

2017 EQUAL JUSTICE CONFERENCE

May 4–6, 2017

Preconferences on Wednesday, May 3

Pittsburgh, Pennsylvania

DAVID L. LAWRENCE CONVENTION CENTER



*Exhibitor &
Sponsorship
Prospectus*



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





EXHIBITOR & SPONSORSHIP PROSPECTUS

About The Equal Justice Conference

The Equal Justice Conference is a regionally rotating conference co-sponsored by the National Legal Aid & Defender Association (NLADA) and the American Bar Association (ABA) Standing Committee on Pro Bono Public Service that focuses on strengthening partnerships among the key players in the civil justice system. The pro bono and legal services communities will come together this year in Pittsburgh, Pennsylvania, to discuss equal justice issues as they relate to the delivery of legal services to poor and low-income individuals in need of legal assistance. In addition, attendees will celebrate ongoing collaborations, explore potential new partnerships, and investigate the current issues facing clients. Through exciting general sessions, engaging workshops, numerous networking opportunities, and additional special programming, the conference provides a wide range of learning and sharing experiences for all.

Advertising, exhibiting, or sponsoring during the three days of skills-building and learning will provide excellent brand visibility and demonstrate your company's commitment to improving equal justice.



Conference At-A-Glance

DATES:

May 4–6, 2017 (Preconference sessions on May 3)

LOCATION:

David L. Lawrence Convention Center
1000 Fort Duquesne Boulevard
Pittsburgh PA 15222

ATTENDANCE:

Approximately 800–900 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 earn CLE credits and to network.

AGENDA:

Visit www.equaljusticeconference.org for more information, including the conference agenda, and to register as an attendee.

HOTEL ACCOMMODATIONS:

WESTIN CONVENTION CENTER PITTSBURGH 1000 Penn Avenue, Pittsburgh, PA

Reservations at the Westin Convention Center Pittsburgh should be made at <https://www.starwoodmeeting.com/events/start.action?id=1608125417&key=2E554A8D> or by calling the Westin at **(412-281-3700** or **800-937-8461** and referring to the **Equal Justice Conference**.

- The conference room rate is \$179, exclusive of taxes.
- Reservations must be made by **Monday, April 3, 2017**, at 5:00 p.m. (Central Time).
- The special room rate will be available until **April 3, 2017, or until the group block is sold-out**, whichever comes first.
- All reservations must be guaranteed by credit card or deposit check.
- Individuals with guaranteed reservations must cancel their reservations 72 hours before the scheduled day of arrival to avoid a one-night cancellation charge.

OMNI WILLIAM PENN HOTEL 530 William Penn Place, Pittsburgh, PA

Reservations at the Omni William Penn Hotel should be made at <https://www.omnihotels.com/hotels/pittsburgh-william-penn/meetings/aba-pro-bono-and-public-service-2017-equal-justice-conference> or by calling the Omni at **800-843-6664** and referring to the **Equal Justice Conference**.

- The conference room rate is \$179, exclusive of taxes.
- Reservations must be made by **Tuesday, April 4, 2017**, at 5:00 p.m. (Central Time).
- The special room rate will be available until **April 4, 2017, or until the group block is sold-out**, whichever comes first.
- All reservations must be guaranteed by credit card or deposit check.
- Individuals with guaranteed reservations must cancel their reservations 72 hours before the scheduled day of arrival to avoid a one-night cancellation charge.



Preliminary Conference Schedule

(subject to change)

WEDNESDAY, MAY 3

- Registration
- Pre-Conference Sessions
- Dine-Arounds

THURSDAY, MAY 4

- Registration
- Exhibits Open
- Breakfast
- Opening Session
- Workshops
- Networking Lunch
- Host Committee Reception

FRIDAY, MAY 5

- Registration
- Exhibits Open
- Breakfast
- Workshops
- Awards Luncheon

SATURDAY, MAY 6

- Registration
- Exhibits Open
- Closing Brunch

Deadline to advertise, exhibit, and sponsor: Friday, March 31, 2017

Questions? Send an email to exhibits@nlada.org.



Sponsorship Opportunities

Invest in one of the many conference 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.

Awards Luncheon: \$15,000

Sponsor the Awards Luncheon on **Friday, May 5**, and receive:

- Four complimentary registrations
- Complimentary exhibit booth
- Complimentary full-page ad
- On-site recognition at event
- Logo recognition on the conference website, in emails to registrants, and in the program book
- Recognition at the Luncheon
- Listing in the program book

Networking Lunch: \$10,000

Sponsor lunch boxes, food trucks, or another lunch option (we'll work with you to find the best option to promote your interests) on **Thursday, May 4**, and receive:

- Three complimentary registrations
- Complimentary exhibit booth
- Complimentary full-page ad
- On-site recognition at event
- Logo recognition on the conference website, in emails to registrants, in the program book, and on the lunch boxes or food truck tickets
- Listing in the program book

Closing Brunch: \$10,000

Sponsor the conference-wide brunch on **Saturday, May 6**, and receive:

- Three complimentary registrations
- Complimentary exhibit booth
- Complimentary full-page ad
- Recognition at the Brunch
- Logo recognition on the conference website
- Listing in the program book

Cyber Café: \$5,000

Sponsor the cyber café and receive:

- Two complimentary registrations
- Your logo or other branding on the terminals
- Logo recognition on the conference website
- Listing in the program book

Fun Break: \$5,000

Sponsor a fun break with snacks and receive on-site recognition at event and a listing in program book. **(Up to 3 sponsors)**

Conference Tote Bags: \$3,500

Sponsor the conference tote bag and receive:

- Two complimentary registrations
- On-site recognition at event
- Logo recognition on the conference website
- Listing in the program book

Bean Break: \$3,000

Sponsor a coffee break and receive on-site recognition at event, a listing in program book, and branded hot/cold sleeves. **(Up to 4 sponsors)**

Lanyards: \$1,500

Co-brand with ABA and NLADA and put your company at the forefront of attendees' minds throughout the three days of the conference.

Pens: \$500

Get your company in the hands of every conference attendee through branded conference pens. You provide the pens and we'll include them in the conference bags.

Registration Tote Bag Insert: \$500

Place a one-page flyer in each conference bag and make sure your message reaches all attendees.

Advertise — Full-page Color Ad: \$500; Half-page Color Ad: \$250

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.

Exhibiting

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 \$500
- Other Nonprofit \$600
- Corporate..... \$1,000

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

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

EXHIBITOR SCHEDULE

(subject to change)

WEDNESDAY, MAY 3

3:00 pm–7:00 pm

Exhibitor Move In

THURSDAY, MAY 4

7:30 am–5:30 pm

Exhibits Open

FRIDAY, MAY 5

7:30 am–5:30 pm

Exhibits Open

SATURDAY, MAY 6

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 31, 2017, and payment must be received by April 14, 2017.

Questions? Send an email to exhibits@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 Friday, March 31, 2017. Exhibitors must cancel by Friday, April 21, 2017, 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.
- **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
exhibits@nlada.org.

Exhibitor, Sponsor, & Advertiser Reservation And Payment Form

Deadline to advertise, exhibit, and sponsor: Friday, March 31, 2017

CONTACT INFORMATION

COMPANY/ORGANIZATION: _____

CONTACT PERSON: _____

TITLE: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

My company/organization would like to:

Advertise

Full page: \$500 Half page: \$250

Exhibit

ABA/NLADA nonprofit member: \$500 Other Nonprofit: \$600 Corporate: \$1,000

Additional Full Conference Registration: \$375 (provide full contact info as above)

Sponsor

Awards Luncheon: \$15,000

Networking Lunch: \$10,000

Closing Brunch: \$10,000

Cyber Café: \$5,000

Fun Break: \$5,000

Conference Bag: \$3,500

Bean Break: \$3,000

Lanyards: \$1,500

Pens: \$500

Bag Insert: \$500

My company/organization would like to pay by:

Check—send check made payable to NLADA to:

NLADA Equal Justice Conference, 1901 Pennsylvania Avenue NW, Suite 500, Washington DC 20006

Credit card Please bill \$_____ to my:

American Express

Discover

MasterCard

Visa

NAME ON CARD: _____

MAILING ADDRESS: _____

EMAIL ADDRESS: _____

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____ TOTAL AMOUNT: _____

SIGNATURE: _____

Please fax this completed form to NLADA at 202-872-1031.