



## PARTNER WITH NALA

**nala.org**

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**N** NALA



## About NALA

When you advertise with NALA, the nation's largest para-legal association, you gain access to a nationwide network of legal professionals seeking solutions like those your company provides. Our community of more than 15,000 members includes paralegals, attorneys, students, and educators. Members and nonmembers look to NALA for insights and growth through our website, social media, CLE offerings, annual conference, and other opportunities. Click [here](#) to explore the benefits of advertising with NALA.



## Why Partner with NALA?

NALA is a trusted hub for paralegals seeking resources and professional development. Advertising with us showcases your offerings to a receptive audience, boosting brand recognition and product adoption. Paralegals not only use legal products and services but also serve as trusted advisors with the power to influence purchasing decisions.

## HERE IS A SNAPSHOT OF NALA'S REACH AND IMPACT.



eBlast Reach  
Over 70k



Over 15k  
Members



120k Average  
Monthly Website Views



Over 49k  
Followers



Over 15k  
Followers



Over 400  
Conference Attendees



# YEAR-ROUND ADVERTISING OPPORTUNITIES

## Print

### *Facts & Findings* Quarterly Magazine

**Starts at \$545**

NALA's award-winning magazine has a quarterly distribution of more than 6,500 people, including paralegals, attorneys, students, and educators. Subscribers receive both print and digital copies. Choose from cover, full-page, half-page, and quarter-page ads. Access discounted rates when you purchase two, four, or eight ads at a time. Explore pricing and placement [here](#).



## Digital

### Monthly Member eNewsletter

**Starts at \$1,430 for a 12-month spot**

Every month, NALA sends an eNewsletter to our members, averaging 5,200 recipients with a 54% open rate. Choose from seven spots within five ad sections. All ads have linked graphics, and some options include content. You get to provide your own ad within the specifications. While most ad spaces require a 12-month commitment, there is a two-month spot available to allow you to test how your product or service resonates with NALA members. Explore pricing and placement [here](#).



## Website

**Starts at \$440**

NALA's website boasts an impressive 120k average monthly views, with 29k monthly users, which comes to about 1.4 million annual views. You can advertise on our website in any of three prominent locations: the leaderboard, the left skyscraper, or the right skyscraper. Each space is available in three, six, and 12-month slots. Explore pricing and placement [here](#).



## Digital (continued)

### eBlasts

#### Starts at \$1,400

With an email list of over 70,000 contacts, NALA's targeted eBlasts reach a vast audience of legal professionals. Select from single, quarterly, or monthly options that provide value and visibility. Save 20% when you purchase the quarterly or monthly package. For each email, you provide a graphic and up to 100 words. Availability is limited to six eBlasts per month, so lock down your spot now. Explore pricing and specifications [here](#).

### Live CLE Webinar Sponsor

#### Starts at \$750

Every year, NALA hosts dozens of live CLE webinars on a variety of substantive, non-substantive, technology, and legal ethics topics. By sponsoring a live webinar, you are supporting content that NALA has already developed and scheduled. Your logo will be prominently displayed in promotional materials and throughout the presentation, and your name with a link to your website will appear on the webinar's purchase page.

Each live webinar is also made available on-demand for at least one year, giving your sponsorship extended visibility. Sponsorship options include a single live webinar for \$750 or a discounted bundle of four for more than 25% off. You can also maximize your exposure by sponsoring a free-for-members webinar, which is discounted for nonmembers, for \$1,500. With over 5,000 members, these quarterly sessions often reach max capacity live and receive hundreds of on-demand views. Explore your options [here](#).

### NALA's Paralegal Resource Navigator

#### Pay per lead – No upfront cost

The Paralegal Resource Navigator is a place where you can share your assets with legal professionals pursuing professional development. With no upfront costs, you simply share your material, such as a case study or eBook, on the website. It appears in a searchable, sortable list of resources. To access your tool, users must provide their contact information. You only pay for each warm lead you receive. NALA promotes the Paralegal Resource Navigator through our social media and emails, and it is linked at the top of our website. Explore the possibilities [here](#).



## Digital (continued)

### NALA's Solutions Hub

#### Starting at \$750

The Solutions Hub is your gateway to year-round visibility with an engaged legal audience. With three flexible listing options, you can put your company front and center in an exclusive online directory. Elevate your brand by showcasing your logo, company profile, and resources. Enjoy enhanced placement and other unique benefits with a higher-tier listing. To ensure influential paralegals see your company, NALA promotes the Solutions Hub through our website, social media, and email campaigns. Explore details and pricing [here](#).

### Social Media Marketing

#### Starting at \$525

With 15,000 Facebook followers, nearly 50,000 LinkedIn followers, and engagement rates exceeding industry standards, NALA's social media boasts an impressive reach within the legal field. Choose from single, quarterly, or monthly post options that offer value and visibility. Save more than 30% with the monthly package. For each post, you provide a graphic and up to 100 words. With our packages, you can choose to repost or submit new material. Explore pricing and specifications [here](#).

### Get Started Today!

If you are interested in any of our year-round sponsorship opportunities, select your preferences and fill out our [form](#).



# NALA CONFERENCE & EXPO SPONSORS AND EXHIBITORS

The NALA Conference & Expo is the nation's largest gathering of paralegals and legal professionals, attracting an average of 400 to 500 attendees annually. With months of strategic pre-event marketing and extensive on-site exposure, sponsors and exhibitors gain continuous visibility and access to a diverse legal audience. Enhance your impact with our A La Carte Sponsorships, designed to maximize brand recognition throughout the conference. Explore our advertising opportunities to find the best match for your goals.

## EXHIBITORS

Exhibiting at the NALA Conference & Expo puts your company in front of a nationwide network of legal professionals who influence decisions in their workplaces. During dedicated Expo Hall hours, attendees are eager to explore vendors and discover solutions. You have the opportunity to provide them with an interactive experience that sets your brand apart, sparks meaningful conversations, and builds lasting relationships.

## Standard Exhibitor Package

**Before April 30: \$1,500 – May 1-31: \$1,800**

*Registrations received after April 30 may not be included in printed conference materials.*

Exhibitors receive the following benefits:

- Standard exhibit space with two chairs and a table
- Logo on the printed conference program that is distributed at conference
- Conference promotional emails listing all exhibitors
- Conference web page listing all exhibitors
- On-site signage identifying exhibitors
- Attendee list (available upon request for one mailing)
- Complimentary Lead Retrieval

You can find the Expo Hall hours and Exhibitor Cancellation Policy on our website.

## Get Started Today!

If you are interested in becoming an exhibitor, please fill out our [form](#). If you have any questions, please email [advertising@nala.org](mailto:advertising@nala.org).





## SPONSORS

Sponsorship at the NALA Conference & Expo goes beyond exhibiting to amplify your visibility and reach. As a sponsor, your company can connect with a national audience of influential legal professionals while enjoying exclusive benefits that position you as a trusted leader in legal services.

### Discover Sponsorship Opportunities

If you are interested in any of our conference sponsorship opportunities, select your preferences and fill out our [form](#). If you have any questions, please email [advertising@nala.org](mailto:advertising@nala.org).

## Signature Sponsorship Packages

*Include the Standard Exhibitor Package and the following benefits:*

### Gold Sponsor

**\$10,000 (1 available)**

The highest sponsorship level provides you with peak prominence before and during the conference. The Gold Sponsor receives these exclusive perks:

- Exhibitor space upgrade to double booth
- Two corporate social media ads (one 30-45 days prior, one after conference)
- Full corporate ad on conference ad loop during conference
- Quarter-page ad printed in the program that is distributed at conference
- Three lunch tickets during the Annual Membership Meeting
- 25% discount on conference A La Carte Sponsorships
- Conference tote bag insert
- Sponsor ribbons for staff attending the conference
- Sponsor event signage, acknowledgement, and conference app push notification





## Silver Sponsor

**\$7,500 (3 available)**

This reputable sponsorship provides excellent visibility before and during the conference. Silver Sponsors receive these added advantages:

- Corporate social media ad (one 30-45 days before conference)
- Full corporate ad on conference ad loop during conference
- Two lunch tickets during the Annual Membership Meeting
- 15% discount on conference A La Carte Sponsorships
- Conference tote bag insert
- Sponsor ribbons for staff attending the conference
- Sponsor event signage, acknowledgement, and conference app push notification

## Bronze Sponsor

**\$5,000 (3 available)**

This accessible sponsorship enhances your visibility before and during the conference. Bronze Sponsors receive these extras:

- Corporate social media ad (one 30-45 days before conference)
- One lunch ticket during the Annual Membership Meeting
- Conference tote bag insert
- Sponsor ribbons for staff attending the conference
- Sponsor event signage, acknowledgement, and conference app push notification

## Spotlight Sponsorship Packages

*Include the Standard Exhibitor Package and the following benefits:*

- Sponsor ribbons for staff attending the conference
- Sponsor event signage, acknowledgement, conference app push notification
- Napkins with logo



## Spotlight Sponsorship Packages (Continued)

### Opening Breakfast Reception

**\$7,500 (1 available)**

Gain prime exposure as the exclusive sponsor of the Opening Breakfast Reception in the Expo Hall! Your brand will be front and center as attendees start the day, mingle, and connect in a relaxed setting. This is an ideal opportunity to showcase your organization in a friendly, approachable environment.

### Affiliate Showcase

**\$7,500 (1 available)**

Enhance your visibility as the exclusive sponsor of the Affiliate Showcase. This popular event brings together NALA Affiliated Associations to connect with attendees from across the nation. Take advantage of this opportunity to highlight your brand to an engaged audience in a vibrant atmosphere.

### Opening/Keynote Session Sponsor

**\$7,500 (1 available)**

***This sponsorship does not include napkins.***

Take center stage as the exclusive sponsor of the Opening/Keynote Session. This event welcomes all attendees to the official kickoff of conference, featuring a warm welcome from NALA leadership. Do not miss this opportunity to position your brand front and center and make a lasting impression on attendees.

### Lunch Sponsor

**\$7,500 (1 available)**

Step up as the exclusive sponsor of lunch during the Annual Membership Meeting. This event brings together hundreds of NALA members for a meal, networking, and important updates. Showcase your brand and connect with an engaged and enthusiastic audience.



## Spotlight Sponsorship Packages (continued)

### Breakfast Sponsor

**\$3,500 (2 available)**

Start the day off right as a breakfast sponsor. With only three sponsorships available, you will receive amplified exposure among attendees who come by for their morning pick-me-up. Make the most of this opportunity to feature your brand at breakfast with special signage and logo napkins.

### Refreshment Break Sponsor

**\$2,500 (3 available)**

Elevate your presence as a refreshment break sponsor. In between sessions, attendees enjoy taking a brain break and grabbing a snack in the provided refreshment areas. Maximize your reach with prominent signage and branded napkins.

### Get Started Today!

If you are interested in becoming a conference sponsor, select your preferences and fill out our [form](#). If you have any questions, please email [advertising@nala.org](mailto:advertising@nala.org).

## A La Carte Sponsorships

*Standard Exhibitor Package Not Included*

These opportunities can be combined with other sponsorships or purchased separately. Gold and Silver sponsors receive a discount on A La Carte additions.

### T-Shirt Sponsor

**\$6,500 (1 available)**

Put your brand front and center with your logo alongside NALA's on our official conference shirts for all attendees. Expand your reach beyond conference when attendees wear their shirts during work, outings, and errands. The shirt will also be available for sale on NALA's website following the conference.

**The deadline for this opportunity is March 15th.**



## A La Carte Sponsorships (Continued)

### Conference Tote Bag

**\$5,000 (1 available)**

Showcase your brand on a conference staple. Your logo will be featured with NALA's on the attendee tote bags. Combine immediate impact with lasting visibility when attendees take their tote back home, using it for the beach, the gym, or the shops.

### Lanyard

**\$5,000 (1 available)**

Boost your exposure with a popular conference accessory. Display your logo along with NALA's on the attendee lanyards, proudly used to hold badges and ribbons. Maximize your visibility with this popular accessory that endures beyond conference.

### Photo Booth

**\$5,000 (1 available)**

Enhance your exposure as attendees capture their conference pride at the photo booth. By showcasing your brand's logo with NALA's, you'll gain amplified visibility on-site and online when attendees share their photos.

### Conference Tote Bag Insert

**\$600 (no limit on availability)**

Elevate your brand with an insert in the attendee tote bag. Provide one promotional item, such as a brochure or pamphlet, to be included. Every tote contains swag items, creating a gift-like experience for attendees. Your insert will be one of the first things they see, allowing your brand to make an immediate and lasting impression.

**NALA must receive your insert by May 31st.**

### Get Started Today!

If you are interested in one or more A La Carte conference sponsorships, select your preferences and fill out our [form](#). If you have any questions, please email [advertising@nala.org](mailto:advertising@nala.org).

**NALA LOOKS FORWARD TO  
COLLABORATING WITH YOU!**



# NNALA