

# **NLADA Annual Conference Exhibitor and Sponsorship Prospectus**

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2023 Annual Conference  
Oakland, CA  
November 8-11

# Annual Conference 2023

## SPONSORSHIP OPPORTUNITIES

The Annual Conference of National Legal Aid & Defender Association (NLADA) is the premier skills-building and knowledge-sharing event for the civil legal aid, public defense, and public interest law communities. More than 700 equal justice advocates will come together in Oakland, CA , and participate in substantive workshops on topics critical to helping effectively meet the legal needs of low-income people.

**Conference sessions will cover topics involving:**

- Civil Legal Services
- Public Defense
- Community Advocate/Client-Focused sessions
- Board Leadership & Organizational Management

Advertising, exhibiting, or sponsoring during these unparalleled four days will demonstrate your organization's commitment to advancing equal justice and provide excellent brand visibility to decision-makers from across the country.

To maximize exposure to our attendees, contributors are invited to participate as conference registrants in educational and social activities and to provide additional support to enrich the conference experience for attendees and your organization.

# CONFERENCE AT-A-GLANCE

**Dates:** November 8-11, 2023  
**Location:** Marriott Oakland City Center  
 1001 Broadway  
 Oakland, CA 94607

**Attendance:** More than 700 pro bono, civil legal aid, and public defense staff; judges; corporate counsel; court administrators; private lawyers; paralegals; and other advocates.

PRELIMINARY CONFERENCE SCHEDULE (subject to change)			
Wednesday, Nov 8	Thursday, Nov 9	Friday, Nov 10	Saturday, Nov 11
Registration	Opening Plenary	Registration	Breakfast
Pre-Conference Training Sessions	Registration	Exhibit Hall	Exhibit Hall
Exhibits Set-Up and Opening	Exhibit Hall	Breakfast	Conference Sessions
NLADA Meeting of Members	Breakfast	Conference Sessions	Exhibits Move-Out
Welcome Reception	Conference Sessions	Awards Luncheon	
	Community Advocates Reception		

**Deadline to advertise, exhibit, or sponsor: Friday, September 15, 2023**

## NLADA conference attendees

- Executive Directors
- Managers
- Staff Attorneys
- Corporate Counsel
- Judges
- Civil Legal Aid Advocates
- Trial Attorneys
- Pro Bono Program Managers
- Community Advocates and Leaders
- Bar Association Leaders
- Law School Faculty and Students
- Federal, State, Local, and Chief Defender Offices
- Civil Rights and other Public Interest Legal Organizations
- Private Attorneys Who Do Public Defense Work
- Private Attorneys Who Provide Pro Bono Services in Civil Cases
- Client Board Members of Civil Legal Aid Organizations

# SPONSOR

## **Awards Luncheon – \$10,000 (three available or one Exclusive for \$25K\*\*)**

Sponsor this awards celebration (a plated meal attended by 700+ attendees) of exemplary work in the equal justice community and receive:

- Two complimentary conference registrations
- Complimentary exhibit booth space (in-person and on virtual platform)
- Verbal recognition from the stage by NLADA President & CEO during the luncheon
- Logo recognition on website, conference emails, and half page color ad in program book that is also placed on virtual platform
- Recognition on social media
- Prominent Signage at Awards Luncheon
- Invitation to exclusive reception with NLADA President & CEO- special guests
- Acknowledgment in NLADA's Impact Report
- \*\*Exclusive \$25K sponsor will also be listed as a member of Host Committee & will receive appropriate recognition (please inquire for more information)

## **Community Advocates Reception - \$2,500 (three available or one exclusive at \$6.5K\*\*)**

Sponsor an evening of fun, music, and friendship as our community advocates & their special guests celebrate and receive:

- One complimentary conference registration
- Signage at the reception
- Logo recognition on website and conference emails, program book
- Verbal recognition by NLADA leadership during reception
- Recognition on social media
- Acknowledgement in NLADA's impact report
- \*\*Exclusive \$6.5K sponsor will also have opportunity to express appreciation to client/community advocates from podium at reception

## **Conference Wi-Fi - \$3,000 per day (4 available or one exclusive at \$10K\*\*)**

Get everyone connected as an official conference Wi-Fi sponsor and receive:

- One complimentary conference registration
- Signage in main conference registration area and exhibit hall area with pass through of ALL attendees numerous times daily
- Logo recognition on NLADA website, program book and conference emails
- Half-page color ad in the program book and on virtual platform
- Recognition on social media
- Acknowledgement in NLADA's Impact Report
- \*\* Exclusive \$10K sponsor will be invited to an exclusive reception with NLADA Board President & CEO and special guests

## **Welcome Reception- \$5,000 (three available; can be combined for additional benefits\*\*)**

Sponsor the Welcome Reception as we kick-off the 2023 Annual Conference with 700+ attendees:

- One complimentary conference registration
- Complimentary exhibit booth space (in-person and on virtual platform)
- Prominent Signage at Welcome Reception
- Verbal recognition by NLADA leadership during the event
- Logo recognition on website, program book and conference emails
- Half-Page color ad in the program book and on virtual platform
- Acknowledgment in NLADA's Impact Report
- \*\*Sponsors of \$10K + will be invited to an exclusive reception with NLADA President & CEO and special guests

### **Conference Tote Bags - \$5,000**

- Place your logo side-by-side with NLADA's on the official conference bag.
- One Complimentary conference registration
- Complimentary exhibit booth space (in-person and on virtual platform)
- Logo recognition on website and conference emails
- Recognition on social media
- Acknowledgment in NLADA's Impact Report

### **Coffee Break - \$4,500 (two available; can be combined for additional benefits)**

Sponsor a conference-wide coffee break in a high-traffic area and receive:

- Signage at "your" coffee break
- Logo branded coffee sleeves
- Logo recognition on NLADA website, conference emails, and conference program book
- Recognition on social media
- \*\*Sponsors of \$10K + will be invited to an exclusive reception with NLADA President & CEO and special guests
- Acknowledgment in NLADA's impact report

### **Branded Item in Tote Bags - \$3,500**

- Branded notebook with your logo/name placed in each conference tote bag for ALL 700+ attendees
- Can Koozie with your logo/name placed in each conference tote bag for all 700+ attendees
- Acknowledgment in NLADA's impact report

### **Conference Lanyards - \$2,500**

- Add your name to NLADA's on the lanyards so your company is in front of attendees throughout the conference.
- Acknowledgment in NLADA's impact report

### **Tote Bag Insert - \$500**

- Place a one-page flyer or small branded item in each conference bag (limit of one per organization). \*we will need items in hand no later than Nov. 3rd to be included in tote bags
- Acknowledgment in NLADA's impact report

# EXHIBIT

New to NLADA's Annual Conference this year, in addition to our in-person exhibit hall, we will also be offering a virtual exhibit hall on our Elevate conference platform. Whether you join us in person in Oakland or virtually, you can present your products and services to over 700 attendees.

## IN-PERSON RATES:

**NLADA Nonprofit Member - \$850**

**Nonprofit / Other - \$950**

**Corporate - \$1,300**

## IN-PERSON EXHIBITOR BENEFITS: *\*Services other than those mentioned are provided at an additional cost.*

- Company name and description listed in the program book & virtual platform
- One complimentary conference registration
- Opportunity for ONE conference registration at a discounted price for exhibitors of \$315
- Opportunity for ONE additional exhibit booth staffer at \$175
- Complimentary beverages (coffee, tea, soda, water) served during breaks
- Standard Exhibitor Package\* Your booth will include:
  - One 6' draped table
  - Two chairs
  - One wastebasket
  - One identification sign

## VIRTUAL RATES:

**NLADA Nonprofit Member - \$250**

**Nonprofit / Other - \$350**

**Corporate - \$500**

## VIRTUAL EXHIBITOR BENEFITS:

- Company name & description listed in the program book and NLADA's virtual platform "Learning Lab"
- Opportunity for ONE conference registration at exhibitor discount of \$315
- Virtual Booth Package:
  - Upload description of your organization
  - Add banner slideshow of images and/or videos to virtual booth
  - Upload documents, links to your website & social media
  - Set up a contact form for attendees to reach out for more info from your organization

EXHIBITOR SCHEDULE (subject to change)			
Wednesday, Nov. 8	Thursday, Nov. 9	Friday, Nov 10	Saturday, Nov 11
9:00-3:00 p.m. Exhibitor Move-In	7:30 a.m.-5:00 p.m. Exhibits Open	7:30 a.m.-5:00 p.m. Exhibits Open	7:30 a.m.-10:00 AM Exhibits Open
3:00-6:00 p.m. Exhibits Open			10:00 AM-12:00 PM. Exhibitor Move-Out
7:00-8:30 p.m. Welcome Reception			

**Booth space must be reserved by September 15, 2023, and payment must be received by October 13, 2023.**

## ADVERTISE

The conference program book provides a great opportunity to increase your visibility with key decision-makers in the equal justice community. Participants use the program book and conference platform throughout the week and all program book ads will also be featured on Elevate, our virtual conference platform.

All ad text will need to be submitted no later than **September 27<sup>th</sup>, 2023** in order to meet program book print deadlines.

For full program book specifications, please contact NLADA.

Full-page, color ad - \$750

Half-page, color ad - \$500

Quarter-page, color ad- \$250

## EXHIBITOR REGULATIONS

- Exhibits must be staffed at all times during the meeting. Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitation of business by non-exhibiting firms is prohibited.
- All exhibitors must register by **Friday, September 15**. Exhibitors must cancel by **Friday, October 13**, to receive a refund, less a \$100 administrative fee. Cancellations after this date will not be refunded.
- All exhibits are subject to the approval of NLADA. We reserve the right to refuse applications of exhibitors for any reason, as well as the right to curtail exhibits that damage the character of the event.
- Non-professional products or services will not be displayed. This includes, but is not limited to, displays, literature, advertising, novelties, souvenirs and conduct of persons.
- An exhibitor who conducts any activities outside of their booth without written permission from NLADA 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. Exhibitors must provide their own technical equipment and must notify NLADA in advance of the event if such 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 booth 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, 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 or its employees and agents. In addition, the exhibitor acknowledges that NLADA 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.

## EXHIBITOR REGULATIONS (CONTINUED)

- **COVID Rules** - All Exhibitors will be required meet CDC guidelines while at the conference and any additional NLADA requirements for attendees.
- **Security** - Hotel security will be patrolling the exhibit area during the conference as well as during non-exhibit hours. 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 only with written approval by NLADA before the event.
- **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 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 be 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 NLADA.

## EXHIBITOR SERVICE KIT

While booth extras are not included in your exhibit contract, we recommend that you include them in your show budget. More detailed information will be available to contracted exhibitors in the Exhibitor Service Kit, which will be provided by email to the primary exhibit contact in September.

# 2023 NLADA Annual Conference Reservation and Payment Form

Deadline to advertise, exhibit and sponsor: Friday, September 15, 2023  
Email to [k.denman@nlada.org](mailto:k.denman@nlada.org) and also include a copy when mail payment

## CONTACT INFORMATION

COMPANY/ORGANIZATION: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_ ZIP: \_\_\_\_\_

ONSITE BOOTH PERSONNEL: ( CHECK HERE IF SAME AS ABOVE) \_\_\_\_\_

TITLE \_\_\_\_\_ EMAIL \_\_\_\_\_

*My company/organization would like to:*

### ADVERTISE

Full-page- \$750     Half-page- \$500     Quarter-page- \$250

### EXHIBIT (In-Person/Virtual pricing- circle selected amount and check box)

NLADA member- \$850/\$250     Nonprofit/Other- \$950/\$350     Corporate- \$1,300 /\$500  
 Additional Full Conference Exhibitor Registration- \$315  
 Extra Booth Staffer - \$175

### SPONSOR (\* please note if you are selecting an exclusive sponsor option not listed below)

Awards Luncheon - \$10,000     Conference Wi-Fi - \$3,000     Tote Bags - \$5,000  
 Coffee Break - \$4,500     Branded Item - \$3,500     Lanyards - \$2,500  
 Welcome Reception- \$5000     Bag Insert - \$500     Community Advocates Reception - \$2,500

Total: \_\_\_\_\_

**My company/organization would like to pay by:**

Check - send check made payable to NLADA to below address:

**ATTN: Kate Denman- Annual Conference Exhibitor/Sponsor, NLADA, PO Box 79083  
Baltimore, MD 21279-0083**

Credit card:

*If you wish to pay using your credit card, you must go to NLADA's website and use our secure online payment system. Do not mail or fax your credit card information to NLADA as we only accept credit card payments made through our online payment system. Thank you.*

Email Kate Denman at [k.denman@nlada.org](mailto:k.denman@nlada.org) for a direct payment link or for more information. **Payment is due by October ,13 2023.**

Advertise, Exhibit, Sponsor TODAY | [k.denman@nlada.org](mailto:k.denman@nlada.org)