

# 2024 Media Kit



**Partner with NALA, Grow with NALA**

# Table of Contents

|   |          |
|---|----------|
| <b>About NALA</b>   | <b>3</b> |
| <b>Year-Round Advertising Opportunities</b>                 | <b>4</b> |
| Print Opportunities   | 4        |
| Digital Opportunities                                       | 4        |
| <b>NALA Conference &amp; Expo Sponsors &amp; Exhibitors</b> | <b>7</b> |
| Sponsorship Packages  | 8        |
| Exhibitor Booth Package                                     | 12       |
| A La Carte Sponsorships                                     | 13       |

## 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 17,000 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**, and the **Paralegal Resource Directory**, 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 garner an impressive 121,000 monthly page views, accumulating to 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!

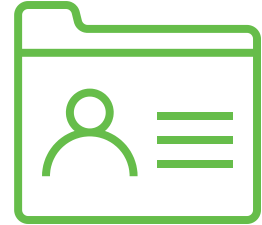


## Digital Opportunities *(Continued)*

### NALA's Paralegal Resource Directory

#### **\$750 or \$375 for Conference Exhibitors**

Boost your organization's visibility in [NALA's Paralegal Resource Directory](#). Secure your spot for just \$750 annually, gaining a prominent logo, a compelling 100-word introduction, and a direct website link. Do not miss out—connect with paralegal professionals, elevate your presence in the legal community, and unlock countless opportunities. Join our directory now!



### 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.



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's hybrid nature, hosting 400 in-person attendees and 500+ virtually, ensures broad and long-term visibility. As the largest 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 in-person 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 **2024 NALA Conference & Expo** from July 11-13 in Louisville, Kentucky, as a gold, silver, or bronze 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.

If your company is interested in becoming a **NALA Conference & Expo sponsor**, please visit our **website**, complete the **2024 NALA Conference & Expo Online Exhibitor/Sponsor Form**. If you have additional questions, contact **Bill Spilman**.

# Sponsorship Packages

*All packages include Exhibitor Booth*



## Platinum Sponsor

### Customized Package (1 available)

Secure your brand's prominence by becoming **NALA's Platinum Sponsor** for the annual Conference & Expo—an exclusive opportunity available only until December 5 of the preceding year. As a Platinum Sponsor, your reach starts with the launch of our extensive 11-month NALA Conference & Expo campaign, beginning during the current 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 December 5!

## Gold Sponsor

### \$10,000 (3 available)

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 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)

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 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.



## Sponsorship Packages (*Continued*)

### Bronze Sponsor

**\$5,000 (5 available)**

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 Matrix [here](#). Enhance your impact at the conference while aligning with NALA's mission within a budget that suits your needs!

### Breakfast Sponsor

**\$4,500 (3 available) Includes Standard Exhibitor Package**

Start the day right and sponsor breakfast in the exhibit hall or 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!

### Refreshment Break Sponsor

**\$4,500 (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.

## Sponsorship Packages *(Continued)*

### Registration Happy Hour

#### **\$7,500 (1 available) 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! It is a fantastic opportunity to highlight your business without the pressure, as attendees unwind and connect 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 clients and collaborators. Cheers to boosting your business presence in a stress-free and enjoyable prelude to the conference!

### 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 10-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!

### Affiliate Showcase

#### **\$7,500 (1 Exclusive sponsor with Standard Exhibitor Package) or \$8,000 (2 Co-Sponsors at \$4,000 each. Does not include 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 68 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.

## Sponsorship Packages *(Continued)*

### Keynote Speaker Opening/Introduction Session Sponsor

#### **\$5,000 (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 10-minute introduction by your company's representative. Benefits also include a cheerful conference app message promoting this sponsorship, conference ribbons, a complimentary listing in the Paralegal Resource Directory, and standout sponsorship signage. Do not just sponsor. Steal the spotlight and leave an impression beyond the applause!

Become a NALA Sponsor today! [2024 NALA Conference & Expo Online Exhibitor/Sponsor Form](#)

# Exhibitor Booth Package

## Standard Exhibitor Package

**\$1,500 prior to June 1st, then \$1,800**



The 2024 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. If you are interested in becoming a conference exhibitor, check out our [Sponsor/Exhibitor Matrix](#) to see what is included in this package. To learn more, visit our website [here](#). If you have additional questions, contact [Bill Spilman](#).

### Registration

Please complete the [2024 NALA Conference & Expo Online Exhibitor/Sponsor Form](#) to register. Registration must be received no later than May 1, 2024, for any sponsor-branded material to be printed and ready for the conference. If you register after this date, we cannot guarantee your information will be included in the printed offerings. If you have additional questions, contact [Bill Spilman](#).

### Expo Hall Hours

Thursday, July 11, 7:30 a.m. - 5:00 p.m.

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

### 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 platform 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).

## 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 in-person 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 **2024 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 in-person 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 in-person 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 on-site 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 **June 1, 2024**.

### 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.

### Affiliate Showcase

#### **\$8,000 Total 2 Co-Sponsors at \$4,000 each**

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 68 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 the 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.

### Paralegal Directory Listing

#### **\$750 or \$375 for Conference Exhibitors (no limit on availability)**

Elevate your organization's visibility by being featured in NALA's esteemed [Paralegal Resource Directory](#). For an annual investment of \$750, you can claim your spot in this exclusive directory. [Click here](#) to seize the chance to connect with paralegal professionals and enhance your presence in the legal community. Join our directory today and unlock a multitude of opportunities!

## A La Carte Sponsorships (*Continued*)

### 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 regularly use the app to access sessions and materials, craft their schedules, and connect with other conference goers. Do not miss out on 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.

[Register today and complete the 2024 NALA Conference & Expo Online Exhibitor/Sponsor Form](#)