

— 2022 —
EQUAL JUSTICE
CONFERENCE

Minneapolis, Minnesota

May 12–14, 2022

PRE-CONFERENCES BEGINNING MAY 11

*Exhibitor and
Sponsorship Prospectus*

2022 EQUAL JUSTICE CONFERENCE

Conference At-A-Glance

DATES:

May 12-14, 2022 (Preconference sessions on May 11)

LOCATION:

Hilton Minneapolis
1001 Marquette Ave, S
Minneapolis, MN 55403

ATTENDANCE:

Over 1,000 pro bono and legal services program staff, judges, corporate counsel, court administrators, private lawyers, and paralegals will attend more than 85 workshops with countless opportunities to build partnerships, learn, and earn CLE credits.

WEBSITE:

Visit www.equaljusticeconference.org for more information, including hotel accommodations and how to register as an attendee.

SUPPORTERS:

Over 20 companies, firms, government agencies, and nonprofits will advertise, exhibit, and sponsor the Equal Justice Conference. This conference provides meaningful marketing and branding opportunities to participating organizations.

The deadline to advertise, exhibit, and sponsor is **Monday, March 21, 2022**. Send an email to k.denman@nlada.org for more information.

Preliminary Conference Schedule

(SUBJECT TO CHANGE)

WEDNESDAY, MAY 11	THURSDAY, MAY 12	FRIDAY, MAY 13	SATURDAY, MAY 14
<ul style="list-style-type: none">■ Registration■ Pre-Conference Sessions■ Dine-Arounds	<ul style="list-style-type: none">■ Registration■ Exhibits Open■ Breakfast■ Opening Session■ Workshops■ Networking Lunch■ Reception	<ul style="list-style-type: none">■ Registration■ Exhibits Open■ Breakfast■ Workshops■ Awards Luncheon	<ul style="list-style-type: none">■ Registration■ Exhibits Open■ Closing Brunch

2022 EQUAL JUSTICE CONFERENCE

DEADLINE TO ADVERTISE, EXHIBIT, AND SPONSOR: **MONDAY, MARCH 21, 2022**

Sponsorship Opportunities

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.

WiFi: \$15,000

Sponsor conference WiFi and receive:

- Logo recognition on the conference website, emails to registrants, and the program book
- One complimentary full page ad in program book
- Recognition on signage throughout conference space
- Three complimentary registrations

Fun Break: \$15,000

Sponsor a fun break with snacks and receive:

- Logo recognition on the conference website, emails to registrants, and the program book
- Recognition at Fun Break
- One complimentary full page ad in program book
- Three complimentary registrations

Closing Brunch: \$10,000

Sponsor the conference-wide brunch and receive:

- Recognition at the Closing Brunch
- Logo recognition on the conference website, emails to registrants, and program book
- Two complimentary registrations
- One complimentary full-page ad

Coffee Break: \$4,000 (Up to 3 sponsors)

Sponsor a coffee break and receive:

- Recognition at Bean Break
- Branded hot/cold sleeves
- Listing in program book

Conference Tote Bags: \$5,000

Sponsor the conference tote bag and receive:

- Logo or other branding on tote bags
- Logo recognition on the conference website
- Listing in the program book

Lanyards: \$2,500

- Co-brand with ABA and NLADA on lanyards—putting your company at the forefront of attendees' minds throughout the conference.

Facebook Live Events: \$1,000 (up to 2 sponsors)

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 flyer, pen, or brochure in each conference bag, ensuring your message reaches all attendees.

Sponsorship Branding Opportunity for Tote Bag:

Individual Hand Sanitizer Bottle with logo imprinted—**\$2,500**

- An individual bottle will be inserted into each conference tote bag for all attendees

Questions? Send an email to k.denman@nlada.org.

Advertise

Full-page Color Ad: \$750; Half-page Color Ad: \$500

The conference program book provides a great opportunity to increase your visibility with key decision-makers in the legal community. All participants use the program book as a complete reference for all conference-related activities. For full specifications, please contact NLADA at k.denman@nlada.org.

Exhibit

Present your products, services, and solutions to pro bono and legal services program staff, court administrators, private attorneys, and other equal justice professionals who can help you reach your business development goals.

Rates:

- ABA/NLADA Nonprofit Member..... \$600
- Other Nonprofit.....\$700
- Corporate \$1,100

Exhibitor Benefits:

- Company listing and description in the conference program book
- One complimentary exhibitor registration (access restricted to exhibit area)
- Opportunity for one discounted full conference registration of \$375 (access to all conference events)
- Company listing and description on the conference website
- Complimentary beverages (coffee, tea, soda, water) when served during breaks

Standard 10' x 10' Booth Package:

- 8' high back drape and 3' high side drape
- 6' skirted table
- 2 chairs
- 1 wastebasket
- COVID Plexiglass protection

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

Exhibitor Schedule

(SUBJECT TO CHANGE)

WEDNESDAY, MAY 11

3:00 pm–7:00 pm

Exhibitor Move In

THURSDAY, MAY 12

7:30 am–5:30 pm

Exhibits Open

FRIDAY, MAY 13

7:30 am–5:00 pm

Exhibits Open

SATURDAY, MAY 14

7:00 am–10:00 am

Exhibits Open

10:00 am–2:00 pm

Exhibitor Move Out

Additional information, including regulations and rules, is listed on the next page.
Booth space must be reserved by **March 21, 2022**, and payment must be received by **April 8, 2022**.

Questions? Send an email to k.denman@nlada.org.

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 March 21, 2022 and make their payment by April 8, 2022. Exhibitors must cancel by April 15, 2022, 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 reflect against 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 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 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:** 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 prior to arrival at conference if requested by ABA/NLADA. All exhibitors must wear face masks in conference areas (unless eating or drinking) NLADA will provide masks. 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, hand sanitizer stations, and alcohol/disinfectant wipes.
- **Security:** 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. 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.
- **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.

Questions? Send an email to k.denman@nlada.org.

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Exhibitor, Sponsor, & Advertiser Reservation Payment Form

Deadline to exhibit, sponsor, and advertise: Monday, March 21, 2022
Payment due by: Friday, April 8, 2022

CONTACT INFORMATION

COMPANY/ORGANIZATION: _____

CONTACT PERSON: _____

TITLE: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

My company/organization would like to:

Advertise

- Full page: \$750 Half page: \$500

Exhibit

- ABA/NLADA Nonprofit Member: \$600 Other Nonprofit: \$700 Corporate: \$1,100
 Additional Full Conference Registration: \$375 (provide full contact info as above)

Sponsor

- WiFi: \$15,000 Lanyards: \$2,500
 Fun Break: \$15,000 Facebook Live Events: \$1,000
 Closing Brunch: \$10,000 Tote Bag Insert: \$500
 Coffee Break: \$4,000 Tote Bag Sponsorship Branding: \$2,500
 Conference Tote Bags: \$5,000

My company/organization would like to pay by:

- Check—send check made payable to NLADA to:
Attn: Kate Denman, Equal Justice Conference
NLADA
PO Box 79083
Baltimore, MD 21279-0083

- Pay via NLADA's online store at nlada.org

TOTAL PLEDGE AMOUNT: _____

SIGNATURE: _____

Questions? Send an email to k.denman@nlada.org.