NALA - The Paralegal Association 2024 Conference & Expo Sponsorship/Exhibitor Opportunities

	Tier 1 Sponsorship Packages					Tier 2 Sponsorship Packages						Exhibitor
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Standard exhibit space package	Х	Х	х	х	х	х	х	х		х	х	
Exhibitor space upgrade to 8'x20'	x											
Free Paralegal Resource Directory website listing, includes company description, logo, and link to website	х	х	х			х	х	х		x		
Sponsor ribbons for staff attending event	х	х	х			х	х	х		х		
Conference bag insert	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	x	x	х	
Conference web page - listed as sponsor/exhibitor	х	х	х	х	х	х	х	х	х	x	х	
Full corporate ad on conference ad loop during conference	х	х										
Conference tee shirt with your company logo on the back (Shared space for Gold)	х											
Sponsor event signage, acknowledgement, conference app push notification				х	х	х	х	х	х	х		
Napkins with logos				x	х	x		x	х			
Corporate ad - one social post 45-30 days prior to conference	х	х										
Corporate ad - one social post - post-conference	х											
eBlasts - 2 corporate ad <u>email</u> blasts to 100K distribution list (sponsor provides ad of their choosing). Distributed twice: 60 days and 30 days preconference or 30 days pre-conference and 1 week post-conference.	x											
eBlast - 1 corporate ad <u>email</u> blast to 100K 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									
Conference program ad (print) distributed during conference	1/2 Page	1/4 Page										
Special recognition in post-conference video	х											
Tickets for conference day 1 lunch	4	2	1									
On-site Signage identifying Tier 1 and 2 sponsorship	Gold	Silver	Bronze	х	x	x	х	x	x	x		
On-site Signage identifying exhibitors	х	х	х	х	х	х	х	х		x	х	
Attendee list	х	х	х	х	х	х	х	х		х	x	
Additional Discount off of Conference A La Carte Additions	25%	15%	10%									
LeadCapture license	1	1										

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A La Carte	Shift's Conference	Tote Basi Listage Lil	, is parti	ger \$5 day (1)	ede for land	established to the state of the	an salest LI	orke lider Padilet de Latit	30 April 1905 feet
Paralegal Resource Directory website listing, includes company description, logo, and link to website								x	NALA 2024 Conference & Expo
One brochure or promotional item in conference bag				х					Sponsorship Opportunities
Logo co-branded with NALA's on lanyard		х							Louisville Marriott Downtown
Logo co-branded with NALA's on tote bag	х								Louisville, KY July 11 - 13
Logo co-branded with NALA's on Facts & Findings photo booth			x						Contact:
LeadCapture License					х				Bill Spilman bill@innovativemediasolutions.com 309-483-6467
Ad appears when conference app is opened						х			303-463-0407
Video promo plays on home page of conference app							х		