

a n e w e r a o f h e a l t h a d v o c a c y

Co-sponsored by  
National Health Law Program and  
National Legal Aid & Defender Association

2011 National Health Law Training  
July 11-12

# Sponsorship Prospectus

Renaissance Harborplace Hotel  
202 East Pratt Street  
Baltimore, MD

**NHeLP**  
NATIONAL HEALTH LAW PROGRAM

**NLADA**  
100  
YEARS





# 2011 NATIONAL HEALTH LAW TRAINING

## Dear Supporter:

The National Legal Aid & Defender Association (NLADA) and the National Health Law Program (NHLP) invite you to participate as an advertiser, exhibitor or sponsor at the 2011 Health Law Training being held July 11-12 at the Renaissance Harborplace Hotel in Baltimore, Maryland.

With the signing of the Affordable Care Act (ACA) in March 2010, access to affordable and effective health care changed dramatically for low-income people nationwide. Legal aid programs face thousands of potential new applicants for service on health-related matters and have a critical need to understand the changes made by the law and how these changes are being implemented state by state.

The National Health Law Training will consist of two full days of workshops along with plenary sessions focused on Congress and courts, the Administration and Centers for Medicare & Medicaid Services (CMS), and lessons for leader and opposition states.

During the training, more than 150 attendees are encouraged to visit the exhibit area and talk with exhibitors about their products and services, assuring you an excellent return on your investment when you exhibit or sponsor. Don't miss this opportunity to network and showcase your latest products and services to more than several hundred attendees!

For detailed information on becoming a sponsor, advertiser, exhibitor or any combination thereof, at the 2011 Health Law Training, please contact Kara Allinson, Marketing and Development Associate at (202) 452-0620, ext. 229 or by e-mail at [k.allinson@nlada.org](mailto:k.allinson@nlada.org). The deadline to advertise, exhibit or sponsor the conference is Friday, May 27, 2011

We hope we can count on your support!

Sincerely,

*The NLADA Training Team*

*National Legal Aid & Defender Association*

*Founded in 1911, the National Legal Aid & Defender Association (NLADA) is the oldest and largest national non-profit membership association for legal aid professionals serving indigent and disadvantaged communities throughout the United States. NLADA spearheads effective legal assistance for people who are unable to afford counsel, serves as a collective voice for both the civil legal aid and public defense communities throughout the nation and provides a wide range of services and benefits to its individuals and organizational members.*



## Conference Fact Sheet

Dates: July 11-12, 2011

Location: Renaissance Harborplace Hotel  
202 East Pratt Street  
Baltimore, MD

Purpose: Through plenary sessions and workshops, this training will provide an overview of key provisions of the ACA and their impact on low-income people and will address new advocacy challenges resulting from the ACA for the legal services community. It will also highlight the serious impact of state fiscal crises on the implementation of the new law and variation of state approaches.

Schedule: The preliminary schedule includes:

- One full day of pre-conference workshops
- Two full days of workshops and along with plenary sessions focused on Congress and the Courts
- Opportunity to earn CLE credits
- Numerous opportunities to network

Attendance: More than 150 pro bono and legal services program staff, judges, corporate counsel, court administrators, private lawyers, paralegals, and many others attend this event. The main conference will celebrate the ongoing collaboration between pro bono and legal services; explore additional partnerships that must be created, the resources that must be tapped, and the new issues facing clients.

Agenda: Visit [http://www.nlada.org/Training/Train\\_Civil/Train\\_Civil\\_Litigation](http://www.nlada.org/Training/Train_Civil/Train_Civil_Litigation) for all updates including the conference agenda and to register for the conference.

Deadline to advertise, exhibit and sponsor: Friday, May 27, 2011



## Don't Delay, Advertise Today!

The 2011 National Health Law Training program book provides a great opportunity to increase visibility for your organization with key decision makers in the legal community. All participants use this program book as their complete reference guide for sessions, presenters, meals and special events. Advertising in the program book is yet another way to maximize your company's visibility at the conference!

Advertisers should submit their ads in digital format via e-mail. The preferred digital ad format is a \*.PDF file, as fonts can be embedded directly into the file during its creation. If submitting a \*.JPEG or \*.TIF file, the ad should be no less than 300 dpi (dots per inch), as lower resolution will cause the type, which is rasterized, to become blurred and/or pixilated.

Alterations to the original advertising copy can be made on some ads at the request of the advertiser or to meet mechanical requirements of the publication. NLADA can assist you with the following changes to your materials: type changes, key codes, stripins or other mechanical adjustments as well as ad design and production. These services will be levied at NLADA's standard rates. Deadline is Friday, May 27, 2011.

All cancellations or changes must be received in writing by Friday, May 27, 2011 and the publisher must confirm changes in writing. If copy/instruction changes are not received by the deadline, the advertisement will run according to its previously confirmed specifications, and the advertiser will be responsible for payment. Copy changes will only be recognized via written confirmation from the advertiser, subject to the publisher's approval. Questions regarding copy and mechanical specifications should be directed to Kara Allinson, Marketing and Development Associate at (202) 452-0620 ext. 229 or [k.allinson@nlada.org](mailto:k.allinson@nlada.org). The publisher, at its discretion, may change or reject advertising at any time and for any reason. Mail your advertising payment form to:

Kara Allinson  
NLADA  
1140 Connecticut Avenue NW, Suite 900  
Washington, DC 20036

**By fax: (202) 872-1031**

**By e-mail: [k.allinson@nlada.org](mailto:k.allinson@nlada.org)**

Below are the advertising options and specifications. Please choose from the two options below and be sure to indicate the size of the advertisement on the NLADA Payment Form - page 8 of this prospectus.

Deadline: Friday, May 27, 2011

**Full Page Advertisement \$500**

Color: Black and White

Size: 8" width by 10.5" height

File: .PDF, .TIFF

Resolution: 300 dpi

**Half Page Advertisement \$250**

Color: Black and White

Size: 8" width by 5.25" height

File: .PDF, .TIFF

Resolution: 300 dpi



## Exhibitor Opportunities - Captivate Audiences With Your Display!

The exhibit space is chosen to maximize foot traffic and captivate audiences. Becoming an exhibitor will provide the following benefits:

### Exhibitor Benefits:

- Company name on signage at Conference
- Company name listing on NLADA website
- Discount on ONE conference registration (rate \$300)
- Complimentary beverages (coffee, tea, sodas and water) when served during breaks

### Exhibit Space Includes:

- One 8' x 8' exhibitor table
- One 6' draped table with 2 side chairs and 1 wastebasket
- Table-top drapes will be provided for your display table.

### Exhibitor Rates:

- NLADA/NHELP Member Rate - \$499
- Nonprofit Rate - \$550
- Corporate Rate - \$800

### Exhibitor Set-up and breakdown:

Set-up: Sunday, July 10, 4:00 p.m.

Breakdown: Tuesday, July 12, 5:00 p.m.

Exhibit Hall Open: Monday, July 11, 7:00 am - 4:00 p.m.  
to Tuesday, July 12, 7:00 a.m. - 4:00 p.m.

Read carefully the information provided, including regulations and rules (next page) and send the payment form to Kara Allinson by Friday, May 27, 2011 to the following address:

Kara Allinson  
NLADA  
1140 Connecticut Avenue NW, Suite 900  
Washington, DC 20036

**By fax: (202) 872-1031**  
**By e-mail: [k.allinson@nlada.org](mailto:k.allinson@nlada.org)**



# 2011 NATIONAL HEALTH LAW TRAINING

Exhibits must be staffed at all times during the meeting. Canvassing or distributing advertising matter outside the exhibitor's own table is not permitted. Solicitation of business by non-exhibiting firms anywhere at the symposium is prohibited. Exhibitor set up is Sunday, July 10, 4:00 p.m. and break-down is Tuesday, July 12, 5:00 p.m.

All exhibitors must register by Friday, May 27, 2011. Only one representative from each exhibiting company qualifies for the discounted conference registration of \$300.

All exhibits are subject to the approval of NLADA and NHeLP. We reserve the right to refuse applications of exhibitors for any reason, as well as the right to curtail exhibits or parts thereof which reflect against the character of the meeting.

Non-professional products or services will not be displayed. This includes, but is not limited to; displays, literature, advertising, novelties, souvenirs, conduct of persons etc.

An exhibitor who conducts any activities outside of their table without written permission from NLADA/NHeLP may be immediately expelled from the exhibit hall. Exhibitors are required to demonstrate professional behavior at all times throughout the exhibition.

Electrical or other mechanical apparatus must be muffled so that the noise does not interfere with other exhibitors. Exhibitor must provide their own technical equipment and must notify Kara Allinson, Marketing & Development Associate, NLADA in advance of the Conference whether additional equipment will be used.

Market research companies must indicate on the exhibit application the companies for which they are conducting market research. No exhibitor may enter another exhibitor's table without permission. Exhibitors may not photograph or examine another exhibitor's equipment without permission.

## LIABILITY

The exhibitor assumes entire responsibility and liability for losses and damages, and hereby agrees to protect, indemnify, defend and hold NLADA/NHeLP, its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges, or fines and attorney's fees arising out of, or caused by, exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the convention center, its employees and agents. In addition, the exhibitor acknowledges that NLADA/NHeLP does not maintain insurance covering the exhibitor's property and that is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

## SECURITY

Hotel security will be patrolling the exhibit area, however, exhibitors are held solely responsible for their own property.

## GIVEAWAYS

Distribution of descriptive product literature, notepads, pens and pencils is permitted without approval. Other items may be distributed from the table only with written approval by Kara Allinson, Marketing & Development Associate, NLADA, prior to the exhibition. No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately.

## INSURANCE

Exhibitors wishing to insure their exhibit materials, goods and/or wares against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (liability and fire/theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection. As a courtesy to exhibitors, general hotel security will regularly patrol the exhibit area. NLADA/NHeLP will not be responsible for any lost or stolen items. The furnishing of such service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

## FIRE PROTECTION

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper and corrugated paper, flameproof or otherwise, will not be permitted. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspections by the Fire Prevention Bureau. Any exhibits or exhibit parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations or fire extinguisher equipment are not to be covered or obstructed.

## EXHIBIT PERSONNEL

All participants affiliated with exhibits must be registered. Each participant affiliated with an exhibit will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. The number of badges issued to each exhibitor may be limited by the NLADA/NHeLP.



## Sponsor a special event or freebie

### \* All sponsors will be listed in the program book

#### Reception Sponsor - \$12,000

- Verbal acknowledgement at the conference
- Two complimentary conference registrations
- Recognition on signage at reception
- Display of logo on NLADA website and National Health Law Training e-mail campaigns
- Exhibit table

#### Luncheon Sponsor - \$7,500

*Sponsor this opportunity and we'll provide all conference attendees with a complimentary lunch.*

- Recognition on signage at the luncheon
- Display of logo on NLADA website and on all National Health Law Training e-mail campaigns
- Exhibit table

Note: Sponsorship available Monday, July 11 and Tuesday, July 12.

#### Breakfast Sponsorship - \$7,500 (for each morning)

*What better way to get conference attendees to notice your organization than by sponsoring a mouth-watering breakfast adorned with delicious pastries, refreshing juices and other breakfast favorites. Work with us to coordinate your favorite breakfast for all attendees.*

- Recognition on signage - throughout the duration of the conference
- Display of logo on NLADA website

Note: Sponsorship is available Monday, July 11 and Tuesday, July 12.

#### Cyber Cafe - \$5,000

*Sponsor the Internet Cafe so that conference attendees may surf the Internet during their breaks for free!*

- Recognition on signage and in conference program book
- Display of logo on NLADA website

#### Fun Break Sponsorship - \$3,000

*Purchase this sponsorship and conference attendees will be jumping for joy - Coordinate with Kara at NLADA to come up with a fun idea for a break (gourmet coffee, popcorn and snacks etc.)*

- Recognition on signage and in conference program book

Note: Sponsorship is available on the mornings/afternoons of Monday, July 11 and Tuesday, July 12.

#### Registration Tote Bag Inserts - \$250

*Got a flyer that conference attendees need to see? What about an advertisement that you would like to promote to 150 health/legal professionals? Well, now is your chance! Sponsor this Tote Bag Insert opportunity and all conference attendees will see your ad or flyer.*

Deadline is Friday, July 8, 2011. Quantity is 200

- Please send Tote Bag Inserts to the Renaissance Harborplace Hotel at  
202 East Pratt Street Baltimore, MD **Attention: Melva L. Jones for NLADA**



## NLADA/NHeLP Payment Form

### Advertise

- Full Page Advertisement \$500
- Half Page Advertisement \$250

For questions, please call Kara Allinson, Marketing & Development associate at (202) 452-0620 or e-mail k.allinson@nlada.org.

Fax payment form to (202) 872-1031, Attention: Kara Allinson c/o NLADA Health Law Training

Subtotal \_\_\_\_\_  
Special Requests \_\_\_\_\_

### Exhibit

- NLADA/NHeLP Member Rate \$499
- Nonprofit Rate \$550
- Corporate Rate \$800

Subtotal \_\_\_\_\_  
Special Requests \_\_\_\_\_

### Sponsor

- Reception \$12,000
- Lunch Box \$7,500
- Breakfast \$7,500
- Cyber Cafe \$5,000
- Fun Break \$3,000
- Registration Tote Bag Inserts \$250

Subtotal \_\_\_\_\_  
Special Requests \_\_\_\_\_

### Payment Information

Check enclosed, made payable to NLADA  
 MasterCard  Visa  AMEX Credit Card # \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
 Expiration Date \_\_\_\_\_ / \_\_\_\_\_ Signature \_\_\_\_\_  
 Name on Card \_\_\_\_\_

Primary Contact: \_\_\_\_\_ On site Contact: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Purchase Orders  
 \* Must include the information of the person who will process the payment. Purchase Orders will not be accepted after Friday, June 24, 2011  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Purchase Order #: \_\_\_\_\_

### Total Payments

\_\_\_\_\_ Advertise  
 \_\_\_\_\_ Exhibit  
 \_\_\_\_\_ Sponsor  
 \_\_\_\_\_ TOTAL