

NLADA Annual Conference Exhibitor and Sponsorship Prospectus

2026 Annual Conference
St. Louis, Missouri
November 4-7

Annual Conference 2026

SPONSORSHIP OPPORTUNITIES

The National Legal Aid & Defender Association (NLADA) Annual Conference is the premier gathering for the civil legal aid, client and community advocates, public defense, and public interest law communities. More than 500 leaders, practitioners, and equal justice advocates from across the country will convene to explore emerging issues, share innovative strategies, and strengthen the skills needed to expand access to justice for low-income individuals and communities.

For sponsors, the conference offers a unique opportunity to engage with a highly influential audience of decision-makers, legal professionals, and advocates who are shaping the future of equal justice. Through meaningful networking opportunities, high-impact educational programming, and prominent brand visibility, sponsors can demonstrate their commitment to advancing justice while building valuable relationships within the legal community.

Conference plenary sessions and educational programs will explore topics, including:

- Housing, Criminalization, and Community Stability
- Immigration, Detention, and Mixed-Status Families
- Policing, Surveillance, and Constitutional Rights
- Fines, Fees, and Economic Coercion
- Holistic, Interdisciplinary, and Trauma-Informed Service Delivery
- Technology, Data, and Business Processes
- Mission, Money, and Management
- Civil Rights, Discrimination, and Inclusion
- Emerging technology issues impacting legal services and public defender organizations

CONFERENCE AT-A-GLANCE

Dates: November 4-7
Location: [St. Louis Union Station Hotel](#)
1820 Market St.
St. Louis, Missouri 63103

PRELIMINARY CONFERENCE SCHEDULE (subject to change)			
Wednesday, Nov 4	Thursday, Nov 5	Friday, Nov 6	Saturday, Nov 7
Registration	Breakfast & Opening Plenary	Breakfast & Caucus	Exhibit Hall
Pre-Conference Training Sessions	Registration	Registration	Conference Sessions
Exhibits Set-Up and Opening	Exhibit Hall	Exhibit Hall	Exhibits Move-Out
NLADA Meeting of Members	Conference Sessions	Conference Sessions	
Welcome Reception	Special Exhibitor Showcase	Awards Luncheon	
	Community Advocates Reception	Evening Event TBD	

Deadline to advertise, exhibit, or sponsor: Friday, September 11, 2026

2026 Special Add-On: Sponsor a Client Member's Attendance

As non-profits face increasing challenges, help a member of NLADA's Client Community attend this year's conference by adding on a small sponsorship to help cover costs such as:

- \$350 Covers a Client Registration
- \$750 Covers a Client's Lodging
- \$750 Covers a Client's Travel

SPONSOR

Breakfast Sponsor – \$6,000(two available or one Exclusive for \$10K)

Sponsor one day (or all 3 days) of the conference breakfast and help start each day off right for 500+ attendees

- One complimentary conference registration
- Complimentary exhibit booth space
- Logo recognition on website, plenary slideshow, social media and app
- Recognition in conference emails
- Complimentary half page color ad on conference website and app
- Prominent signage at breakfast

Coffee Service (breakfast) - \$4,000 (two available)

Sponsor the Thursday or Friday AM coffee service in a high-traffic area and receive:

- Prominent signage with logo
- Branded coffee sleeves
- Complimentary half page ad on conference website and app
- Logo recognition on NLADA website, social media, app and plenary slideshow
- Recognition in conference emails

Conference Tote Bags - \$6,000

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

Special Exhibitor Showcase - \$6,000

Sponsor the Exhibitor Showcase- a dedicated event for all 500+ attendees to mingle with all of our exhibitors featuring special raffles and giveaways:

- Beverage service for attendees
- One complimentary conference registration and exhibit booth
- Complimentary half page ad on conference website and app
- Logo recognition on website, app, plenary slideshow and social media
- Prominent signage at the event
- Recognition in conference emails

Welcome Reception - \$6,000 (three available or exclusive for \$15k)

- One complimentary registration and exhibit booth
- Prominent signage at reception
- Logo recognition on website, app, social media, conference emails & plenary slideshow
- Half-Page color ad on conference website and app

WiFi (four days available) – \$4,000 Per day OR \$10K exclusive

Sponsor one day of the conference WiFi and help keep ALL 500+ attendees connected.

- WiFi login page will feature your logo.
- Recognition on signage, plenary slideshow, website, social media and app.
- Complimentary half page ad on the conference website and app.
- Recognition in conference emails.
- Exclusive sponsor gets one complimentary registration.

Community Advocates Reception – \$4,000 (three available or one exclusive at \$10K)**

- Prominent signage at the reception.
- Logo recognition on website, social media, plenary slideshow and app.
- Complimentary half page ad on website and app.
- Recognition in conference emails.
- Exclusive sponsor gets one complimentary registration.

Social Justice Showcase - \$7,000

Sponsor the Friday night showcase featuring an evening of documentary films and refreshments for attendees

- Prominent signage during conference
- One complimentary registration and one complimentary booth
- Logo recognition on conference website, social media, app and plenary slideshow
- Recognition in conference emails
- Half-Page color ad on conference website and app

Branded Signage and Graphics in Conference Space – \$15K Exclusives

- Increase your brand's visibility with premium signage and graphic placements throughout the conference venue. Your logo will be featured on high-traffic assets such as elevator doors, stair graphics, and other branded displays, delivering continuous exposure throughout the conference.
- Pricing for each featured area ranges from \$1,500 - \$5K. Please reach out to k.denman@nlada.org for information on graphic options.
- Complimentary half page ad on website and in app.
- Logo recognition on website, app, social media, plenary slideshow and in conference emails.

Self-Care Station - \$3,500

- Station set up on main plenary level by Registration.
- Replenished throughout the conference with branded items with your logo such as lip balms, mints or stain sticks.
- Prominent signage by station
- Complimentary half page ad on website and app.
- Logo recognition on social media, conference website, app and plenary slideshow.
- Recognition in conference emails.

Conference Lanyards - \$3,500

- Add your name to NLADA's on the lanyards so your company is in front of attendees throughout the conference.
- Complimentary Half Page Ad on website and app.

Quiet Room- \$2,000

- Prominent signage by lactation room and registration.
- Complimentary tote bag insert.
- Logo recognition on website, social media, plenary slideshow and app.
- Recognition in conference emails.

Lactation Room- \$2,000

- Prominent signage by lactation room and registration.
- Complimentary tote bag insert.
- Logo recognition on website, social media, plenary slideshow and app.
- Recognition in conference emails.

Tote Bag Insert - \$750

- Place a post card flyer or other small branded item in each conference bag for both the NLADA and Farmworkers Law Conferences that week.
- Acknowledgment in NLADA's impact report

EXHIBIT

- The Exhibit Hall offers dedicated time for attendees to engage with exhibitors, learn about innovative products and services, and participate in raffles, creating valuable opportunities for meaningful connections.
- All exhibitors must register by **Friday, September 11**. Exhibitors must cancel by **Friday, October 2**, to receive a refund, less a \$100 administrative fee. Cancellations after this date will not be refunded.

EXHIBITOR RATES:

NLADA Nonprofit Member – \$750

Nonprofit / Other - \$850

Corporate - \$1,200

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

- Company name description listed on conference website
- One complimentary Exhibit Booth Staff registration (no access to sessions or luncheon)
- One full conference registration available at the discounted exhibitor rate of \$350.
- One additional exhibit booth staffer available at the rate of \$200
- Complimentary beverages (coffee, tea, soda, water) served during breaks
- Standard Exhibitor Package* Your booth will include:
 - One 6' skirted table
 - Two chairs
 - Back and side pipe and drape
 - One wastebasket
 - One identification sign

EXHIBITOR SERVICE KIT

Booth furnishings and additional services are not included with your exhibit package. We recommend budgeting for any items you may need, such as electricity, AV equipment, internet access, or display enhancements. Contracted exhibitors will receive the Exhibitor Service Kit by email in September with complete ordering instructions, deadlines and information on available services through the hotel's exhibitor services office.

EXHIBITOR SCHEDULE (subject to change)			
Wednesday Nov 4	Thursday Nov 5	Friday Nov 6	Saturday Nov 7
11:00-1:00 p.m. Exhibitor Move-In	7:30 -5:00 p.m. Exhibits Open	7:30 a.m.-5:00 p.m. Exhibits Open	8:00 a.m.-11:00 a.m. Exhibits Open
1:00-5:00 p.m. Exhibits Open	3:45 - 4:30 p.m. Exhibitor Showcase		11:00 - 1:00 p.m. Exhibitor Move-Out

Booth space must be reserved by September 11 2026, and payment must be received by October 2, 2026.

ADVERTISE

Increase your visibility with key decision-makers in the equal justice community through strategic advertising on the conference website and mobile app.

As part of NLADA's commitment to sustainability, only a limited number of printed program books will be available this year. As a result, all conference advertising will be featured exclusively on the conference website and mobile app. All ad graphics must be submitted by **September 18, 2026.**

We will also be offering a special App Only add-on to increase visibility of specific sponsored ads.

Full page Ad (website and app)
\$750

Half page ad (website and app)
\$500

Full page Ad (website only)
\$650

Half page ad (website only)
\$400

Full page Ad (app only)
\$450

Half page ad (app only)
\$250

EXHIBITOR REGULATIONS

- Exhibits must be staffed at all times during the exhibit hall hours. Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitation of business by non-exhibiting firms is prohibited.
- 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 or rent it through the hotel exhibitor services 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)

- **Security** - Hotel security will be patrolling the conference space during the conference, as well as after conference 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. The hotel will have its own security patrolling the property, however 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 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. 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.

2026 NLADA Annual Conference Reservation and Payment Form

Deadline to advertise, exhibit and sponsor: Friday, September 11, 2026
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 (website/app, website only, app only)
\$500, \$400, \$250 (circle rate)

☐ Half-page (website/app, website only, app only)
\$750, \$650, \$450 (circle rate)

EXHIBIT

☐ NLADA Member Rate- \$900 ☐ Nonprofit/Other Rate- \$1000 ☐ Corporate Rate- \$1,500

☐ Additional Full Conference Exhibitor Registration- \$350

☐ Extra Booth Staffer - \$200

SPONSOR (* please note if you are selecting an exclusive sponsor option listed below)

☐ Exhibitor Showcase - \$6,000 ☐ Tote Bags - \$6,000 ☐ Breakfast - \$6,000/exclusive

☐ Welcome Reception- \$6,000/exclusive ☐ WiFi- \$4,000 ☐ Coffee Service Bfst - \$4,000

☐ Branded Graphics/Decals: \$15,000 Exclusive (or contact Kate Denman for individual available options)

☐ Community Advocates Reception- \$4,000/exclusive ☐ Lanyards- \$3,500 ☐ Self-Care Station- \$3,500

☐ Lactation Room- \$2,000 ☐ Friday Night Event \$7,000 ☐ Quiet Room- \$2,000 ☐ Tote Bag Insert- \$750

☐ Add-on: Sponsor a Client Member Attendance (please note amount)

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, please email Kate Denman at k.denman@nlada.org for a direct payment link or for more information.

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