

Exhibitor and Sponsorship Prospectus



NLADA
National Legal Aid &
Defender Association

Safeguarding Justice for All

2017 NLADA Annual Conference | December 6 – 9 | Washington, DC

2017 Annual Conference

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

Conference sessions are organized into four tracks:

- Civil Legal Services
- Public Defender Legal Services
- Client Issues
- Fundraising

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.

22%

It costs 22% less to contact a potential buyer at a conference than it does through traditional field sales calls.

(CEIR, 2014)

CONFERENCE AT-A-GLANCE



CONFERENCE LOCATION

Renaissance Washington DC
Downtown Hotel
999 9th Street NW
Washington, DC 20001
Phone: (202) 898-9000

Dates: December 6 – 9, 2017

Location: Renaissance Washington DC Downtown Hotel
999 9th Street NW
Washington, DC 20001

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, Dec. 6	Thursday, Dec. 7	Friday, Dec. 8	Saturday, Dec. 9
Registration	Opening Plenary	Registration	Breakfast
Pre-Conference Training Sessions	Registration	Exhibits Open	Conference Sessions
Exhibits Set-Up and Opening	Exhibits Open	Breakfast	
NLADA Meeting of Members	Breakfast	Conference Sessions	
Networking Reception	Conference Sessions	Awards Luncheon	
	Client Reception		

Deadline to advertise, exhibit, or sponsor: [Monday, October 30, 2017](#)

NLADA conference attendees include:

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

SPONSOR

Opening Reception (Wednesday, Dec. 6) - \$25,000

Gain prime exposure by supporting a highly attended networking event on opening night and receive:

- Four complimentary registration passes
- Complimentary exhibit booth space
- Verbal recognition during the reception
- Logo recognition on NLADA website, conference emails, and conference program book
- Full-page color ad in the program and conference app
- Complimentary one-page bag insert or one marketing item from your company in attendees' conference bag
- E-blast to conference attendees

Opening Ceremony (Thursday, Dec. 7) - \$25,000

Be a part of the excitement of the Opening Ceremony and receive:

- Four complimentary registration passes
- Complimentary exhibit booth space
- Verbal recognition during the ceremony
- Logo recognition on NLADA website, conference emails, and conference program book
- Full-page color ad in the program and conference app
- Complimentary one-page bag insert or one marketing item from your company in attendees' conference bag
- E-blast to conference attendees

Awards Luncheon (Friday, Dec. 8) - \$25,000

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

- Four complimentary registration passes
- Complimentary exhibit booth space
- Verbal recognition during the luncheon
- Logo recognition on NLADA website, conference emails, and conference program book
- Full-page color ad in the program
- Complimentary one-page bag insert or one marketing item from your company in attendees' conference bag
- E-blast to conference attendees



Conference WiFi - \$15,000

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

- Two complimentary registration passes
- Complimentary exhibit booth space
- Signage in registration area
- Logo recognition on NLADA website and conference emails
- Color ad in the conference app
- Half-page color ad in the program

Client Reception (Thursday, Dec. 7) - \$15,000

Support the reception for client attendees and receive:

- Two complimentary registration passes
- Complimentary exhibit booth space
- Signage at sponsored event and opportunity to address attendees at the reception
- Logo recognition on NLADA website, conference emails, and conference program book
- Half-page color ad in the program

The Dance (Thursday, Dec. 7) - \$15,000

Sponsor this conference-wide celebration and receive:

- Two complimentary registration passes
- Complimentary exhibit booth space
- Signage at sponsored event
- Logo recognition on NLADA website, conference emails, and conference program book
- Half-page color ad in the program and conference app



Breakfast (Thursday, Dec. 7 or Friday, Dec. 8) - \$10,000

Sponsor one of the two conference-wide breakfasts and receive:

- One complimentary registration pass
- Complimentary exhibit booth space
- Signage at sponsored event
- Logo recognition on NLADA website, conference emails, and conference program book

Fun Break (Thursday, Dec. 7 or Friday, Dec. 8) - \$7,500

Sponsor a conference-wide fun break with snacks in a high-traffic area and receive:

- One complimentary registration pass
- Complimentary exhibit booth space
- Signage at sponsored event
- Logo recognition on NLADA website, conference emails, and conference program book

Conference Tote Bags - \$5,000

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

Conference Water Bottles - \$3,000

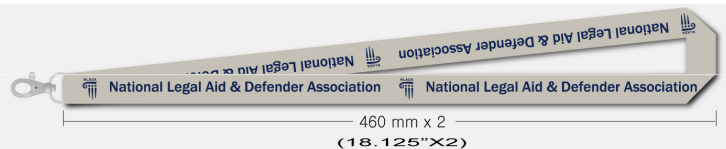
Insert your branded promotional item in the conference bag.

Conference Cyber Café - \$2,500

Sponsor the busy cyber café and be recognized through signage in a high-visibility area.

Conference Lanyards - \$2,500

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



Conference Pens - \$1,000

Put your company in the hands of every conference attendee through branded pens.

Registration Tote Bag Insert - \$500

Place a one-page flyer in each conference bag (limit of one per organization).



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.

Rates:

NLADA Nonprofit Member - \$800

Nonprofit / Other - \$900

Corporate - \$1,200

Exhibitor Benefits:

- Company name and description listed in the Annual Conference program book and app
- One complimentary exhibitor registration
- Opportunity for another registration at the discounted price of \$350
- Complimentary attendance to the Opening Ceremony
- Complimentary beverages (coffee, tea, soda, water) served during breaks
- Standard 8' x 8' Booth Package*:

Your 8' x 8' table top booth will include:

- 8' high back drape
- 3' high side drape
- One 6' draped table
- Two side chairs
- One wastebasket
- 7" x 44" one line identification sign

** Services other than those specifically 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 exhibitors in the Exhibitor Service Kit, which will be available in October.

Advertise, exhibit, sponsor TODAY | exhibits@nlada.org

EXHIBITOR SCHEDULE (subject to change)

Wednesday, Dec. 6	Thursday, Dec. 7	Friday, Dec. 8	Saturday, Dec. 9
10:30 – 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. – Noon Exhibits Open
2:00 – 5:00 p.m. Exhibits Open			Noon – 2:00 p.m. Exhibitor Move-Out
7:30 – 9:00 p.m. Exhibits Open			

Booth space must be reserved by October 30, 2017, and payment must be received by November 17, 2017.



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 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, and souvenirs.
- An exhibitor who conducts any activities outside of his/her 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.

IT'S NOT JUST EXHIBITING...

IT'S ABOUT CREATING A LASTING IMPRESSION

Planning for your tradeshow success doesn't start a month or two in advance. In fact, it can take anywhere from six months to a year of planning to do it right. Trade show marketing is a very strategic process. When planning your NLADA strategy, be sure to think about how to integrate it into every aspect of your strategy, as it will be key to reaching your goals.



Exhibitor Regulations (continued)

- 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 it is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.
- 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.



Exhibitor Regulations (continued)



- 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. **All exhibitors must register by Monday, October 30.**
- Cancellations - Exhibitors must cancel by Friday, November 17, to receive a refund. An administrative fee of \$100 will be applied to all cancellations. Cancellations after this date will not be refunded.

2017 Annual Conference

Reservation and Payment Form

Deadline to advertise, exhibit and sponsor: **Monday, October 30, 2017**
Fax to 202-872-1031

CONTACT INFORMATION

COMPANY/ORGANIZATION: _____

CONTACT PERSON: _____

TITLE: _____

PHONE: _____ EMAIL: _____

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 \$800 ☐ Nonprofit/Other \$900 ☐ Corporate \$1,200

SPONSOR

☐ Opening Ceremony \$25,000 ☐ The Dance \$15,000 ☐ Cyber Café \$2,500
☐ Opening Reception \$25,000 ☐ Breakfast \$10,000 ☐ Lanyards \$2,500
☐ Awards Luncheon \$25,000 ☐ Fun Break \$7,500 ☐ Pens \$1,000
☐ Conference WiFi \$15,000 ☐ Tote Bags \$5,000 ☐ Bag Insert \$500
☐ Client Reception \$15,000 ☐ Water Bottles \$3,000

☐ Extra registration- \$350

Total: _____

My company/organization would like to pay by:

☐ CHECK - SEND CHECK MADE PAYABLE TO NLADA TO:

ANNUAL CONFERENCE EXHIBITORS, NLADA, 1901 PENNSYLVANIA AVE. NW, SUITE 500, WASHINGTON, DC 20006

☐ CREDIT CARD:

☐ AMERICAN EXPRESS ☐ DISCOVER ☐ MASTERCARD ☐ VISA

FAX FORM TO NLADA AT 202-872-1031

NAME: _____

EMAIL ADDRESS: _____

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____ SECURITY CODE: _____ AMOUNT: _____

SIGNATURE: _____



National Legal Aid &
Defender Association