



2002 Annual Conference

justice in *action*

EXHIBITION & SPONSORSHIP OPPORTUNITIES

November 13-16, 2002
Milwaukee, Wisconsin



NLADA Annual Conference

NLADA's Annual Conference, the only annual national event for civil legal aid and indigent defense attorneys, offers a variety of sponsorship and exhibiting opportunities designed to give your organization deep exposure and an excellent base for market exchange and sourcing. Establish an exhibit for interaction and demonstrations outside main session rooms. Market your expertise in a featured information session during the conference. Raise company awareness by hosting a conference special event, breakfast or refreshment break. Insert a company page – advertisement or corporate profile – in the conference program book. Do one, all, or a combination.

NLADA

The National Legal Aid & Defender Association (NLADA), founded in 1911, is the oldest and largest national, nonprofit membership organization devoting all of its resources to promoting justice for all in the United States. NLADA champions effective legal assistance for low-income people, serves as a collective voice for both civil legal aid and public defense services throughout the nation and provides a wide range of services and benefits to its individual and organizational members.

NLADA's Annual Conference

NLADA's Annual Conference is the leading national training event of the year for the civil legal aid, indigent defense and public interest communities. The goal of this national gathering is to promote justice for all by offering advocates the latest knowledge and professional skills to enable them to meet the legal needs of low-income people. The conference also provides equal justice advocates with opportunities to meet and exchange ideas with colleagues from across the country and to fulfill continuing legal education requirements. The Exhibitor Showcase at the conference provides a forum for members to stay informed about the latest products and services available in the legal community. The conference annually draws more than 700 equal justice professionals from across the nation.

Who Attends the NLADA Annual Conference?

- ★ Executive directors and program managers of civil legal aid organizations
- ★ Chief defenders and public defenders in federal, state and local defender offices
- ★ Pro bono program coordinators of bar associations, law firms and corporations
- ★ Bar association leaders
- ★ Public interest lawyers
- ★ Private attorneys
- ★ Corporate counsel
- ★ Judges and other court representatives
- ★ Federal, state and local government staff attorneys
- ★ Law school clinicians
- ★ Executive directors and program managers of social service organizations
- ★ Legal services advocates throughout the nation

Why Participate in the NLADA Annual Conference?

- ★ To reach a diverse audience of more than 700 public interest lawyers and advocates
- ★ To showcase your products and services that can help provide vital legal services to low-income individuals and families
- ★ To gain focused access to a highly influential group of equal justice professionals from across the nation
- ★ To build relationships with decision makers in the equal justice community
- ★ To build image and greatly increase the recognition of your product or services within the community
- ★ To learn more about the equal justice community by meeting the key community leaders
- ★ To improve your relationship with existing customers
- ★ To network and have in-depth discussions with qualified prospects in a relaxed business environment

TENTATIVE SCHEDULE OF EVENTS

Location

Hilton Milwaukee City Center
Milwaukee, Wisconsin



Wednesday, November 13

2:00 pm – 5:00 pm Conference Registration
2:00 pm – 5:00 pm Exhibitor Showcase
3:30 pm – 4:15 pm Orientation for First-time Attendees
4:30 pm – 5:00 pm Meeting of the Members
5:00 pm – 8:00 pm Opening Assembly and Reception

Thursday, November 14

7:30 am – 8:30 am Continental Breakfast
7:30 am – 5:30 pm Exhibitor Showcase
8:30 am – 10:00 am Caucuses
10:30 am – Noon Sessions
Noon – 1:30 pm Lunch
1:30 pm – 3:00 pm Sessions
3:00 pm – 3:30 pm Refreshment Break
3:30 pm – 5:00 pm Sessions
6:30 pm – 8:00 pm Host Committee Reception
8:00 pm – 12:00 am Dance

Friday, November 15

7:30 am – 8:30 am Continental Breakfast
7:30 am – 5:30 pm Exhibitor Showcase
8:30 am – Noon Sessions
Noon – 1:30 pm Lunch
1:30 pm – 3:00 pm Sessions
3:00 pm – 3:30 pm Refreshment Break
3:30 pm – 5:00 pm Sessions
6:00 pm – 7:00 pm Awards Reception
7:00 pm – 9:00 pm Awards Banquet

Saturday, November 16

7:30 am – 8:30 am Continental Breakfast
7:30 am – Noon Exhibitor Showcase
8:30 am – Noon Section Meetings
8:30 am – Noon Sessions

**DON'T MISS THE OPPORTUNITY TO ASSOCIATE YOUR ORGANIZATION
WITH THE SUCCESS OF NLADA'S RENOWNED ANNUAL CONFERENCE.
SPACE IS LIMITED. RESERVE YOUR SPACE TODAY!**

For more information, please contact Mizue Suito, NLADA Director of Development,
at 202-452-0620, ext. 217 or m.suito@nlada.org.

NLADA UPCOMING TRAINING EVENTS

Throughout the year, NLADA sponsors comprehensive, affordable training programs designed to promote excellence in the delivery of legal services. Each year, thousands of civil legal aid and indigent defense professionals attend NLADA's nationally acclaimed training events and annual conference. To learn more about NLADA's training events and partnering opportunities, contact Mizue Suito, NLADA Director of Development, at 202-452-0620, ext. 217 or m.suito@nlada.org.

NDLI: New Leadership Defender Conference

September 18 to 22, 2002

Austin, Texas

An innovative management and leadership skills training for chief defender leaders

NLADA Annual Conference

November 13 to 16, 2002

Milwaukee, Wisconsin

The nation's leading summit and training conference for advocates from both the civil legal aid and the indigent defense communities.

Appellate Defender Training

December 4 to 8, 2002

New Orleans, Louisiana

The only annual hands-on workshop designed specifically for providers of indigent appellate defense services

Life in the Balance Conference

March 15 to 18, 2003

Austin, Texas

Cutting-edge death penalty litigation training for mitigation specialists, investigators and defense attorneys

Equal Justice Conference

April 9 to 12, 2003

Portland, Oregon

A conference that brings together key players of the civil justice system to strengthen partnerships for equal justice (Sponsored jointly with American Bar Association)

Visit our Web site at www.nlada.org/Training for more information.



WWW.NLADA.ORG

1625 K STREET NW,

SUITE 800

WASHINGTON, DC 20006

(202) 452-0620

CONFERENCE SPONSORSHIP OPPORTUNITIES

With a contribution to NLADA, your organization becomes an official sponsor of the 2002 NLADA Annual Conference. As such, your organization will receive high-profile recognition and exposure based upon the following sponsorship categories:

Gold Sponsor: \$25,000 (One Available) The Gold Sponsor package gives your organization prime marketing and branding opportunity and unparalleled access and exposure to all attendees before, during and after the event. Sponsorship at this level demonstrates your organization's leadership position in the equal justice community. Benefits include:

- ★ Acknowledgment at the opening assembly and an opportunity to address attendees at the opening reception
- ★ Signage rights at the opening reception
- ★ Signage rights at the conference's special event on Thursday, November 14
- ★ Opportunity to organize a press event during the conference
- ★ Your corporate profile featured on the NLADA conference Web page, with the option of a hyperlink to your Web site
- ★ Recognition of your organization's sponsorship in all future 2002 Annual Conference marketing materials
- ★ Full-page advertisement space in the conference program book (back-cover or inside back-cover)
- ★ Opportunity to include your organization's promotional insert in the conference registration packet
- ★ Opportunity to distribute a premium item
- ★ 100 complimentary drink tickets for the opening reception
- ★ Prominent display of signage in main conference rooms and conference registration area
- ★ Pre- and post-conference access to the conference registrants list
- ★ One-time free access to the NLADA membership list
- ★ Complimentary exhibit booth at a premium location with an option to hold an information session on-site during the conference
- ★ Four complimentary conference registrations, including tickets to all special events
- ★ 20% discount on the registration fees for your organization's employees
- ★ Special acknowledgment and a one-year complimentary full-page ad space in NLADA's quarterly newsletter *Cornerstone*

Silver Sponsor: \$10,000 (Two Available) The Silver Sponsor package is a powerful way to gain the attention of the decision makers in the equal justice community. It provides extremely high visibility before, during and after the event and an outstanding networking opportunity with qualified prospects. Benefits include:

- ★ Acknowledgment at the opening assembly
- ★ Signage rights at refreshment breaks
- ★ Your corporate profile featured on the NLADA conference Web page, with the option of a hyperlink to your Web site
- ★ Recognition of your organization's sponsorship in all future 2002 Annual Conference marketing materials
- ★ Full-page advertisement space in conference program book
- ★ Opportunity to include your organization's promotional insert in the conference registration packet
- ★ Opportunity to distribute a premium item
- ★ 50 complimentary drink tickets for the opening reception
- ★ Display of signage in main conference rooms and conference registration area
- ★ Complimentary exhibit booth at a premium location with an option to hold an information session on-site during the conference
- ★ Pre- and post-conference access to the conference registrants list
- ★ Two complimentary conference registrations, including tickets to all special events
- ★ 10% discount on the registration fees for your organization's employees
- ★ Special acknowledgment and one-year complimentary half-page ad space in NLADA's quarterly newsletter *Cornerstone*

Bronze Sponsor: \$5,000 (Four Available) The Bronze Sponsor package is another avenue to increase awareness of your organization to the attendees of the NLADA Annual Conference. Benefits include:

- ★ Acknowledgment at the opening assembly
- ★ Your corporate logo featured on the NLADA conference Web page, with the option of a hyperlink to your Web site
- ★ Recognition of your organization's sponsorship in all future 2002 Annual Conference marketing materials
- ★ Half-page advertisement space in conference program book
- ★ Display of signage in conference registration area
- ★ Complimentary exhibit booth with an option to hold an information session on-site during the conference
- ★ Pre- and post-conference access to the conference registrants list
- ★ Two complimentary conference registrations, including tickets to all special events
- ★ Special acknowledgment in NLADA's quarterly newsletter *Cornerstone*

Event Sponsorship Options

For organizations wishing to target specific day, materials or social events during the conference, individual event sponsorship provides an attractive option. This allows your organization to choose the desired level of involvement and exposure to attendees at the NLADA Annual Conference. The individual event sponsorship helps your organization to create a lasting impact at the NLADA Annual Conference, and it's the perfect way to increase visibility and position your organization as a leading investor in the promise of equal justice.

Opening Reception Underwriter: \$7,500 (One Available)

The Opening Reception, directly following the opening assembly on Wednesday, November 13, kicks off the Conference and draws the largest crowd. This is an excellent sponsorship opportunity as the Opening Reception is the established meeting place for conference attendees. Exclusive underwriting recognition includes acknowledgment at the opening assembly, signage at the reception and recognition and a half-page advertisement space in the conference program book. The Reception Underwriter will also receive 50 complimentary drink tickets for the reception and have the opportunity to distribute a premium item.

Awards Banquet Underwriter: \$10,000 (Two Available)

Each year at the Annual Conference, NLADA honors individuals and organizations that have made significant contributions to the effective delivery of civil legal aid and indigent defense. The Awards Banquet is the main special event of the NLADA Annual Conference. Special underwriting recognition includes signage near the ballroom entrance, an acknowledgment and a full-page advertisement space in the conference program book and recognition in the Awards Banquet program. Each Banquet Underwriter will also have the opportunity to distribute a gift at each place setting and receive 10 complimentary dinner tickets and 20 free drink tickets.

Dance Underwriter: \$5,000 (Two Available)

Thursday night's dance is the social highlight of the NLADA Annual Conference. Don't miss the opportunity to associate your organization with this exciting event! There are many ways to make this dance even more entertaining, and, as a Dance Underwriter, you will be a part of the party planning. Special underwriting recognition includes verbal acknowledgment at the dance, signage near the ballroom entrance and recognition and a full-page advertisement space in the conference program book. Each Dance Underwriter will also receive 50 complimentary drink tickets for the dance.

Breakfast Underwriter: \$2,500 (Three Available)

Be the first organization to greet the attendees each day by sponsoring breakfast. Your organization's logo will be featured on dining tables during the sponsored breakfast. The Breakfast Underwriter will also have the opportunity to distribute its literature and/or giveaways at a display table during the sponsored breakfast.

Refreshment Break Underwriter: \$2,000 (Two Available)

Sponsor a refreshment break and help make it a "fun break!" As the sponsor of a day's break, your organization's logo will be featured where the beverages and snacks are served.

ALL SPONSORSHIPS WILL BE AWARDED ON A FIRST-COME, FIRST-SERVED BASIS.

NLADA reserves the right to decline any sponsorship request for any reason.

Complete the reservation form and return no later than **October 4, 2002**

For more information, please contact Mizue Suito, NLADA Director of Development, at 202-452-0620, ext. 217 or m.suito@nlada.org.

EXHIBITION OPPORTUNITIES

The Exhibitor Showcase 2002 will be located at the Hilton Milwaukee City Center in the center of the action! Breakfast, refreshment breaks and other various events will be held in the exhibit area to attract conference attendees.

Exhibit Hours

Wednesday, November 13	2:00 pm - 5:00 pm
(Installation:	9:00 am - 2:00 pm)
Thursday, November 14	7:30 am - 5:30 pm
Friday, November 15	7:30 am - 5:30 pm
Saturday, November 16	7:30 am - Noon
(Dismantling:	Noon - 4:00 pm)

Exhibit Space and Equipment

The exhibit space is 8' x 10'. The exhibit fee includes a standard 6-foot skirted table, two chairs, one waste basket, an identification sign and a listing and product description in the conference program book. Any orders for electricity, telephone lines, Internet connections or other audio/visual needs are the responsibility of each exhibitor and should be arranged directly with the conference hotel. Please contact Jill Schneider of the Hilton Milwaukee City Center at (414) 390-8380 or e-mail jschneider@hiltonmilwaukee.com.

Special Demonstration Opportunity

For those who are interested in additional opportunities to promote their products and services and market their expertise, NLADA offers a limited number of information session slots. You can conduct a Demonstration Session to showcase your products and services or host an informal event to get to know clients and prospects. The session slots, available on a first-come, first-served basis, run concurrently with conference workshops.

Exhibition Fee Schedule

NLADA Nonprofit Member\$200
Other Nonprofit\$400
Corporate Rate\$1,000
(includes a complimentary conference registration)	
Exhibit Space plus 90-minute Demonstration Session	.. \$2,000
(includes two complimentary conference registrations)	

Space Assignment

Exhibitors will receive their display area assignments during the week of October 14, 2002. Space assignments will be on a first-come, first-served basis and will be made solely at the discretion of NLADA. NLADA reserves the right to allocate or change exhibit space at any time based on space availability or other considerations.

Cancellation

Exhibitors have the right to cancel the exhibit space by written notice to the NLADA Conference Office. Cancellations post-marked on or before October 4, 2002, will be refunded, less a \$100 processing fee. There will be no refunds after October 4, 2002. All refunds will be processed after the conference. Exhibitors must contact the hotel directly to cancel room reservations. Should an event arise that necessitates the cancellation of the conference by NLADA, 100 percent of any payment received will be refunded. NLADA shall not be liable for any consequential damages that may arise from such a cancellation.

Use of Exhibit Space

All demonstrations and distribution of circulars and materials must be confined to the limits of the exhibitor's space. All materials and activities shall be relevant to the exhibitor's products and services. The level of sound shall be kept low enough so as not to be objectionable to other exhibitors. Banners and other signage may not be affixed to hotel walls. Each exhibitor has the responsibility to ensure proper flow of traffic. No exhibitor shall assign, sublet or share the space assigned without the prior approval of the NLADA Conference Office. If such approval is given, the exhibitor shall assume full responsibility for the conduct of the assignee and all its representatives. NLADA reserves the right to curtail activities that reflect negatively on the character of the conference. This applies to displays, literature, advertising, novelties, souvenirs and conduct of personnel.

EXHIBIT SPACE IS LIMITED. RESERVE YOUR SPACE TODAY!

Exhibit space is available on a first-come, first-served basis. Complete the reservation form and return no later than **October 4, 2002** to be listed in the conference program book as an exhibitor.

Please note that exhibit space for the Annual Conference has sold out before this date in recent years.

NLADA Annual Conference • November 13 - 16, 2002 • Milwaukee, Wisconsin

PROGRAM BOOK ADVERTISING OPPORTUNITIES

An Annual Conference program book advertisement serves as a unique, economical and highly effective tool to make a big impression on conference attendees and promote your organization's products and services! Utilize it to welcome the conference attendees or run a profile of your organization and its products. Advertisers can choose a full page, half page, quarter page or business card space for the program book.

Advertisement Fee Schedule

- ★ Full Page (7" x 10") \$1,000
- ★ Half Page Vertical (3 1/2" x 10") \$750
- ★ Half Page Horizontal (7" x 4 1/2") \$750
- ★ Quarter Page Horizontal (3 1/2" x 4 1/2") \$500
- ★ Business Card (2 1/2" x 11/2") \$250

** Inside cover, inside back cover and back cover are reserved for Conference Sponsors on a first-come, first-served basis.*

Advertising Specs

Advertisements must be camera-ready print or electronically transmitted artwork. Black and white copy only. No full bleeds. All advertising artwork must be received no later than October 18, 2002.

Special Discount

If your organization is having an exhibit at the conference, you are entitled to 20% discount on a program book advertisement.

Conditions

All advertising is subject to NLADA's approval. NLADA reserves the right to reject any advertisement for any reason at any time. Publication of an advertisement does not constitute NLADA endorsement or approval of the products or services. It is understood that the advertiser will indemnify and save NLADA harmless from or against any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims of suits of libel, violation of rights privacy, plagiarism and copyright infringement.

ADVERTISEMENT SPACE IS LIMITED AND IS OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.

Complete the reservation form and return no later than **October 4, 2002.**

For more information, please contact Mizue Suito, NLADA Director of Development, at 202-452-0620, ext. 217 or m.suito@nlada.org.

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RESERVATION FORM

NLADA Annual Conference • November 13 - 16, 2002 • Milwaukee, Wisconsin

CONTACT INFORMATION

Organization/Company: _____
(as it should appear in all promotional materials for the event)

Contact Person: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Web Site: _____

DESCRIPTION OF PRODUCTS OR SERVICES to be included in the conference program book (30 words or less)

SPONSORSHIP

- Gold Sponsor - \$25,000
- Silver Sponsor - \$10,000
- Bronze Sponsor - \$5,000
- Opening Reception Underwriter - \$7,500
- Awards Banquet Underwriter - \$10,000
- Dance Underwriter - \$5,000
- Breakfast Underwriter - \$2,500
- 11/14 11/15 11/16
- Refreshment Break Underwriter - \$2,000
- 11/14 11/15

EXHIBIT

- NLADA Nonprofit Member - \$200
- Other Nonprofit - \$400
- Corporate Rate - \$1,000 (includes a complimentary conference registration)
- Exhibit Space plus 90-minute Demonstration Session - \$2,000 (includes two complimentary conference registrations)

ADVERTISEMENT

- Full Page - \$1,000
- Quarter Page - \$500
- Half Page Vertical - \$750
- Business Card - \$250
- Half Page Horizontal - \$750

PAYMENT INFORMATION:

Total Due for Sponsorship: \$ _____
Total Due for Exhibit Space: \$ _____
Total Due for Advertising: \$ _____
20% Discount on Ad if Applicable: \$ _____
Total Amount Due: \$ _____

Our check payable to National Legal Aid & Defender Association is enclosed.

Charge to our corporate credit card (Visa or MasterCard only). Visa MasterCard

Account Number _____ Exp. Date _____

Name on Card _____

Authorized Signature _____

Return this reservation form with your payment no later than **October 4, 2002** to:
NLADA • Attn: Mizue Suito • 1625 K Street, NW, Suite 800, Washington DC 20006-1604
Tel: 202-452-0620 ext. 217 • Fax: 202-872-1031

NLADA reserves the right to decline any reservation for any reason.