

NALS 2015 Exhibitor/ Sponsor Prospectus



LAS VEGAS

NALS...THE ASSOCIATION FOR LEGAL PROFESSIONALS
64TH ANNUAL EDUCATION CONFERENCE & NATIONAL FORUM
OCTOBER 8-10, 2015 | WESTGATE RESORT & CASINO

Dear Exhibitor,

In October of 2015, NALS...the association for legal professionals will welcome nearly 200 members of the legal support profession to Las Vegas for the association's 64th Annual Education Conference & National Forum. Attendees will utilize the exhibit program at this annual event to look for new products and services to take back to their law offices. This is your opportunity to place your products and services in front of the decision-makers with purchasing power.

Exhibitor Prospectus



About NALS

Founded in 1929, **NALS**... *the association for legal professionals* is a leader in the legal support services industry, offering continuing legal education, certification, professional development, networking, career assistance, and training opportunities to all those choosing this industry as their career. Being the oldest association of its kind, NALS has a diverse membership composition that represents every area of the industry. NALS offers three unique certifications, each of which is developed by NALS and takes advantage of the almost 86 years of experience and dedication that only NALS has to offer.

Conference Information

The NALS Education Conference & National Forum offers attendees more CLE than any other conference dedicated to legal professionals. With tracks focusing on Litigation/Civil Law, Corporate Law, Estate Planning/Family Law, and General Practice, attendees will find sessions that directly impact their career. 16.5 hours of CLE will be available, with 46 sessions to choose from, all wrapped around 3 days of networking. Anticipated attendance is around 300.

Conference Location

Westgate Las Vegas Resort & Casino

3000 Paradise Rd
Las Vegas, Nevada 89109

The NALS group room rate will be \$89 per night Sunday-Thursdays; \$109 per night Friday-Saturday. The \$22/room/day (plus tax) Westgate Resort Fee has been reduced for the NALS group to \$7/room/day (plus tax). For reservations call 800-635-7711 and ask for the NALS group rate. Group code is "SNAL5." If reserving rooms online, please use this reservation link: <https://resweb.passkey.com/go/SNAL5>. Available dates for the NALS rate are October 1-16, 2015, based on availability. Deadline for making room reservations at the NALS group rate is September 15, 2015, or whenever block is full. If reservations are made after this date, the room rate cannot be guaranteed.

Who Attends?

The NALS Annual Conference attracts the top echelon of the legal support professionals—from paralegals and legal secretaries to legal administrators and office managers. Over 60% of NALS attendees have some type of buying power in their firms.

Who Exhibits?

Past exhibitors at this event have included:

- Avery Products Corporation
- Esquire Deposition Solutions
- National Association of Professional
- Professional Livery Worldwide
- Snapdone, Inc.
- Etc.
- Alpha Reporting Corporation
- Liberty Mutual Insurance
- One Legal Process Servers
- Registered Agent Solutions, Inc.
- Unisearch

Exhibitor Opportunities

NALS Corporate Sponsors are given first choice for booth space assignments. Non-corporate sponsor exhibit space will be assigned on a first come basis. Full payment will also be taken into account. NALS exhibitor opportunities provide for a single block of exhibit space in the exhibit area—located near meeting rooms for favourable exposure.

Exhibitor Information

Exhibitor Move In/Set Up:

Wednesday, October 7, 2015 (2:00 p.m. - 5:00 p.m.)

Thursday, October 8, 2015 (7:00 a.m. - 9:30 a.m.)

Exhibit Dates/Times:

The Exhibit Hall will open at 9:30 a.m. and close at 5:30 p.m. each day. It will be open to the public for the duration of that time, and in addition, there will be increments of *designated* exhibit hall time as follows:

Thursday, October 8, 2015

10:00 a.m. - 10:30 a.m.

2:30 p.m. - 3:00 p.m.

4:30 p.m. - 5:30 p.m.

Friday, October 9, 2015

9:45 a.m. - 10:15 a.m.

2:00 p.m. - 2:30 p.m.

3:45 p.m. - 4:15 p.m.

Exhibitor Luncheon:

Thursday, October 8, 2015 (12:00 p.m. - 1:00 p.m.)

Exhibitors will have the opportunity to address all attendees for a brief, five-minute, product/services introduction.

Giveaway Items:

Exhibitors will have the opportunity to award a giveaway item, ranging anywhere from electronics to discounted company products. Each exhibitor is responsible for conducting their own award drawing and a microphone will be available for announcing the winner. A suggested time for final drawings would be during the 3:45 p.m. - 4:15 p.m. time slot on Friday, 10/09/15.

Exhibitor Move Out:

Friday, October 9, 2015 between 4:15 p.m. - 5:30 p.m.

Standard Exhibit Package—\$1,000

- Draped Exhibit Booth (8' wide x 10' deep, black draperies)
- Two Chairs and Standard 6' table
- Exhibitor Identification Signage (7" x 40")
- Conference Attendee Mailing List (hard copy & electronic)
- Company listing in all on-site conference materials and online conference webpage
- *Two Exhibitor Luncheon Tickets (for Thursday, Oct. 8)

*Additional Exhibitor Luncheon tickets may be purchased for \$50 each.

Premium Exhibit Package—\$1,350

Includes all Standard Exhibit Package options above, plus:

- Placement of promotional materials in registration bags
- Half Page [4.75" x 3.25"] ad in conference program
- *Two Tickets to NALS Welcome Reception (Thursday, October 8)

*Additional Welcome Reception tickets may be purchased for \$40 each.

Extra Ticketed Events

Tickets for the NALS Foundation Event "1920s Speakeasy Prohibition Party!" on Friday, October 9, 2015 from 7-10 p.m. may be purchased for \$50 each.

Sponsorship Opportunities

Exhibitors may increase their visibility by sponsoring various conference events and activities.

Coffee Break Sponsorship - \$500

Sponsoring a coffee break will include the following benefits:

- Company logo in all on-site conference materials and online conference webpages coinciding with the mention of sponsored event.
- Recognition signage for your company for the duration of the sponsored event.

Conference Registration Bags—\$1,000

Each conference attendee receives a registration bag containing all of their onsite conference materials. This bag is used well beyond the conference itself. Sponsoring the conference registration bags will include the following benefits:

- Company logo displayed on one side of registration bag.
- Placement of promotional materials in registration bags.

Welcome Party/Luncheon Events—\$1,500

Sponsoring the Exhibitor Luncheon (*October 8*), the NALS Welcome Reception (*October 8*), or the NALS Recognition Luncheon (*October 10*) is a terrific way to increase your company's visibility with conference attendees, as these events are included in their registration. Sponsorship of one of these events will include the following benefits:

- Company logo in all on-site conference materials and online conference webpages coinciding with the mention of sponsored event.
- Recognition signage and tabletop display for your company for the duration of the sponsored event.
- Verbal announcements recognizing your company during the sponsored event.

Conference Program Advertising Contract

64th Annual Education Conference & National Forum
Las Vegas, Nevada | October 8-10, 2015

Advertiser Information:

Name of Advertiser _____
Representative Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone Number _____
E-Mail _____
Representative Signature _____
Date _____

Method of Payment:

Total Amount Due _____

Please Check One:

Enclosed Check # _____

Charge to the Following Card:

Visa MasterCard Discover

Card Number _____ Expiration Date _____

Signature (credit card registrants only) _____ Security Code _____

Please Print Cardholder's Name

Space Order	Ad Cost
<input type="radio"/> Full Page [4.75" x 6.75" (no bleed)]	\$350
<input type="radio"/> Half Page [4.75" x 3.25"]	\$175
<input type="radio"/> Half Page Vertical [2.25" x 6.75"]	\$175

- Publication trim size is 5" x 7".
- All rates based on digital art to be printed black and white.
- Art needs to be designed at 300 dpi or greater for best results.
- Files need to be submitted in PDF or TIFF format.
- NALS reserves the right to reset copy and standardize borders to assure superior quality reproductions.

Please return payment and contract to:

NALS Resource Center
Program Advertising
8159 East 41st Street
Tulsa, OK 74145

Send digital art to:

April Collins
collins@nals.org

OR fax to: (918) 582-5907

Deadline: August 15, 2015

Layout and Design Prices

- | | |
|---------------------------------|------|
| <input type="radio"/> Full Page | \$40 |
| <input type="radio"/> Half Page | \$20 |

Design Services:

Do you need someone to set up your ad for you?

For a small additional charge NALS will handle the layout and design of your ad. If you are interested, contact April Collins, NALS Meetings & Communications Manager at the NALS Resource Center 918-582-5188 or by email at collins@nals.org.

Exhibition/Sponsorship Contract

64th Annual Education Conference & National Forum
Las Vegas, Nevada | October 8-10, 2015

Company Information:

Company Name _____
Representative Name _____
Title _____
Address _____
City _____ State _____ Zip _____
Phone Number _____
Email _____
Website URL _____

Description of Company for Conference Program _____

Representative Signature _____

Date _____

Exhibitor Opportunities

- Standard Exhibit Package—\$1,000
- Premium Exhibit Package—\$1,350

Sponsorship Opportunities

- Coffee Break Sponsorship—\$500 (6 available)
- Registration Bag Sponsorship—\$1,000 (1 available)
- Luncheon Sponsorship—\$1,500 (4 available)
- Welcome Reception Sponsorship—\$1,500 (3 available)

Additional Meal/Event Tickets

- Exhibitor Luncheon—\$50 # of Additional Tickets _____
- *Welcome Reception—\$40 # of Additional Tickets _____
- NALS Foundation Gala—\$50 # of Additional Tickets _____

* Only available to those purchasing the premium package.

Method of Payment:

Total Amount Due _____

Please Check One:

Enclosed Check # _____

Charge to the Following Card:
 Visa MasterCard Discover

Card Number _____ Expiration Date _____

Signature (credit card registrants only) _____ Security Code _____

Please Print Cardholder's Name _____

Cancellation Policy:

Cancellations and refunds are subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to Convention, total registration less a 25% cancellation fee will be refunded to Exhibitor. No refunds will be allowed for any cancellation less than 60 days prior to the Convention.

The booth space at the above exposition, which will become a contract upon acceptance, is based upon the plan of exhibits, rates, and general exhibit information. **NALS is not responsible for any lost or stolen items or property.**

Please return payment and completed contract to:

NALS Resource Center
Exhibit/Sponsorship - Houston
8159 East 41st Street
Tulsa, OK 74145

OR fax to: (918) 582-5907

Questions? Contact April Collins, NALS Meetings & Communications Manager at 918-582-5188 or collins@nals.org.

Deadline: August 15, 2015

NALS 64th Annual Education Conference & National Forum

October 8-10, 2015 | Las Vegas, NV | Westgate Resort & Casino



Schedule at a Glance

Wednesday, October 7

2:00 p.m. – 5:00 p.m. **Exhibitor Move In/Setup**
3:00 p.m. – 7:00 p.m. Registration

Thursday, October 8

7:30 a.m. – 4:00 p.m. Registration
7:30 a.m. – 10:00 a.m. Coffee Break
8:00 a.m. – 10:00 a.m. Welcome & Opening Keynote Speaker
10:00 a.m. – 10:30 a.m. **Exhibit Hall Open**
10:30 a.m. – 11:45 p.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
12:00 p.m. – 1:00 p.m. **Exhibitor Luncheon**
1:15 p.m. – 2:30 p.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
2:30 p.m. – 3:00 p.m. **Exhibit Hall Open**
3:00 p.m. – 4:15 p.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
4:15 p.m. – 5:30 p.m. **Exhibit Hall Open**
NALs Foundation Silent/Live Auction
5:30 p.m. – 7:00 p.m. Welcome Reception (*Ticketed Event*)

Friday, October 9

8:00 a.m. – 4:00 p.m. Registration
8:00 a.m. – 10:00 a.m. Coffee Break
8:30 a.m. – 9:45 a.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
9:45 a.m. – 10:15 a.m. **Exhibit Hall Open**
10:15 a.m. – 11:30 a.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
11:30 a.m. – 12:45 p.m. Lunch On Your Own
12:45 p.m. – 2:00 p.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
2:00 p.m. – 2:30 p.m. **Exhibit Hall Open**
2:30 p.m. – 3:45 p.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
3:45 p.m. – 4:15 p.m. **Exhibit Hall Open**
4:15 p.m. – 5:30 p.m. Litigation/Civil Law Session
Corporate Law Session
Estate Planning/Family Law Session
General Law Session
4:15 p.m. – 5:30 p.m. **Exhibitor Move Out**
7:00 p.m. – 10:00 p.m. NALS Foundation Event (*Ticketed Event*)



engage
inspire
enhance
promote

NALS, Inc. | 8159 East 41st Street | Tulsa, Oklahoma 74145 | (918) 582-5188 | (918) 582-5907 [fax]

www.nals.org/conferences