

NLADA Annual Conference Exhibitor and Sponsorship Prospectus

2022 Annual Conference
Arlington, Virginia
October 26-29

Annual Conference 2022

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 Arlington, Virginia, and participate in substantive workshops on topics critical to helping effectively meet the legal needs of low-income people.

Conference sessions are organized into five tracks:

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

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: October 26-29, 2022
Location: Hyatt Regency Crystal City
2799 Richmond Highway
Arlington VA 22202

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, Oct 26	Thursday, Oct 27	Friday, Oct 28	Saturday, Oct 29
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 23, 2022

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)

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

- Two complimentary registrations
- Complimentary exhibit booth space
- Verbal recognition during the luncheon
- Logo recognition on website, conference emails, and half page ad in program book
- Signage at sponsored event

Community Advocates Reception - \$2,500 (three available)

Sponsor an evening of fun, music, and friends as our community advocates come together and receive:

- One complimentary registration
- Signage at sponsored event
- Logo recognition on website and conference emails, program book
- Verbal recognition during event

Conference Wi-Fi - \$3,000 per day (4 available)

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

- One complimentary registration
- Signage in registration area
- Logo recognition on NLADA website and conference emails
- Half-page ad in the program book

Conference Tote Bags - \$5,000

Place your logo side-by-side with NLADA's on the official conference bag.

Conference Lanyards - \$2,500

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

Welcome Reception- \$5,000 (three available)

Sponsor the Welcome Reception as we kick-off our Annual Conference:

- One complimentary registration
- Signage at sponsored event
- Verbal recognition during the event
- Logo recognition on website and conference emails
- Half-Page ad in the program book

Coffee Break - \$4,000 (three available)

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

- Signage at sponsored event
- Branded coffee sleeves
- Logo recognition on NLADA website, conference emails, and conference program book

Branded Item in Tote Bags - \$3,500

- Branded notebook with your logo/name placed in each conference tote bag for ALL attendees
- Branded hand sanitizer wipes with your logo/name placed in each conference tote bag for ALL attendees
- Branded masks with your log/name placed in each conference tote bag for ALL attendees

Facebook Live - \$1,500 (two available)

Sponsor a Facebook Livestream of one key conference event such as the opening session or awards luncheon and receive:

- Digital logo and name branding on Facebook Live event
- Listing in the program book

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 Oct 14th to be included in tote bags

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 app throughout the meeting. For full specifications, please contact NLADA.

Full-page, color ad - \$750

Half-page, color ad - \$500

Quarter-page, color ad- \$250

EXHIBIT

Become an exhibitor! Present your products, services, and solutions to civil legal aid and public defender attorneys, mitigation specialists, and other equal justice professionals who can help you reach business goals. All Exhibitors will need to follow all NLADA COVID rules and regulations leading up to and during the conference.

RATES:

NLADA Nonprofit Member - \$850

Nonprofit / Other - \$950

Corporate - \$1,300

EXHIBITOR BENEFITS:

- Company name and description listed in the program book and the Sched app
- One complimentary registration
- Opportunity for another registration at the discounted price of \$315
- Complimentary beverages (coffee, tea, soda, water) served during breaks
- Standard 8' x 8' Booth Package* Your 8' x 8' table top booth will include:
 - One 6' draped table
 - Two chairs
 - One wastebasket
 - One identification sign

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

EXHIBITOR SCHEDULE (subject to change)			
Wednesday, Oct. 26	Thursday, Oct. 27	Friday, Oct. 28	Saturday, Oct. 29
9:00-1:30 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.-12:00 noon Exhibits Open
2:00-7:00 p.m. Exhibits Open			12:00 noon-1:30 p.m. Exhibitor Move-Out
7:00-8:30 p.m. Welcome Reception			

Booth space must be reserved by September 23, 2022, and payment must be received by October 7, 2022.

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 23. Exhibitors must cancel by Friday, October 7, 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

EXHIBITOR REGULATIONS (CONTINUED)

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.

- **COVID Rules** - All Exhibitors will be required to attest when they register that they will be following all COVID protocols on site. All exhibitors must be fully vaccinated and show proof of vaccination at on-site registration or before arrival at conference if requested by NLADA. All exhibitors must wear face masks in conference areas (unless eating or drinking). All exhibitors will maintain six feet distance from other attendees in conference spaces as best possible. To help maintain a safe environment, NLADA and/or the venue will provide masks and alcohol/disinfectant wipes.
- **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 for the primary exhibit contact in September.

2022 NLADA Annual Conference Reservation and Payment Form

Deadline to advertise, exhibit and sponsor: Friday, September 23, 2022
Email to 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

NLADA member- \$850 Nonprofit/Other- \$950 Corporate- \$1,300
 Additional Full Conference Registration- \$315 (provide full contact info above or attach)

SPONSOR

Awards Luncheon - \$10,000 Conference Wi-Fi - \$3,000 Tote Bags - \$5,000
 Coffee Break - \$4,000 Branded Item - \$3,500 Lanyards - \$2,500
 Facebook Live - \$1,500 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 for a direct payment link or for more information. **Payment is due by October 7, 2022.**

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