



ABA/NLADA

EQUAL JUSTICE CONFERENCE

MAY 14-16, 2026 | PRECON MAY 13

Charlotte, North Carolina

Exhibitor and Sponsorship Prospectus



Presented by
The ABA Standing Committee on Pro Bono and Public Service
and The National Legal Aid & Defender Association

Conference At-A-Glance

DATES:

May 13-16; 2024 (Pre-conference sessions May 12-13)

LOCATION:

Sheraton & Le Meridan Charlotte Hotel Complex
555 South McDowell Street, Tower
Charlotte, NC 28204

ATTENDANCE:

Over 1,000 pro bono & legal services program staff, judges, corporate counsel, court administrators, private lawyers, & paralegals will attend workshops with opportunities to build partnerships, learn, & earn CLE credits.

WEBSITE:

Visit www.equaljusticeconference.org for more information, including hotel accommodations.

The deadline to advertise, exhibit, and sponsor is **Friday, March 13, 2026**.

Send an email to k.denman@nlada.org for more information.

Preliminary Conference Schedule

WEDNESDAY, MAY 13	THURSDAY, MAY 14	FRIDAY, MAY 15	SATURDAY, MAY 16
<ul style="list-style-type: none"> ▶ Pre-Conference Sessions ▶ Exhibitors Set-Up and Open ▶ Registration 	<ul style="list-style-type: none"> ▶ Registration ▶ Exhibit Hall ▶ Breakfast and Opening Plenary ▶ Workshops ▶ Networking Lunch ▶ Reception 	<ul style="list-style-type: none"> ▶ Registration ▶ Exhibit Hall ▶ Breakfast ▶ Workshops ▶ Awards Luncheon 	<ul style="list-style-type: none"> ▶ Registration ▶ Exhibit Hall ▶ Closing Brunch and Plenary ▶ Exhibits Move-Out

(SUBJECT TO CHANGE)

Deadline to Advertise, Exhibit, or Sponsor ▶ Friday, March 13, 2026

Sponsor

Invest in one of the many conference sponsorship opportunities to:

- ▶ Reinforce your company's name and create brand awareness with important decision-makers within the legal aid and pro bono communities.
- ▶ Build credibility for products and services within a group of highly networked advocates.
- ▶ Enhance your corporate image by sponsoring two nationally recognized and respected organizations.

Breakfast Sponsor: \$6,000 (two available or one Exclusive for \$10,000 with additional benefits**)

Sponsor one day or both Thursday and Friday of the conference breakfast and help start each day off right for 1000+ attendees:

- ▶ **Exclusive sponsor of both days will get complimentary exhibit booth space
- ▶ Complimentary half-page ad in conference app and conference website (full page for exclusive sponsor)
- ▶ Logo recognition on website, conference app, and conference website
- ▶ Recognition on social media, conference emails and in plenary session slideshow
- ▶ Prominent signage at sponsored Breakfast(s)

NEW Branded Wraps or Decals in Conference Spaces: \$15,000 exclusive

Exclusive or individual sponsor opportunities

- ▶ **Pricing can be broken out for elevators, columns, stairwell clings and floor graphics with pricing ranging from \$1000 to \$4000**
- ▶ Place your logo on branded graphics that will be prominently displayed throughout the conference space on elevator doors, stairs and/or floor graphics
- ▶ Complimentary half-page ad in the conference app and conference website. Full-page ad for exclusive sponsor
- ▶ Exclusive sponsor gets comped booth
- ▶ Logo recognition on website, and conference app
- ▶ Recognition on social media, conference emails and plenary session slideshow

Conference Tote Bags: \$6,000

- ▶ Place your logo side-by-side with ABA and NLADA's on the official conference bag.
- ▶ Complimentary half-page ad in the conference app and conference website
- ▶ Logo recognition on website and conference app
- ▶ Recognition on social media, conference emails and plenary session slideshow

Refreshment/Coffee Break: \$6,000 (two days available or one exclusive for \$10,000 with additional benefits**)

Sponsor a conference-wide refreshment break of either coffee or cold beverages in a high-traffic area for one day or both Thursday and Friday:

- ▶ **Exclusive sponsor of both days will receive a comped exhibit booth space
- ▶ Prominent signage at sponsored break(s)
- ▶ Complimentary half-page ad in conference app and conference website (full page for exclusive sponsor)
- ▶ Branded coffee sleeves for coffee break
- ▶ Recognition on social media, conference emails, and plenary session slides
- ▶ Logo recognition on website and conference app

WiFi Sponsor: \$5,000 per day or \$12,000 for entire conference

Sponsor the 2026 EJC WiFi and your name will be included in the daily password used by every attendee. Prominent signage at the pre-conference (May 13-14)

- ▶ Logo prominently displayed on the splash page where every attendee will login each day; logo will link to the sponsor website as well
- ▶ Comped half-page ad in the conference app (full page for exclusive sponsor)
- ▶ Exclusive sponsor gets comped booth
- ▶ Recognition on conference website, social media and conference app
- ▶ Recognition in social media, conference emails and plenary session slideshow.

Advertise, Exhibit, Sponsor TODAY ▶ k.denman@nlada.org

Sponsor

Self-Care Station: \$3,500

Branded items with your logo on them provided at Self-Care Station set up by Registration and the Exhibit Hall. Items may include: tissues, lip balms, mints, etc.

- ▶ Complimentary half-page ad in conference app and conference website
- ▶ Promotional materials provided by sponsor will be displayed at the station
- ▶ Logo recognition on website and conference app
- ▶ Recognition on social media, conference emails and plenary session slideshow

Conference Lanyards: \$3,500

- ▶ Add your name to the ABA and NLADA's on the lanyards so your company is in front of attendees throughout the conference.
- ▶ Complimentary half-page ad in conference app and conference website
- ▶ Recognition on website, conference emails and conference app
- ▶ Recognition on social media and plenary session slideshow

2SLGBTQIA+ Preconference Sponsor: \$2,000 (multiple available for pre- at \$2,000 and up)

The 2SLGBTQIA+ Legal Landscape pre-conference is designed to support access to justice advocates in their journey to sustaining a more equitable legal ecosystem. Your support allows us to sustain affordable registration fees for attendees.

- ▶ Prominent signage at the pre-conference (May 13-14)
- ▶ Recognition on conference website, social media and conference app
- ▶ Recognition in social media, conference emails and plenary session slideshow.

EJC Quiet Room: \$2,000

- ▶ Prominent signage by lactation room
- ▶ Small items provided in room for attendees
- ▶ Promotional material provided by sponsor displayed in room
- ▶ Recognition on website and conference app
- ▶ Recognition on social media, conference emails and plenary session slideshow

EJC Lactation Room: \$2,000

- ▶ Prominent signage by lactation room
- ▶ Small items provided in room for attendees
- ▶ Promotional material provided by sponsor displayed in room
- ▶ Recognition on website, conference emails and conference app
- ▶ Recognition on social media, conference emails and plenary session slideshow

NEW Branded Napkins at Hotel Bar: \$3,000

Branded Napkins with sponsor logo prominently displayed at the hotel bar throughout the conference.

- ▶ Complimentary half-page ad in conference app and conference website
- ▶ Recognition on website and conference app
- ▶ Recognition on social media and plenary session slideshow

Tote Bag Insert: \$750

- ▶ Place a one-page flyer or small branded item in each conference bag.
- ▶ Recognition in conference app, social media and conference emails.

EQUAL JUSTICE CONFERENCE

MAY 14-16, 2026 | PRECON MAY 13

Charlotte, NC

Exhibit

Join us in this year’s exhibit hall to showcase your company’s products, services and solutions to pro bono and legal services program staff and other equal justice professionals. There are a limited number of booths this year so make sure to submit your reservation early.

RATES:

ABA/NLADA Nonprofit Member	\$900
Nonprofit/Other	\$1,000
Corporate	\$1,500

EXHIBITOR BENEFITS:

- ▶ Company name and description listed in the conference app
- ▶ One complimentary exhibit booth staff registration (exhibit hall access only)
- ▶ Opportunity for ONE conference registration at a discounted price for exhibitors \$600
- ▶ Opportunity for ONE additional exhibit booth staffer at \$300
- ▶ Complimentary beverages (coffee, tea, soda, water) served during breaks
- ▶ Exhibit hall has 14-foot ceilings
- ▶ Standard Exhibitor Package* Your exhibitor space will include:
 - > One 6-foot skirted table
 - > Two chairs
 - > One wastebasket
 - > One identification sign

**Services other than those mentioned are provided at an additional cost.*

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 late March. This will include additional information on extra items you can add on through our show vendor or through the hotel’s exhibitor services office such as electricity, tv monitors, etc.

Booth space must be reserved by March 13, 2026, and payment must be received by April 3, 2026.

Exhibitor Schedule (SUBJECT TO CHANGE)

WEDNESDAY, MAY 13	THURSDAY, MAY 14
12:00–3:00 p.m. Exhibitor Move In	7:30 a.m.–5:00 p.m. Exhibits Open
3:00–5:00 p.m. Exhibits Open	
FRIDAY, MAY 15	SATURDAY, MAY 16
7:30 a.m.–5:00 p.m. Exhibits Open	7:30–11:00 a.m. Exhibits Open
	11:00 a.m.–1:00 p.m. Exhibitor Move Out

Advertise

The digital conference app provides a great opportunity to increase your visibility with key decision-makers in the equal justice community. Participants use the conference platform throughout the week.

All ad text will need to be submitted no later than **March 27, 2026** in order to meet digital content deadlines.

For full specifications, please contact NLADA at k.denman@nlada.org.

Digital Full-page Color Ad	\$300
Digital Half-page Color Ad	\$150

Advertise, Exhibit, Sponsor TODAY ▶ k.denman@nlada.org

Exhibitor Regulations

- ▶ Exhibits must be staffed at all times during the meeting. Canvassing or distributing of advertising matter outside the exhibitor booth is not permitted. Solicitation of business by non-exhibiting firms is prohibited.
- ▶ All exhibitors must reserve their booth by March 13, 2026 and make their payment by April 4, 2026. Exhibitors must cancel by April 10, 2026, 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 and ABA. We reserve the right to refuse applications of exhibitors for any reason, and to curtail exhibits that contradict 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 his or her booth without written permission from ABA/ 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 additional equipment will be used.
- ▶ Market research companies must indicate on the exhibit application the companies 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 ABA/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, its employees, or agents. In addition, the exhibitor acknowledges that ABA/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.
- ▶ **COVID Rules:** In-person meeting attendees are strongly encouraged to be up to date with their COVID-19 vaccinations per the guidelines issued by the Center for Disease Control (CDC) or as otherwise recommended by an attendee's physician. Location specific or venue requirements in effect at the time of the meeting will be enforced. Masks are not required but should be worn as appropriate in individual circumstances. Anyone who wishes to wear a mask is welcome to do so and their decision will be respected. This policy applies to ALL meeting attendees, including all guests.
- ▶ **Security:** Security will be patrolling the exhibit area during the conference as well as during non-exhibit hours through 24/7 rounds and monitoring of security cameras. 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 with prior written approval by NLADA
- ▶ **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. ABA/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.
- ▶ **NEW Food at Booths:** The hotel allows free food giveaways at booth for items such as candy, cookies, etc., but no hot food or perishables. If the vendor is selling food items then the hotel will need a COI listing the Sheraton as the holder and a \$1,000,000 in liability coverage.
- ▶ **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 ABA/ NLADA.

Advertise, Exhibit, Sponsor TODAY ▶ k.denman@nlada.org

Exhibitor, Sponsor, & Advertiser Reservation Payment Form

Deadline to advertise, exhibit and sponsor: Friday, March 13, 2026

CONTACT INFORMATION

COMPANY/ORGANIZATION: _____

CONTACT PERSON: _____

TITLE: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

MY COMPANY/ORGANIZATION WOULD LIKE TO:

Advertise

- Full page (digital): \$300
- Half page (digital): \$150

Exhibit

- ABA/NLADA Member Rate: \$900
- Nonprofit/Other Rate: \$1,000
- Corporate Rate: \$1,500

Booth add-ons

- Additional Full Conference Registration: \$600
- Extra Booth Staffer \$300

Sponsor

- | | | |
|--|--|---|
| Breakfast: | WiFi: | <input type="checkbox"/> Branded Hotel Bar Napkins: \$3,000 |
| <input type="checkbox"/> \$6,000 | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> 2SLGBTQIA+ Conference Sponsorship : \$2,000 (note total) |
| <input type="checkbox"/> exclusive: \$10,000 | <input type="checkbox"/> exclusive: \$12,000 | <input type="checkbox"/> Lactation Room: \$2,000 |
| <input type="checkbox"/> Tote Bags: \$6,000 | <input type="checkbox"/> Branded Wraps/Decals: \$15,000 exclusive (contact Kate Denman for individual available options) | <input type="checkbox"/> Quiet Room: \$2,000 |
| Beverage Break: | <input type="checkbox"/> Self-Care Station: \$3,500 | <input type="checkbox"/> Tote Bag Insert: \$750 |
| <input type="checkbox"/> \$6,000 | <input type="checkbox"/> Lanyards: \$3,500 | TOTAL: _____ |
| <input type="checkbox"/> exclusive: \$10,000 | | |

MY COMPANY/ORGANIZATION WOULD LIKE TO PAY BY:

- Check—send check made payable to NLADA to:
Attn: Kate Denman, Equal Justice 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 for a direct payment link or for more information. **Payment is due by April 3, 2026.**