers can purchase full-page, half-page, and quarter-page ads. For more information, contact Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).



Print/Digital Advertising

# NALA AWARD- WINNING QUARTERLY MAGAZINE



## About

NALA's award-winning quarterly journal, *Facts & Findings*, is a premier source of information designed specifically for paralegals. This magazine offers the best in educational articles written by paralegals, attorneys, and other experts. In addition to feature articles, each issue includes columns on ethics, technology, and software. NALA members receive a complimentary yearly subscription to the magazine, both physical and digital. Members can access our publications digitally anytime directly from their personal NALA account. Non-members can purchase a one- or two-year subscription to the magazine.



# 7,500+

*Facts & Findings*  
Subscribers

- 92% - Member satisfaction rating for *Facts & Findings*
- Rated top 3 for most important member benefit
- Won APEX Award multiple years

## Frequency

Printed 4x per year:

- Q1 - January
- Q2 - May
- Q3 - September
- Q4 - November

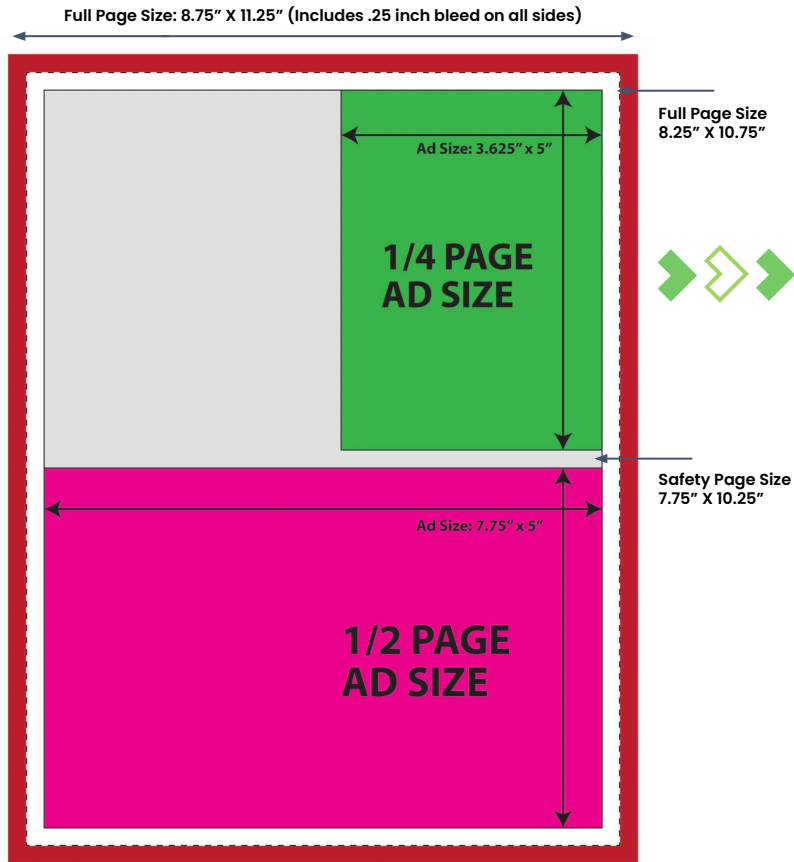
## Common Themes

- Business Law/  
Commercial Law Litigation
- Intellectual Property
- Elder Law
- Internet & Digital Law
- Personal Injury
- Professional Development
- Legal Ethics
- Career Advancement
- Contract & Risk  
Management

## CLE Credits

Certified Paralegals are incentivized to read each edition to earn Continuing Legal Education Credits.





**PDF artwork that does not follow the specifications outlined will be returned for reformatting.**

### 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.

Print Advertising

# Rates Per Insertion

Ad Size	1X	2X	4X	8X
Cover 2 - inside front	\$2,210	\$1,990	\$1,880	\$1,770
Cover 3 - inside back	\$2,040	\$1,835	\$1,735	\$1,645
Cover 4 - back	\$2,380	\$2,140	\$2,025	\$1,905
Full Page	\$1,700	\$1,530	\$1,445	\$1,360
½ Page	\$1,020	\$920	\$870	\$815
¼ Page	\$680	\$615	\$580	\$545

Contact Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com) for more information.

Click here for the advertising order form for Facts & Findings: [https://nala.org/wp-content/uploads/2022/04/NALAMediaKit\\_2023\\_FF.pdf](https://nala.org/wp-content/uploads/2022/04/NALAMediaKit_2023_FF.pdf)

Media Kit 2023

# Digital Advertising Opportunities



## About

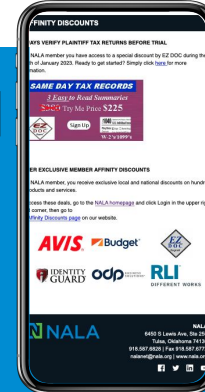
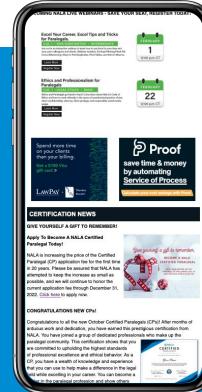
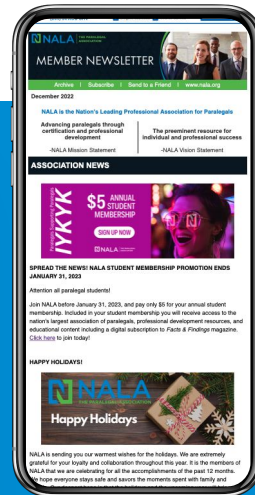
Every month, NALA sends out an eNewsletter to over 87,000 subscribers. NALA's website gets over 121,000 page views each month and 1.2 million unique page views annually. The Paralegal Resource Directory is a targeted tool that supports legal professionals in finding legal support services.



Digital Advertising

# NALA eNewsletter

Contact Erik Albin with Naylor at [éalbin@naylor.com](mailto:éalbin@naylor.com) for more information.



## About

Don't miss your chance to advertise to key professionals in the industry. Our NALA eNewsletter allows legal professionals to stay informed about topics and news relevant to the industry.

Distributed on the 15th of every month  
Sections include:

- Hot Topics
- News Briefs
- Upcoming Events & Deadlines
- Volunteer Spotlights
- DEI Articles
- Message from Board President
- Special Promotions



**87,000+**

**eNewsletter  
Subscribers**

- Monthly distribution to members and non-members
- Less than 5% bounce rate
- 45% open rate

## Enjoy the benefits of a targeted eNewsletter:

- Distribution as of September 2022: **87,000 subscribers**
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message.
- Frequently forwarded to others for additional exposure
- Cross-promoted in other NALA publications and communications
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing.
- Limited available ad space makes each position exclusive.

The request form can be accessed at <https://www.officialmediaguide.com/nala/enews1/> by choosing your preferred spot and duration and clicking Request Today!

## Digital Advertising eNewsletter Rates

**EDUCATION**  
DIVERSITY, EQUITY, & INCLUSION - DECEMBER EDITION  
**Recruiting and Hiring Veterans**  
This month's DEI article focuses on the advantages or recruiting veterans for businesses. It outlines the benefits businesses can gain from hiring veterans, provides information on the resources for accessing them, and the steps to take to reap the tax credits. Consider hiring a veteran today! Click here to read the article.

**Elevate Service of Process with Proof**  
Proof's legal-tech is the first platform to use both automation and AI to correct law firms with vetted, experienced, professional process servers anywhere in the US. We've helped 5,000+ law firms transition away from manually scanning docs to streamlining the entire process. Is your firm ready to transition? Take Proof for a test-drive

**Proof**  
The most reliable Service of Process legal-tech in the business.

**accurateserve**  
Process Serving | Document Retrieval | 38 Office in FL, 7 Other US Offices  
Get Quotes | Request Quotes | Register Subscribers | Contact Service | View Locations

**NALA**  
MEMBER NEWSLETTER  
December 2022  
NALA is the Nation's Leading Professional Association for Paralegals  
Advancing paralegals through certification and professional development  
The preeminent resource for individual and professional success  
NALA Mission Statement  
NALA Vision Statement  
ASSOCIATION NEWS

**Elevate Service of Process with Proof**  
Proof's legal-tech is the first platform to use both automation and AI to correct law firms with vetted, experienced, professional process servers anywhere in the US. We've helped 5,000+ law firms transition away from manually scanning docs to streamlining the entire process. Is your firm ready to transition? Take Proof for a test-drive

**EDUCATING PARALEGALS SINCE 1975**  
Paralegal Studies Online Certificate Program  
LEARN MORE  
100% Online | 14 Weeks | Affordable

"Our paralegals are able to use the automation and get documents done in a snap."  
Cleve Hill, Managing Partner  
LEARN MORE | LAWYAW part of Q1 Clear

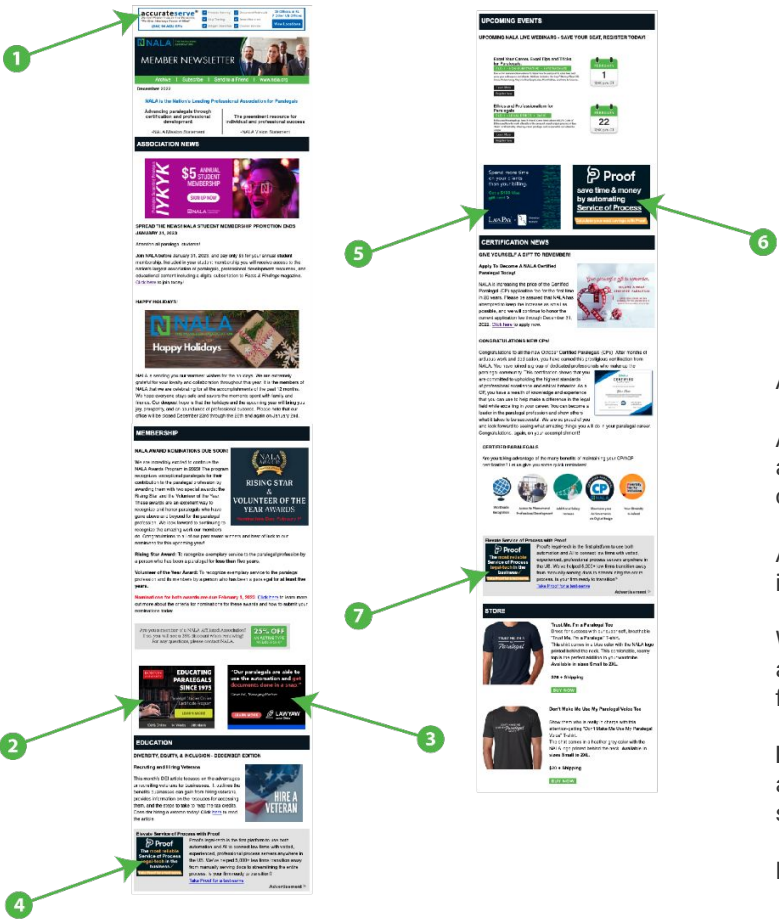
**Proof**  
save time & money by automating Service of Process  
Calculate your cost savings with Proof

Spend more time on your clients than your billing.  
Get a \$100 Visa gift card >

LAWPAY Member Benefit

Name	12 Months	6 Months	3 Months
Leaderboard	\$2,200	\$1,200	\$675
2nd Position	\$1,500	\$825	\$450
3rd Position	\$1,000	\$550	\$300
1st Row	\$1,750	\$950	\$525
2nd Row	\$1,250	\$675	\$375

All advertisers will receive an invoice for the total amount, due upon activation. Rates are net. Reservation is on a first-come, first-served basis.



- 1 Leaderboard (1st Sponsored Content)
- 2 3 1st Row Rectangle
- 4 2nd Sponsored Content
- 5 6 2nd Row Rectangle
- 7 3rd Sponsored Content

All advertisers will receive an invoice for the total amount, due upon activation.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

**Disclaimer:** Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

Rates are net. Reservation is on a first-come, first-served basis.

Contact Erik Albin with Naylor at [ealbin@naylor.com](mailto:ealbin@naylor.com) for more information.

Digital Advertising

# NALA WEBSITE

Contact Erik Albin with Naylor at [ealbin@naylor.com](mailto:ealbin@naylor.com) for more information.



To learn about upcoming association events and industry news, connect to our paralegal social community, apply to become a Certified Paralegal (CP), and access live and on-demand Continuing Legal Education, go to [nala.org](http://nala.org).

## About

Advertising on the NALA website is a great way to reach an audience beyond NALA's membership. Visitors go to [nala.org](http://nala.org) to learn about upcoming association events and industry news updates relevant to them. Advertising on [nala.org](http://nala.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of paralegals and new paralegals just starting their career.



# 1.2 million

## Unique Page Views Annually

- Users: 284,438
- New Users: 283,479
- 121,600+ monthly page views
- Session duration lasting over 2.40 minutes.

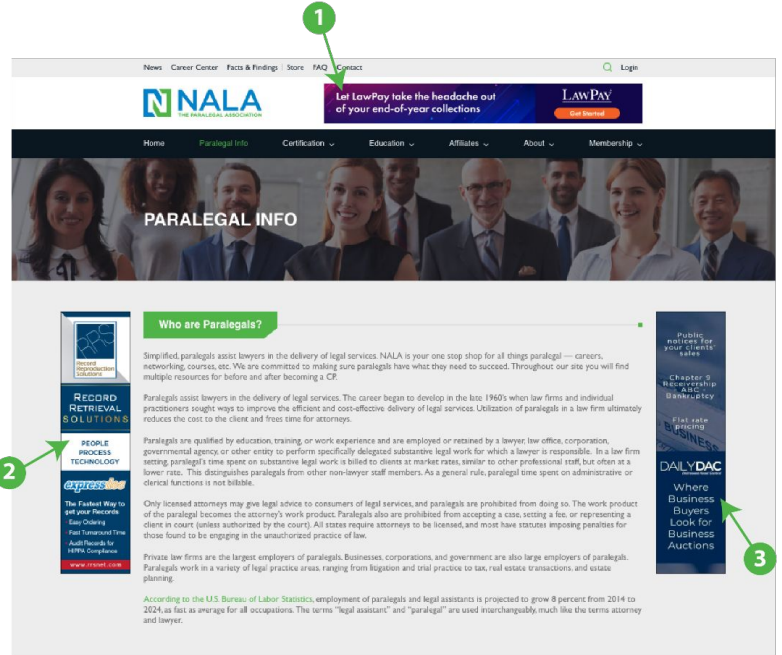
\*Traffic numbers from  
January 1, 2022 – December 31, 2022

### Features of NALA website advertising:

- Cross-promoted in other NALA publications, social media, and communications
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

## Website Numbers

- 1 Leaderboard (728 x 90 Pixels)
- 2 Left Skyscraper (160 x 600 Pixels)
- 3 Right Skyscraper (160 x 600 Pixels)



For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## Website Specifications

Digital Advertising

# Website Rates

3 Creative Rotations for All Packages			
	12 Months	6 Months	3 Months
Leaderboard (Run-of-Site)	\$2,250	\$1,250	\$675
Skyscraper Left (Sub-Page Only)	\$1,250	\$675	\$375
Skyscraper Right (Sub-Page Only)	\$1,250	\$675	\$375

The request form can be accessed at <https://www.officialmediaguide.com/hala/web1/> by choosing your preferred spot and duration and clicking Request Today!  
Contact Erik Albin with Naylor at [ealbin@naylor.com](mailto:ealbin@naylor.com) for more information.

All advertisers will receive an invoice for the total amount, due upon activation. Rates are net. Reservation is on a first-come, first-served basis.

Digital Advertising

# PARALEGAL RESOURCE DIRECTORY

## About

The Paralegal Resource Directory is a quick and convenient way for paralegals and other legal professionals to find legal support services. The directory includes process servers, corporations, and deposition servers. For more information, contact Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

# Directory Details

- Conveniently located on the NALA homepage under the Paralegal Info tab
- Company logo and description
- Link to your company's website
- Description can be updated at any time to support your company's initiative
- Directory promotion through newsletters and socials

For more information, contact Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

Directory Information



	Rate
Per Annual Listing	\$750
Exhibitor Discount	\$375

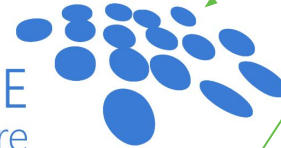
## Directory Rate

### COBBLESTONE SOFTWARE

428 S. White Horse Pike  
Lindenwold, NJ 08021  
(856)784-1139

Website: <https://www.cobblestonesoftware.com>

COBBLESTONE  
software



#### Logo:

- gif or jpg format
- Maximum 150px wide

#### Description:

- Description of company, products, or services
- 100-150 words

CobbleStone Software provides industry-leading contract management software for legal professionals in large and small organizations around the world. For a free demo and information on how contract management software can benefit your organization, visit [www.cobblestonesoftware.com](http://www.cobblestonesoftware.com).

The request form can be found at <https://nala.org/?p=6664&preview=true>.

Directory Specifications

Media Kit 2023

# Conference & Expo Advertising Opportunities



## About

Every year, the NALA Conference is one of the largest and most important events for paralegals. Paralegals from across the country will come together at this year's conference to discuss the latest issues in their profession and gain new knowledge and resources. By sponsoring and/or exhibiting, you can reach paralegals with the greatest number of clients and promote your company's brand, products, and services. Whether you want to network, inspire, or influence paralegals, we have numerous opportunities to fit any objective and budget. For more information, contact Bill Spilman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).



# The LARGEST Hybrid Paralegal Event in the Nation!

NALA National Conference Exposure by the Numbers

## Sponsor/Exhibitor Ratings from 2022

100%

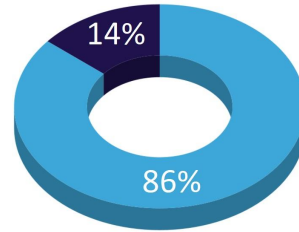
Value Their Sponsorship

18k

Paralegal Professionals Represented

87K

Advertising Reach



● 2022 exhibitors who plan on exhibiting at the 2023 conference in Boston ● Unsure

## Virtual Attendees

96%

Reported having a positive experience and being satisfied with the conference

65%

Returning attendees in 2022

35%

New attendees in 2022

43%

Extremely satisfied with the array of exhibitors

80%

Reported that their conference expectations were met

## In-Person Attendees

93%

Reported visiting the Expo Hall throughout the conference

100%

Visited the Expo Hall on day one of the conference

95%

Satisfied with the array of exhibitors

93%

Reported that the conference met their expectations

73%

Reported being extremely likely to attend future NALA events



## Exhibitor Package — \$1,500

Only exhibitors offering products, equipment, and/or services 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.



For more information, contact Bill Spillman at [bill@innovativemediasolutions.com](mailto:bill@innovativemediasolutions.com).

## Exhibitors Receive:

- 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 on the conference attendee app, event platform, and website
- Documents: upload relevant content such as brochures, videos, and links to external information
- Video: product, informational, or welcome video to engage attendees who visit the event platform
- One-year Paralegal Resource Directory listing offered at half price - The directory is published on the NALA website and is \$375 for exhibitors. This listing includes a brief company description, logo, and link to the company website.
- Tickets available for day 1 lunch with attendees for \$50/each
- Attendee list<sup>^</sup>

### For registration received after June 1, 2023:

- Booth fee increases \$300 to \$1,800
- Booth size may be modified and/or booth may be located away from main exhibit hall

<sup>^</sup>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 the conference. To request an attendee list, email Paula Van Straten at [pvanstraten@nala.org](mailto:pvanstraten@nala.org).

Cancellation after June 1 will be subject to a fee of 50% of the exhibit registration price. 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 Paralegal Association. No refunds for exhibit space will be granted for cancellations made after June 15, 2023. By completing and submitting an application, the exhibitor is certifying understanding of the policies stated herein and the terms and conditions of the exhibit agreement.



Media Kit 2023

# Top-Tier Sponsorship Opportunities



## About

Go beyond the Expo Hall and promote your organization with high-impact sponsorship opportunities. Your sponsorship supports the continued growth and development of the paralegal profession and earns the recognition of paralegals for your commitment and leadership. To gain the full publicity advantage of your support, it is important to reserve this sponsorship as early as possible. Your sponsorship reservation must be received by March 15, 2023, in order to be promoted in the conference announcement brochure (a circulation of more than 87k) and through geotargeted campaigns and ads.

^All top-tier sponsors can request an attendee list. The attendee registration list with email addresses is provided to sponsors upon request. Physical addresses of attendees are not released. The list may be used for only ONE mailing, either before or after the conference. Sponsors may communicate with attendees through the conference app or event platform during the conference. To request an attendee list, email Paula Van Straten at [pvanstraten@nala.org](mailto:pvanstraten@nala.org).

The cancellation policy can be found on the Sponsor FAQs page toward the end.



**Only 1 Available**

## Platinum Sponsor — \$15,000

The Platinum Sponsorship is the highest level of sponsorship and is only available to one company. It affords you with the highest visibility at the conference, including on written materials and merchandise. NALA will also advertise your company prior to the conference.



## Platinum Sponsors Receive:

- Standard exhibit space package with 8'x20' exhibit space upgrade
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor ribbons for staff attending event
- Tote bag insert
- Conference program logo
- Conference emails sponsor listing
- Full corporate ad on conference ad loop
- Conference tee shirt - logo on back (shared space with gold sponsors)
- Corporate ad - One social post one month prior to conference
- 2 corporate ad email blasts to 87K distribution list (sponsor provides ad of their choosing)- Distributed once before conference and once after\*
- Conference program ad (full page\*)
- Bundle intro/outro ad - 1 live CLE webinar and on-demand course - Intro/outro ad of sponsor's choosing 1-2 months prior to conference
- Pre- and post-conference hype videos
- Sponsor main room with corporate name\*
- Day 1 lunch sponsor: Ten-minute presentation and introduction of keynote speaker, logo on napkins\*
- 2 tickets for day 1 lunch (additional tickets available for \$50/each)
- Distribution of corporate swag bag/logo centerpiece on tables for day 1 lunch, provided by sponsor\*
- Retractable banner - Corporate design at entrance to main stage room during day one lunch\*
- Main stage corporate logo\*
- Splash page ad\*
- Signage identifying Platinum Sponsor\*
- Attendee list^
- LeadCapture license

\*Indicates an upgrade from Gold Sponsorship

*Only 2 Available*

## Gold Sponsor — \$12,000

The Gold Sponsorship is the second-highest level of sponsorship and is only available to two companies. You will have high visibility at the conference, especially at the Affiliate Showcase and in a session room. You will also appear in various conference materials.



## Gold Sponsors Receive:

- Standard exhibit space package with 8'x20' exhibit space upgrade\*
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor ribbons for staff attending event
- Tote bag insert
- Conference program logo
- Conference emails sponsor listing
- Full corporate ad on conference ad loop\*
- Conference tee shirt - logo on back\* (shared space with platinum sponsors)
- Corporate ad - One social post one month prior to conference
- Conference program ad (1/2 page)\*
- Bundle intro/outro ad -1 live CLE webinar and on-demand course - Intro/outro ad of sponsor's choosing 1-2 months prior to conference\*
- Pre- and post-conference hype videos\*
- Sponsor conference session room with corporate name for two days (Includes signage acknowledging sponsor)\*
- 2 tickets for day 1 lunch with attendees (additional tickets available for \$50/each)\*
- Affiliate Showcase sponsor - refreshments, drinks, entertainment, and signage\*
- Affiliate Showcase retractable corporate signage at entrance\*
- Signage identifying Gold Sponsors\*
- Attendee list^
- LeadCapture license

\*Indicates an upgrade from Silver Sponsorship

*Only 5 Available*

## Silver Sponsor — \$7,500

The Silver Sponsorship is a high level of sponsorship that is available to five companies. They will receive enhanced visibility at the conference, including mentions in conference materials. They will also sponsor a refreshment event with their logo on the napkins.



## Silver Sponsors Receive:

- Standard exhibit space package
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor ribbons for staff attending event
- Tote bag insert
- Conference program logo
- Conference emails sponsor listing
- Corporate ad - One social post one month prior to conference
- Conference program ad (1/4 page)\*
- One refreshment event sponsor, logo on napkins, and special signage during break\*
- 1 ticket for day 1 lunch with attendees (additional tickets available for \$50/each)
- Signage identifying Silver Sponsors\*
- Attendee list<sup>^</sup>
- LeadCapture license\*

\*Indicates an upgrade from Bronze Sponsorship

***Only Ten Available***

## **Bronze Sponsor — \$5,000**

The Bronze Sponsorship is a top-tier sponsorship opportunity that is available to ten companies. They will receive enhanced visibility at the conference. NALA will also promote them prior to the conference.



## **Bronze Sponsors Receive:**

- Standard exhibit space package
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor ribbons for staff attending event
- Tote bag insert
- Conference program logo
- Conference emails sponsor listing
- Corporate ad - One social post one month prior to conference
- 1 ticket for day 1 lunch with attendees (additional tickets available for \$50/each)
- Attendee list^

Media Kit 2023

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# A La Carte Sponsorship Opportunities



## About

There are various a la carte sponsorship opportunities at the NALA conference so you can promote your company. You can opt for something as simple as a tote bag insert or something more visible, like co-branded hotel room drops. Whatever you choose, NALA looks forward to working with you.

The cancellation policy can be found on the Sponsor FAQs page toward the end.





*Only 3 Available*

**Hotel In-room Drop Sponsors -  
\$6,000, co-branded with  
NALA**



### **Hotel In-room Drop Sponsors Receive:**

- Company name and logo will appear alongside NALA's on items delivered to conference attendees' hotel rooms
  - Hundreds of people will become aware of the sponsor through items they will likely keep, which could result in further exposure.

A La Carte Sponsorship Opportunities \_\_\_\_\_



*Only 1 Available for Each*

**Lanyard Sponsor — \$5,000**

**Tote Bag Sponsor— \$5,000**



### **Tote Bag or Lanyard Sponsors Receive:**

- Standard exhibit space package
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- NALA co-branded tote bags and/or lanyards with national reach
- Sponsor ribbons for staff attending the event

A La Carte Sponsorship Opportunities \_\_\_\_\_





*Only 1 Available*

**Registration Happy  
Hour Co-Sponsor with  
Paralegal Affiliated  
Association – \$4,000**



Registration Happy Hour will be held on July 11 from 4-6 p.m. Approximately 40% of in-person registered conference attendees will attend the Happy Hour.

### **Registration Sponsor Receives:**

- Standard exhibit space package
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor-branded napkins
- Special signage designating the vendor's sponsorship of the event
- Sponsor ribbons for staff attending the event

A La Carte Sponsorship Opportunities \_\_\_\_\_



*Only 2 Available*

**Refreshment Sponsors - \$4,000**



A La Carte Sponsorship Opportunities \_\_\_\_\_

### **Refreshment Sponsors Receive:**

- Standard exhibit space package
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor-branded napkins
- Special signage designating the vendor's sponsorship of the event
- Sponsor ribbons for staff attending the event



*Only 3 Available*

**Breakfast Sponsors – \$4,000**



A La Carte Sponsorship Opportunities \_\_\_\_\_

### **Breakfast Sponsors Receive:**

- Standard exhibit space package
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to website
- Sponsor-branded napkins
- Special signage designating the vendor's sponsorship of the event
- Sponsor ribbons for staff attending the event



*Only 1 Available*

**Conference App Featured  
Video Sponsor –  
Standard: \$3,500  
Exhibitors: \$2,500**



### **Conference App Featured Video Sponsor Receives:**

- Video displayed and featured in the homepage of the conference app
  - Hundreds of people will see the sponsor's video every time they open the app.
  - Discounted if added to an exhibitor package

A La Carte Sponsorship Opportunities \_\_\_\_\_



*Only 3 Available*

## Charging Station Sponsors - \$1,000



### Charging Station Sponsors Receive:

- Sponsor name and logo will appear on one of three charging stations at the conference
  - Hundreds of conference attendees will see the sponsor's logo every time they charge their phones
  - Other hotel guests may see and/or use the charging stations

A La Carte Sponsorship Opportunities \_\_\_\_\_

**Paralegal Directory Listing –  
Standard: \$750  
Exhibitors: \$375**



A La Carte Sponsorship Opportunities \_\_\_\_\_



### **Paralegal Directory Listing:**

- Website listing includes company description, logo, and link to website

## Tote Bag Insert Only – \$600



A La Carte Sponsorship Opportunities \_\_\_\_\_



### Tote Bag Inserts:

- A company may include its brochure or promotional item 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.



**LeadCapture License –**  
**Early bird: \$200 (12 available)**  
**Standard: \$249**

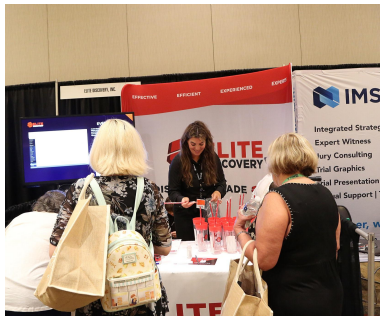


### **LeadCapture License:**

- Digitally capture and qualify leads at the conference using the cvent app

A La Carte Sponsorship Opportunities \_\_\_\_\_





Media Kit 2023

# Attendee Satisfaction

Last Live Event—2022



95%  
Satisfied  
with the array  
of exhibitors

93%  
Satisfied  
with the  
conference

73%  
Plan to attend  
future NALA  
events

# Sponsor FAQs

## Registration

Registration for sponsorship opportunities must be received no later than March 15, 2023, 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.

## Expo Hall Hours

Wednesday, July 12, 7:30 a.m. - 2:00 p.m.

Thursday, July 13, 7:30 a.m. - 2:00 p.m.

## 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 and/or the conference platform when available.

## Payment

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

# Sponsor Cancellation Policy

If a sponsor cancels its sponsorship with NALA, the sponsor will be responsible for all sponsorship-related expenses already incurred by NALA or its partners. Expenses will be calculated by NALA and provided to the sponsor. The remaining sponsorship amount will be refunded following the policies below:

- Cancellation 270 days (nine months) or more in advance of the conference – 100% of remaining sponsorship amount will be reimbursed via check by NALA.
- Cancellation 180 to 270 days (six to nine months) in advance of the conference – 50% of remaining sponsorship amount will be reimbursed via check by NALA, and 50% will be refunded as sponsor credit (non-cash) to be used towards the 2024 NALA Conference & Expo.
- Cancellation 60 to 180 days (two to six months) in advance of the conference – 50% of remaining sponsorship amount will be refunded as sponsor credit (non-cash) to be used towards the 2024 NALA Conference & Expo.
- Cancellation less than 60 days in advance of the conference – No refund will be provided.
- If the sponsor becomes insolvent, bankrupt, or is in breach of the terms of the sponsorship agreement, NALA reserves the right not to provide any refund under any condition.



## Ready to market with us!

- *Facts & Findings*
  - [https://nala.org/wp-content/uploads/2022/04/NALAMediaKit\\_2023\\_FF.pdf](https://nala.org/wp-content/uploads/2022/04/NALAMediaKit_2023_FF.pdf)
- eNewsletter
  - <https://www.officialmediaguide.com/nala/enews1/>
- Website
  - <https://www.officialmediaguide.com/nala/web1/>
- Directory
  - <https://nala.org/wp-content/uploads/2021/07/Paralegal-Resource-Directory.pdf>
- Conference:
  - <https://nala.org/education-5/nala-conference-expo-2023/>

For more information about opportunities to market with NALA, visit <https://nala.org/about-nala/advertise-with-nala/>



Contact Us

## Let's Work Together!

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