

2025 Media Kit



Partner with NALA

nala.org

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About NALA



Experience the unparalleled by advertising with NALA, the largest paralegal association in the nation. We are not just an association. We are a connection hub for lawyers, government officials, paralegals, students, and educators within the legal profession. At **NALA**, we proudly serve paralegals and legal practitioners across the country, distinguishing ourselves as the exclusive body for the nationally recognized and accredited Certified Paralegal (CP®). No other association matches our reach, influence, and commitment to advancing the paralegal profession. [Click here](#) to learn more about our mission and our reach.

Join Forces with NALA for Mutual Growth



In the ever-evolving landscape of legal services and technology, finding the right avenue for expansion and market reach can be a daunting challenge. As a pioneering force in the legal industry, **NALA** is poised to revolutionize the way legal business service and tech providers connect with the paralegal niche, thereby creating a win-win scenario for all parties involved.

The NALA Advantage



NALA is more than an association. We are a dynamic organization with a far-reaching mission: equipping paralegals for the challenges of the future through certification, professional development, and advocacy. With over 15,000 dedicated members and affiliate members and a vast network of legal professionals, NALA stands as a pivotal hub where innovation meets ability and partnerships find their ideal nest.

Why Partner with NALA?



At NALA, we believe in partnerships that are built on the principles of mutual benefit, shared goals, and collective growth. Our commitment to fostering win-win relationships opens doors to unique opportunities for legal business services and tech providers. Here is how partnering with NALA can propel your organization to new heights. [Click here](#) to learn more.

Year-Round Advertising Opportunities

Print Opportunities

Facts & Findings Quarterly Magazine

Pricing varies

Elevate your brand in NALA's celebrated *Facts & Findings* magazine. With a distribution exceeding **7,500** quarterly copies, your message reaches paralegals, attorneys, paralegal students, and experts alike. Feature your brand in education, ethics, tech, and software sections. NALA members receive both print and digital copies, maximizing exposure. Do not miss advertising in this acclaimed publication and accessing the paralegal market effectively! Learn more. [Click here](#).



If your company is interested in advertising with NALA, please complete the [Year-Round Advertising Registration Form](#). If you have additional questions, contact [Bill Spilman](#).



Digital Opportunities

Dive into year-round brand elevation with **NALA's Digital Opportunities!** From **social channels** and **eBlasts** to **website features**, **video promotions**, **CLE Webinars**, **Paralegal Resource Navigator**, and **NALA Commons**, the choices abound. Tailor your sponsorship strategy—select one avenue or explore a comprehensive blend. At NALA, we offer a customizable platform for advertisers to amplify their presence. Choose your path or embrace the full spectrum with NALA's diverse **year-round sponsorship opportunities**.

eNewsletter or Website

Pricing varies

Do not miss the chance to advertise to key legal professionals. NALA's **eNewsletter** reaches 70K subscribers monthly. Connect with legal experts through our eNewsletter to keep them informed about your products and services. [Click here](#) for pricing.



Experience the reach of advertising on NALA's **website**, where we accumulate a remarkable 1.2 million unique annual page views. Make meaningful connections with legal experts by leveraging our NALA website to keep them abreast of your products and services.



Digital Opportunities *(Continued)*

Supercharge Your Advertising with NALA's eBlasts

**Single Occurrence - \$700,
Quarterly for 4x in a year - \$2,500,
or the Best Value: Monthly eBlast Package -
Once a Month for 12 Months - \$5,600**

Drive in the fast lane of advertising excitement with **NALA's eBlasts** – where your brand takes the spotlight and leaves an impression! Imagine your message reaching a powerhouse audience of 70K paralegals and legal professionals. Think of the impact! Our **eBlast Packages** are your golden tickets to turbocharged visibility. [Click here](#) to learn more.



NALA's Promotional Video Placement

\$950

Step into the spotlight with NALA's On-Demand Education Library and YouTube Channel for unparalleled exposure. Display your brilliance with product demos or promotional videos, ensuring a lasting presence in a community actively seeking innovative solutions. Let NALA's platforms propel your brand to new heights. [Click here](#) to seize this opportunity!



Live CLE Webinar Sponsor

**Single Occurrence - \$750 or a Bundle of 4 Live
CLE Webinars for Maximum Exposure - \$2,800**

Are you ready to be NALA's **Live CLE Webinar** sponsor? Gain unparalleled visibility and recognition as the live event sponsor, positioning your brand as a thought leader in the legal community. Your sponsorship extends beyond the live webinar, residing in our on-demand library for at least 12 months, ensuring a continuous stream of exposure. Elevate your brand, highlight your company's expertise, and make a lasting impact with NALA's dynamic sponsorship platform. Choose a single event or a bundle of four Live CLE Webinars, aligning your brand with specific content. To elevate your brand's presence, [click here](#) and seize the opportunity with NALA Live CLE Webinars!



Digital Opportunities *(Continued)*

NALA's Paralegal Resource Navigator

Lead Generation Tool

Partner with NALA on the [Paralegal Resource Navigator](#), our new platform is designed to display expert content to a highly engaged audience of paralegals. By publishing your white papers, guides, and case studies, you will generate qualified leads directly from users who access your materials. This program is completely performance-based, so there are no upfront costs—you only pay for the leads generated.

Managed in partnership with Lead Marvels, we ensure a smooth process from content submission to lead delivery. To learn more, contact [Tyler Gilham](#).

NALA's Social Media Marketing

**Single Occurrence Social Post - \$525,
Quarterly Social Posts - \$1,875, and
Best Value: Monthly Social Posts – Once a Month
for 12 months - \$4,200**

Whether you need a one-time boost, quarterly visibility, or unbeatable monthly social posts, NALA has you covered. Choose NALA for targeted reach, engagement boosts, and cost-effective solutions. Explore our thriving community on social media. [Click here](#) to start engaging.



Year-Round Advertising Registration Form

If your company is interested in advertising with NALA, please complete the [Year-Round Advertising Registration Form](#).

If you have additional questions, contact [Bill Spilman](#).

NALA Conference & Expo Sponsors & Exhibitors



The **NALA Conference & Expo** is the ultimate platform for your company's advertising success. With a strategic marketing campaign spanning months before the event, your brand gains continuous exposure through various channels. The conference hosts 400-500 attendees. As the largest in-person paralegal and legal practitioner conference in the nation, this event offers unparalleled opportunities for sponsors and exhibitors to connect with a diverse audience.

You will also want to explore our **“A La Carte Sponsorships”**—an array of a la carte advertising sponsor opportunities that can be added to any other sponsor or exhibitor package and do not include exhibitor space. These additions provide your company with high exposure throughout the conference, enhancing your ability to engage and ensure your brand stands out. Take a closer look and elevate your presence at the conference with these impactful opportunities.

Sponsors

Sponsoring the **2025 NALA Conference & Expo** from July 10-12 in Atlantic City, New Jersey, as a platinum, gold, silver, bronze, or event sponsor is a strategic move for legal services and tech companies. Gain direct access to a national audience of influential legal professionals, highlighting your solutions, building trust, and fostering growth. Position your company as a leader in the legal support and tech sector by joining as a sponsor.

[2025 NALA Conference & Expo Online Sponsor/Exhibitor Form](#)

If your company is interested in becoming a NALA Conference & Expo sponsor, please visit our [website](#), complete the **2025 NALA Conference & Expo Online Exhibitor/Sponsor Form**.

If you have additional questions, contact [Bill Spilman](#).

Tier 1 Sponsorship Packages

All packages include Exhibitor Booth



Platinum Sponsor

\$50,000 Customized Package (1 available) Includes Exhibitor Package and Space Upgrade

Secure your brand's prominence by becoming **NALA's Platinum Sponsor** for the Conference & Expo—an exclusive opportunity available only until January 15. As a Platinum Sponsor, your reach starts with the launch of our extensive **6-month NALA Conference & Expo campaign**, during the conference year, ensuring continuous visibility. As a Platinum Sponsor, we want to work with you to customize an advertising and marketing campaign that fits your business needs. To build a custom package, please [email Bill Spilman](#). Platinum sponsorships can be reserved with deposits for upcoming years. Act now before the platinum sponsorship window closes on **January 15!**

Gold Sponsor

\$10,000 (3 available) Includes Exhibitor Package and Space Upgrade

Step into the forefront of advancing paralegals and legal practitioners with the **Gold Sponsor package** at the NALA Conference & Expo! As a Gold Sponsor, your support resonates with NALA's mission and goals, positioning your company as a staunch advocate for the advancement of the paralegal profession. This is not merely about sponsorship. It is about showcasing your brand as a driving force behind the progress of paralegals and legal practitioners who use your products and services. With the **Gold Sponsor package**, your company becomes a key supporter, influencing decision-makers within organizations. For a detailed breakdown of all the impactful benefits that come with a **Gold Sponsorship**, explore the Sponsor/Exhibitor Opportunities Matrix [here](#). Seize this opportunity to display your commitment to the NALA mission and propel your brand to the forefront of advocacy!

Silver Sponsor

\$7,500 (3 available) Includes Standard Exhibitor Package

Immerse your company in the thrill of the NALA Conference & Expo with the **Silver Sponsor package**! As a Silver Sponsor, delight in the exclusive benefits that come with supporting NALA's mission. This is not just about perks. It is about displaying your company as a dedicated supporter of NALA and our shared goals. Dive into the excitement of the **Silver Sponsor package**, offering special benefits that amplify your brand's visibility. For a comprehensive breakdown of all the benefits that come with a **Silver Sponsorship**, check out the Sponsor/Exhibitor Opportunities Matrix [here](#). This is more than just an opportunity. It is a chance to shine and display your company's commitment to supporting NALA's mission.

Tier 1 Sponsorship Packages (*Continued*)

Bronze Sponsor

\$5,000 (3 available) Includes Standard Exhibitor Package

Step into the spotlight with the [Bronze Sponsor package](#) at the NALA Conference & Expo: an option crafted to fit any budget! As a [Bronze Sponsor](#), enjoy a variety of benefits aligned with your company goals. Customize your company's marketing approach by considering more sponsorships to enhance your brand's visibility. This flexible choice allows you to strengthen and expand your presence, proving your unwavering support for NALA's mission and goals. For more details on the [Bronze Sponsor package](#) and potential add-on opportunities, check out the Sponsor/Exhibitor Opportunity Matrix [here](#). Enhance your impact at the conference while aligning with NALA's mission within a budget that suits your needs!

NALA 50-Year Celebration Gala

\$35,000 (1 available) Includes Standard Exhibitor Package with Expanded Space

Celebrate 50 years of NALA with unmatched exposure as the exclusive sponsor of our 50-Year Celebration Gala. As the [exclusive sponsor](#), your brand will be prominently featured across all pre and post conference promotions, ensuring both immediate and long-term visibility. You can engage directly with 200+ legal professionals by hosting a fun and interactive zone during the event, welcoming guests personally, and delivering a message about your company's commitment to attendees. Additionally, you will gain early exposure with a 5-minute video feature on our conference page, and your brand will be woven into event swag, signage, and recognition throughout the Gala, leaving a lasting impression long after the event ends. This sponsorship offers an unparalleled opportunity to align your company with a historic celebration, creating both short-term marketing benefits and long-reaching impact.

[2025 NALA Conference & Expo Online Sponsor/Exhibitor Form](#)

If your company is interested in becoming a Tier 1 Sponsor with NALA, please complete the [2025 NALA Conference & Expo Online Exhibitor/Sponsor Form](#).

If you have additional questions, contact [Bill Spilman](#).

Tier 2 Sponsorship Packages

All packages include Exhibitor Booth

Registration Happy Hour

\$7,500 - (1 available) Must be an Educational Institution or Association. Includes Standard Exhibitor Package

Become the **registration happy hour sponsor** and elevate your brand exposure. This is during the evening before conference and is in a relaxed and welcoming setting in the expo hall! It is a fantastic opportunity to highlight your organization without the pressure, as attendees unwind, network, and connect with conference exhibitors in a comfortable environment. With around **50%** of conference participants attending the registration happy hour, your brand will be front and center as they mingle and enjoy the event. NALA will boost your reach with a cheerful conference app message highlighting your sponsorship. Note that this sponsor receives the standard exhibitor package plus happy hour sponsorship signage. Do not miss the chance to make an impression in a laid-back atmosphere, fostering genuine connections with potential students and association members. Cheers to boosting your school's presence in a stress-free and enjoyable prelude to the conference!

Affiliate Showcase

\$7,500 (1 available) Includes Standard Exhibitor Package

Gear up for the highlight of the NALA Conference & Expo. Be the star sponsor of the **NALA Affiliate Showcase!** This lively evening celebration is well attended and one of our conference attendees' favorites. It brings together 62 NALA Affiliated Associations from across the nation, and your brand could steal the show. Benefits of this sponsorship include a designated sponsor table at the event, recognition at the day one opening session, and a 7-minute opportunity to have a representative introduce themselves and welcome conference attendees to the Annual Affiliated Associations Meeting. Shout it out to all attendees through a cheerful conference app message. Note that the standard exhibitor package is only included when sponsored by one exclusive sponsor. Event sponsorship special signage is included. Do not miss your chance to be the life of the party.

Tier 2 Sponsorship Packages (*Continued*)

Evolution of the Paralegal Profession Opening/ Introduction Session Sponsor

\$7,500 (1 available) Includes Standard Exhibitor Package

Be the star of the show by **sponsoring** the special speaker at the NALA Conference & Expo Opening Session! Introduce the keynote speaker and captivate all in-person attendees with a 5-minute introduction by your company's representative. Benefits also include a cheerful conference app message promoting this sponsorship, conference ribbons, and standout sponsorship signage. Do not just sponsor. Steal the spotlight and leave an impression beyond the applause!

Day One Lunch Sponsor

\$7,500 (1 available) Includes Standard Exhibitor Package

Seize the spotlight on **Day One as the Lunch Sponsor** at the NALA Conference & Expo! Picture a high-energy lunch event with a massive audience, broadcast live for virtual exposure. Your company gets an exclusive 5-minute introduction during NALA's Annual Membership Meeting, welcoming attendees and introducing NALA's CEO. Note that this sponsor receives the standard exhibitor package plus event sponsorship signage. Do not just sponsor lunch. Become the talk of the table on day one!

Breakfast Sponsor

\$3,000 (2 available) Includes Standard Exhibitor Package

Start the day right and sponsor breakfast in the grand foyer, making your brand the morning hero. As a sponsor, enjoy special signage and shout-outs during the lively morning conference opening. NALA will boost your reach with a cheerful conference app message highlighting your sponsorship. Note that **breakfast sponsors** receive the standard exhibitor package plus breakfast sponsorship signage. This sponsorship offers a prime opportunity for impactful exposure and direct engagement. Secure one of the three **breakfast sponsorships** and make every morning memorable for conference participants!

Tier 2 Sponsorship Packages *(Continued)*

Refreshment Break Sponsor

\$2,500 (3 available) Includes Standard Exhibitor Package

Revitalize conference-goers' spirits by becoming an official **refreshment break sponsor**! With three breaks available, your brand can be the talk of the event. As a sponsor, relish special signage and shout-outs during the lively morning conference opening. NALA will boost your reach with a cheerful conference app message highlighting your sponsorship. Note that refreshment sponsors receive the standard exhibitor package plus refreshment sponsorship signage. This sponsorship guarantees prime visibility and a chance to bring joy to conference-goers.

[2025 NALA Conference & Expo Online Sponsor/Exhibitor Form](#)

If your company is interested in becoming a Tier 2 Sponsor with NALA, please complete the [2025 NALA Conference & Expo Online Exhibitor/Sponsor Form](#).

If you have additional questions, contact **Bill Spilman**.

A La Carte Sponsorships

Exhibitor Booth Not Included



Our **A La Carte Sponsorships** are an array of a la carte advertising opportunities that do not include exhibitor space. These additions provide your company with high exposure throughout the conference, enhancing your ability to engage and ensure your brand stands out. Take a closer look and elevate your presence at the conference with these impactful opportunities. To register for any of the following special additions, please complete the **2025 NALA Conference & Expo Online Exhibitor/Sponsor Form**. To learn more, visit our website [here](#). If you have additional questions, contact **Bill Spilman**.

Conference Tote Bag



\$5,000 (1 available)

Sponsoring the **conference tote bag**, co-branded prominently with NALA, offers enduring visibility and brand exposure. Given to all attendees at check-in, these bags become mobile billboards throughout the event and beyond. The co-branding with NALA enhances your brand's prestige and aligns it with a respected partner. This sponsorship ensures both immediate impact and lasting impressions, making it a strategic investment for widespread and continuous brand recognition.

Lanyard

\$5,000 (1 available)

Sponsoring the **conference lanyard**, co-branded prominently with NALA, offers unparalleled advertising benefits. As a must-wear accessory for all attendees, your logo becomes a visible and integral part of the conference experience. This strategic placement ensures maximum brand visibility, association with a reputable partner, and heightened recognition among engaged audiences.

Photo Booth



\$5,000 (1 available)

Elevate your brand visibility and engagement by becoming the exclusive sponsor of NALA's **Photo Booth experience**. With your logo co-branded with NALA's and prominently displayed on our *Facts & Findings* photo booth, in-person attendees enjoy magazine cover moments, creating shareable memories that amplify your brand across social media platforms. Join us in making your brand an unforgettable part of the NALA Conference & Expo.

A La Carte Sponsorships (*Continued*)

Conference Tote Bag Insert

\$600 (no limit on availability)

Your company may include one brochure or promotional item inside the conference registration bag that is given to all attendees. On-site representatives and other acknowledgments are not included with this option. Your company is responsible for the design, purchase, and delivery of the promotional item to NALA by **May 31, 2025**.

LeadCapture License

\$249 or \$200 Early bird (12 available)

You will want to be sure and capture digital leads at the conference using the Cvent app. With this feature, exhibitors can effortlessly gather attendee contact details through the swift scan of a QR code, whether it is in physical or digital form. This ensures precise data collection, saving staff from the discomfort of misplaced business cards. Plus, exhibitors have the flexibility to include personalized qualifying questions using custom fields.

Conference App Splash Page



\$3,500 (1 available)

Experience unparalleled brand exposure with the exclusive conference app splash page sponsorship. Have your ad prominently featured when attendees open our conference app. With thousands of tech-savvy professionals accessing the app frequently throughout the event, your brand will be at the forefront of their minds. Attendees use the app to access sessions and materials, craft their schedules, and connect with other conference goers. Do not miss this prime advertising space! Secure your sponsorship today and take advantage of this unique opportunity to showcase your brand to a highly-engaged audience.

Conference App Home Page Promotional Video

\$3,500 (1 available)

Be the star of the show with our [conference app home page promotional video sponsorship](#), where your video ad takes center stage on the home page of our conference app. Gain maximum visibility and captivate attendees with your brand message. With this prime placement, hundreds of attendees will see your video ad, ensuring broad, high-impact reach. Do not miss this chance to showcase your brand to a targeted audience of legal professionals. Secure your spot now to elevate your brand presence.

A La Carte Sponsorships (*Continued*)

Morning Wellness Yoga Session Sponsor

\$1,000 (1 available - Friday)

Sponsor a refreshing **morning yoga session**, designed to relax, and invigorate conference attendees. Your brand will be prominently featured on all yoga-related materials, including signage and schedules, with opportunities for you to provide additional branded items like mats or water bottles. **This sponsorship aligns your brand with health and wellness**, offering direct engagement and positive exposure as attendees begin their day refreshed and ready for a full day of professional development.

Morning Wellness Walk: Connect With Nala Attendees

\$1,500 (1 available - Friday)

Sponsor a guided morning wellness walk along the scenic 1.5 mile path at the conference hotel, **led by representatives from your organization and NALA**. Your brand will be prominently featured on all walk-related materials, including signage and schedules, with opportunities for you to provide sunglasses, a water station, or distribute other wellness-themed items. This sponsorship offers direct interaction with attendees, aligns your brand with health and wellness, and creates positive exposure as participants start their day refreshed and energized for the conference ahead.

Dedicated Jitney Shuttle: Drive Visibility and Connection

\$7,500 (1 available)

Become the exclusive sponsor of the NALA Conference Jitney Shuttle, providing convenient **transportation for attendees and their families** to key Atlantic City destinations, including the boardwalk, mall, Caesars, and Tropicana. Your logo will be prominently displayed inside and outside the shuttle, making a lasting impression on attendees and passersby over **seven full days**. This sponsorship aligns your brand with convenience and community, ensuring attendees associate your organization with memorable and hassle-free conference experiences. Don't miss this unique opportunity to showcase your brand while keeping attendees and their families moving seamlessly through their Atlantic City adventures!

A La Carte Sponsorships (*Continued*)

NALA's Social Media Post 25-45 days Pre-Conference

Single Occurrence - \$525 (10 available)

Promote your brand with an exclusive post on NALA's social media channels 45-25 days before the conference. Reach a targeted audience of legal professionals, build pre-conference buzz, and amplify your visibility. This sponsorship ensures your brand is top-of-mind, driving engagement and setting the stage for meaningful connections at the event. [Click here](#) to start.

[2025 NALA Conference & Expo Online Sponsor/Exhibitor Form](#)

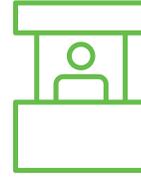
If your company is interested becoming a sponsor/exhibitor with NALA and would like to add on an array of A LA Carte Sponsorships, please complete the [2025 NALA Conference & Expo Online Exhibitor/Sponsor Form](#).

If you are not exhibiting at the conference but would still like to be an A La Carte Sponsor please con contact [Bill Spilman](#).

Standard Exhibitor Package

Early Bird - Standard Exhibitor Package

\$1,500 Registration Ends April 30



The 2025 NALA Conference & Expo is the ultimate gathering to directly connect with paralegals, the true influencers and users of your products and services. This event stands as the singular occasion each year where you can make an impression on this vital audience.

To maximize your exposure and the benefits of your support, we encourage you to register at the discounted early bird rate by April 30, 2025. Early registration ensures your logo will be featured on conference signage and materials. If you are interested in becoming a conference exhibitor, check out our [Sponsor/Exhibitor Opportunities Matrix](#) to see what is included in this package. To learn more, visit our website [here](#). If you have additional questions, contact [Bill Spilman](#).

Standard Exhibitor Package

\$1,800 Registration May 1-31

The standard exhibitor registration rate is \$1,800, and closes on May 31, 2025, or when all spaces are sold out. **Please note:** Registrations received after April 30, 2024 may not be included in conference signage and materials.

Act early to secure your exhibitor space and enjoy a prime location!

Registration

Please complete the [2025 NALA Conference & Expo Online Exhibitor/Sponsor Form](#) to register. Registration must be received no later than April 30, 2025, for any exhibitor-branded material to be ready for the conference. If you register after this date, we cannot guarantee your information will be included in conference signage and materials. If you have additional questions, contact [Bill Spilman](#).

Expo Hall Hours

Wednesday, July 09, 4:00 p.m. - 6:00 p.m. (Preregistration & Happy Hour)

Thursday, July 10, 7:30 a.m. - 5:00 p.m.

Standard Exhibitor Package

Continued

Attendee Interaction

The attendee registration list with email addresses is provided to exhibitors upon request. The 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 app when available.

Payment

Once NALA receives your registration, a link will be sent to you to complete your payment. Registration is not considered complete until receipt of payment. As a vendor, you MUST be registered with NALA (no representation or solicitation will be allowed without completed registration).

[2025 NALA Conference & Expo Online Sponsor/Exhibitor Form](#)

If your company is interested in becoming an exhibitor with NALA, please complete the [2025 NALA Conference & Expo Online Exhibitor/Sponsor Form](#).

If you have additional questions, contact [Bill Spilman](#).