

NLADA Annual Conference Exhibitor and Sponsorship Prospectus

2024 Annual Conference
Atlanta, GA
November 13-16

Annual Conference 2024

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

Conference sessions will cover topics involving:

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

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: November 13-16

Location: [Courtland Grand Hotel](#)
165 Courtland Street NE
Atlanta, GA 30303

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, Nov 13	Thursday, Nov 14	Friday, Nov 15	Saturday, Nov 16
Registration	Breakfast & 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	Conference Sessions	Conference Sessions	Farewell Lunch
Welcome Reception	Exhibitor Showcase	Awards Luncheon	Exhibits Move-Out
	Community Advocates Reception		

Deadline to advertise, exhibit, or sponsor: Friday, September 13, 2024

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

Breakfast Sponsor– \$5,000(three available or one Exclusive for \$13K with additional benefits)**

Sponsor one day (or all 3 days) of the conference breakfast and help start each day off right for 700+ attendees

- One complimentary conference registration
- Complimentary exhibit booth space
- Logo recognition on website program book
- Complimentary half page color ad in program book and conference website
- Recognition on social media
- Prominent Signage at Breakfast
- Acknowledgment in NLADA's Impact Report
- ***Sponsors of \$10K + will be invited to an exclusive reception with NLADA President & CEO & special guests and receive Concierge Registration Service*

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 and half page ad
- Logo recognition on website and program book
- Recognition on social media
- Acknowledgment in NLADA's Impact Report

Special Exhibitor Showcase - \$6,000

Sponsor the Exhibitor Showcase- a dedicated event for all 700+ attendees to meet and mingle with all of our exhibitors featuring special raffles and giveaways:

- Enhanced Beverage service for attendees
- One Complimentary conference registration
- Complimentary half page ad in program book and conference website
- Complimentary Exhibit Booth space
- Logo recognition on website, conference emails, and program book
- Prominent Signage at the event
- Recognition on social media
- Acknowledgment in NLADA's Impact Report

Welcome Reception- \$5,000 (three available or can be combined for additional benefits)**

Sponsor the Welcome Reception as we kick-off the 2023 Annual Conference with 700+ attendees:

- One complimentary conference registration
- Complimentary exhibit booth space
- Prominent Signage at Welcome Reception
- Verbal recognition by NLADA leadership during the event
- Logo recognition on website and program book
- Half-Page color ad in the program book and on conference website
- Acknowledgment in NLADA's Impact Report
- ***Sponsors of \$10K + will be invited to an exclusive reception with NLADA President & CEO & special guests and receive Concierge Registration Service*

Refreshment Break - \$4,500

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

- Prominent signage at “your” refreshment break
- Complimentary half page ad in program book and conference website
- Logo recognition on NLADA website and conference program book
- Acknowledgement in NLADA’s impact report
- Recognition on social media

Branded Item in Tote Bags – \$4,000

Branded item with your logo/name placed in each conference tote bag for ALL 700+ attendees

- Branded notebook
- Branded screen and keyboard cleaner
- Branded small travel pouch
- Complimentary half page ad in the program book and conference website
- Acknowledgment in NLADA’s impact report

Conference Lanyards - \$3,000

- Add your name to NLADA’s on the lanyards so your company is in front of attendees throughout the conference.
- Complimentary Half Page Ad in program book and conference website
- Acknowledgement in NLADA’s impact report

Community Advocates Reception – \$3,000 (three available or one exclusive at \$8K)**

Sponsor an evening of fun, music, and friendship as our community advocates & their special guests celebrate and receive:

- Prominent signage at the reception
- Logo recognition on website, social media and program book
- Verbal recognition by NLADA leadership during reception
- Acknowledgement in NLADA’s impact report
- **Exclusive \$8K sponsor will also have opportunity to express appreciation to client/community advocates from podium at reception and receive one complimentary registration.

Tote Bag Insert - \$500

- Place a one-page flyer or small branded item in each conference bag.
- Acknowledgment in NLADA’s impact report

EXHIBIT

New to NLADA’s Annual Conference we will be holding an Exhibitor Showcase, a special hour long event in the Exhibit Hall with special raffles and dedicated time for attendees to meet with exhibitors.

EXHIBITOR RATES:

NLADA Nonprofit Member - \$850

Nonprofit / Other - \$950

Corporate - \$1,300

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

- Company name and description listed in the program book & conference website
- One complimentary exhibitor conference registration
- Opportunity for ONE conference registration at a discounted price for exhibitors of \$350
- Opportunity for ONE additional exhibit booth staffer at \$200
- Complimentary beverages (coffee, tea, soda, water) served during breaks
- Standard Exhibitor Package* Your 10 x10 booth will include:
 - One 6’ skirted table
 - 8’ high back drape and 3’ high side drape
 - Two chairs
 - One wastebasket
 - One identification sign

EXHIBITOR SCHEDULE (subject to change)			
Wednesday, Nov. 13	Thursday, Nov. 14	Friday, Nov 15	Saturday, Nov 16
12:00-3:00 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 pm Exhibits Open
3:00-5:00 p.m. Exhibits Open	3:30 p.m.-4:30 p.m. Exhibitor Showcase		12:00 pm-1:30 pm Exhibitor Move-Out
7:00-8:30 p.m. Welcome Reception			

Booth space must be reserved by September 13, 2024, and payment must be received by October 11, 2024.

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

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 platform throughout the week and all program book ads will also be featured on Elevate, our virtual conference platform.

All ad text will need to be submitted no later than **September 25th, 2024** in order to meet program book print deadlines.

For full program book specifications, please contact NLADA.

Full-page, color ad - \$750

Half-page, color ad - \$500

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 13**. Exhibitors must cancel by **Friday, October 11**, 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 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)

- **COVID Rules** - All Exhibitors will be required meet CDC guidelines while at the conference and any additional NLADA requirements for attendees.
- **Security** - Hotel security will be patrolling the conference/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. 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 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 to the primary exhibit contact in September. This will include additional information on extra items you can add on through our show vendor or through the hotel's exhibitor services office.

2024 NLADA Annual Conference Reservation and Payment Form

Deadline to advertise, exhibit and sponsor: Friday, September 13, 2024
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

EXHIBIT

NLADA Member Rate- \$850 Nonprofit/Other Rate- \$950 Corporate Rate- \$1,300
 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 - \$5,000/exclusive
 Welcome Reception- \$5,000/exclusive Refreshment Break - \$4,500 Branded Item - \$4,000
 Community Advocates Reception- \$3,000/exclusive Lanyards- \$3,000 Tote Bag Insert- \$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 11, 2024.**

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