

Media Kit 2023

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# 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%

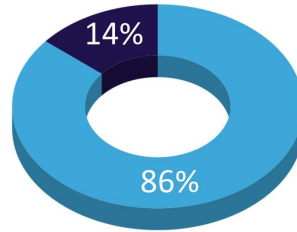
Value Their Sponsorship

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
- Free Paralegal Resource Directory website listing that includes company description, logo, and link to 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.

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# 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^
- 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<sup>^</sup>

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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**



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

### **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.



*Only 1 Available for Each*

**Lanyard Sponsor — \$5,000**

**Tote Bag Sponsor— \$5,000**



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

### **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



*Only 1 Available*

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



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

### **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

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.



*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



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

### 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



**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.



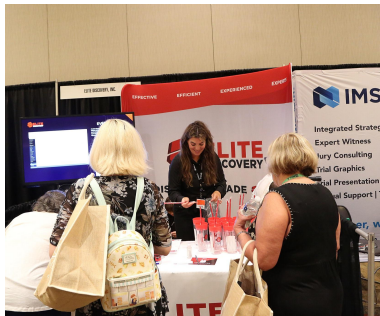
**LeadCapture License -**  
**Early bird: \$200 (12 available)**  
**Standard: \$249**



### **LeadCapture License:**

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

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



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# 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.