

2025 Conference & Expo S	2025 Conference & Expo Sponsorship/Exhibitor Opportunities													
Sponsorship Levels			Tier 1 Sponsorship Packages						Tier 2 Sponsorship Packages					
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Standard exhibit space package	Х	Х	Х	X	Х	Х	Х	X	Х	X	Х	Х		
Exhibitor space upgrade to 8'x20'	х	Х	Х											
Sponsor ribbons for staff attending event	Х	Х	Х	Х	Х			Х	х	Х	Х			
Conference bag insert	Х	Х	Х	Х	Х									
Conference program logo (print, distributed during conference)	Х	х	х	х	×	Х	х	х	х	х	х	х		
Conference promotion emails listing all sponsors and exhibitors	х	х	Х	Х	Х	х	х	Х	Х	Х	Х	Х		
Conference web page - listed as sponsor/exhibitor	х	х	Х	х	Х	х	х	х	х	х	Х	х		
Full corporate ad on conference ad loop during conference	х	х	Х	х										
Conference tee shirt with your company logo on the back	х													
Sponsor event signage, acknowledgement, conference app push notification	х	х	х	х	Х	х	х	х	х	х	х			
Co-branded with NALA logo and sponsor logo on all conference communications (emails, website, printed materials, post-conference On-Demand CLE Sessions, and social posts) during 6-month pre-conference promotional period.	x													
Opening Day Breakfast Sponsor Signage and acknowledgement			х											
Napkins with logos		Х	Х			Х	Х	Х	Х	Х				
Corporate ad - one social post 45-30 days prior to conference	х	х	х	Х										
Corporate ad - one social post - post-conference	Х	x	Х											
eBlasts - 3 corporate ad email blasts to 70K distribution list (sponsor provides date and ad of their choosing).	х													
eBlasts - 2 corporate ad <u>email</u> blasts to 70K distribution list (sponsor provides date and ad of their choosing).		х												
eBlast - 1 corporate ad <u>email</u> blast to 70K distribution list distributed pre-conference (sponsor provides ad of their choosing).			х											
Social Post - 1 corporate ad <u>social</u> post across all NALA social channels 1 week post-conference (sponsor provides ad of their choosing).	х	х	х	х	х									
Conference program ad (print) distributed during conference	1/2 Page	1/2 Page	1/4 Page											
Tickets for conference day 1 lunch	4	4	3	2										
On-site Signage identifying Tier 1 and 2 sponsorship	Platinum	Gala Sponsor	Gold	Silver	Bronze	х	х	х	х	х	х	х		
On-site Signage identifying exhibitors	Х	х	Х	х	х	х	х	Х	х	х	х	х		
Attendee list	х	х	Х	х	х	х	х	Х	х	х	х	х		
Additional Discount off of Conference A La Carte Additions	40%	30%	25%	15%										
LeadCapture license	1	1	1	1										