

# NALS 2016

# EXHIBITOR / SPONSOR

## PROSPECTUS

Vendors, your target market awaits! NALS Education Conference & National Forum offers attendees more CLE than any other conference dedicated to legal professionals. By offering such quality education, attendees are career driven and highly motivated—the ideal target market.



## Dear Valued Business Partner,

In October of 2016, NALS...the association for legal professionals will welcome 200+ members of the legal support profession to Murfreesboro/Nashville for the association's 65th 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 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 technology, professional development, and specialized topics of law, attendees will find sessions that directly impact their career. 16 hours of CLE will be available, with 41 sessions to choose from, all wrapped around 3 days of networking. Anticipated attendance is around 200.

## Conference Location

### Embassy Suites Nashville SE - Murfreesboro

1200 Conference Center Blvd  
Murfreesboro, TN 37129

[Click here to reserve rooms online.](#)

The NALS group room rate will be \$119 per night. For reservations, you may reserve online or call 1-800-EMBASSY or 615-890-4464 and ask for the NALS group rate. The Group Code is NAL. Available dates for the NALS rate are October 4-9, 2016, based on availability. Make your reservations now! Deadline for making room reservations at the NALS group rate is September 13, 2016, 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 include:

Avery Products Corporation  
Liberty Mutual Insurance  
Eastern Kentucky University  
MGM Trial Services, Inc.  
Paralegal Today  
Depo International, Inc.  
Bill4Time

Alpha Reporting Corporation  
Tabbies  
Copy-Scan, And More  
DSL Internet Services  
Houston ALP  
One Legal  
Etc.

## 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.

### Show Information

#### Exhibitor Move In/Set Up:

Wednesday, October 5, 2016 (2:00 p.m. - 5:00 p.m.)

#### Exhibit Dates/Times:

The Exhibit Hall will be open to the public for the duration of the conference since it will be located in a flow-through lobby area. Main conference activities will occur between **8:00 a.m.** and **6:00 p.m.** In addition, there will be 15-30 minute increments of *designated* exhibit hall time as follows:

Thursday, October 6, 2016

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

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

3:30 p.m. - 4:00 p.m.

Friday, October 7, 2016

9:30 a.m. - 9:45 a.m.

10:45 a.m. - 11:00 a.m.

2:30 p.m. - 2:45 p.m.

#### Exhibitor Luncheon:

Thursday, October 6, 2016 (11:30 a.m. - 1:00 p.m.)

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

#### Door Prize Drawings:

Friday, October 7, 2016 (4:00 p.m. - 4:30 p.m.)

Exhibitors will have the opportunity to award door prize items, ranging anywhere from electronics to discounted company products. Each exhibitor is responsible for conducting their own drawing. Door prize drawings are not mandatory for exhibitors.

#### Exhibitor Move Out:

Friday, October 7, 2016 (4:30 p.m. - 6:00 p.m.)

### Industry Exhibitor Booth Packages

#### Standard Package—\$1,000

- Draped Exhibit Booth (8' wide x 10' deep, black draperies) for Thursday, October 6 and Friday, October 7
- Two Chairs, Standard 6' skirted table, wastebasket, and Exhibitor Identification Signage
- Conference Attendee Mailing List (hard copy & electronic)
- Company listing, with URL, in all on-site conference materials and online conference webpage
- Two Luncheon Tickets (May be used Thursday, Oct. 6 or Friday, Oct. 7.)

#### Premium Package—\$1,350

*Includes all Standard Package options above, plus:*

- Placement of promotional items in registration bags
- Full Page [4.75" x 6.75"] advertisement in conference program
- Access to educational sessions of your choosing
- Two Tickets to Conference Kick-Off Reception (Wednesday, Oct. 5)

#### Al La Carte Items (Added Onto Package)

- Additional Exhibitor Luncheon tickets (Thursday, Oct. 6)- \$50 each
- Additional Networking Luncheon tickets (Thursday, Oct. 7)- \$50 each
- Additional Kick-Off Reception tickets - \$40 each
- NALS Foundation Event tickets (Friday, October 7, 2016 from 7-10 p.m.) - \$50 each.

Non-industry/retail discounts are available upon request. Please contact the meetings manager at [communications@nals.org](mailto:communications@nals.org).

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## Sponsorship/Advertising Opportunities

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

### Place Promotional items in Conference

#### Registration Bags—\$100

Each conference attendee receives a registration bag containing all of their onsite conference materials. For a small fee, NALS allows companies to send promotional items to be pre-stuffed in these bags. All promotional items must be received at the NALS Resource Center before September 1, 2016.

#### NALS Program Advertising—\$175-\$350

NALS offers companies the opportunity to advertise in the conference program, which is distributed to each conference attendee during registration. Pricing is dependant upon size and placement of ad. See next page for options and availability.

#### Coffee Break Sponsorship—\$1,000

Sponsoring a coffee break will include the following benefits:

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

### NALS Luncheon Sponsorship—\$2,500

Sponsoring the NALS Welcome Reception (October 5) NALS Exhibitor Luncheon (October 6) or the NALS Recognition Luncheon (October 8) is a terrific way to increase your company's visibility with conference attendees, as these events are included in their registration. Sponsorship will include the following benefits:

- Company logo in all on-site conference materials, online conference webpages coinciding with the mention of sponsored event, and pre-conference marketing efforts.
- Recognition signage and tabletop displays for your company for the duration of the sponsored event.
- Verbal announcements recognizing your company during the sponsored event.
- Additional tickets for your booth staff. Number of tickets must be negotiated with NALS Meetings Manager in advance.

# ***Policies, Terms, And Conditions***

## **PROGRAM ADVERTISING POLICY**

Publication trim size is 5" x 7". All rates are 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 to Lydia Goodner, communications@nals.org by **AUGUST 15, 2016**. NALS reserves the right to reset copy and standardize borders to assure superior quality reproductions. For an additional charge, NALS will handle the layout and design of your ad. Contact NALS Meetings & Communications Manager with any design questions: communications@nals.org.

## **RULES FOR USE OF DISPLAY SPACE**

a) Exhibitors and their personnel must remain within the confines of their own space. No Exhibitor will be permitted to erect signs or display products which obstruct the view, or disadvantageously affect the display of other Exhibitors. Exhibitors are required to have their space neat and orderly at all times.

b). All electrical services and utilities must be contracted through the Embassy Suites Nashville SE - Murfreesboro Convention Services Department.

## **SHIPPING/RECEIVING POLICY**

Due to limitations in secured storage space, the Embassy Suites Nashville SE - Murfreesboro will only accept packages as follows:

Boxes/packages may be sent for arrival a maximum of 48 hours prior to group arrival and will be marked with the responsible party's name, Group name, Plus "Hold for Arrival Date of \_\_\_\_." There will be a handling charge as follows:

- Boxes up to 36" x 24" x 24" \$10 per box
- Larger Boxes/Display Cases \$25 per box
- Pallets \$100 per pallet

## **MISCELLANEOUS TERMS AND CONDITIONS**

a) **Cancellation of Contract** - 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. NALS reserves the right to re-sell the space.

b) **Rights of NALS in the Event Convention is Not Held** - NALS shall not be liable for any damages or expense incurred by Exhibitor in the event the Convention is delayed, interrupted, or not held as scheduled. If the Convention is cancelled, for any reason beyond the control of NALS, NALS may retain a portion of the amount paid by Exhibitor as is necessary to defray expenses already incurred by NALS.

c) **Indemnification** - The Exhibitor shall indemnify, defend, and hold harmless NALS, the Embassy Suites Nashville SE - Murfreesboro, and John Q Hammons Hotels Management LLC from and against any and all demands, claims, damages to persons or property, losses and liabilities, including reasonable attorney's fees arising out of or caused by the Exhibitor's negligence in connection with the use of the hotel facilities, except to the extent and percentage attributable to the hotel's negligence. The Exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defence which it may have with respect to such claims.

d) **Licenses** - Any and all City, County, State, or Federal licenses, inspections or permits required by law of the Exhibitor in the installation of or operation of its display shall be obtained by the Exhibitor at its own expense prior to the opening of the Convention.

e) **Insurance** - Exhibitor understands that neither NALS nor the Embassy Suites Nashville SE - Murfreesboro maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. NALS is not responsible for any lost or stolen items or property.

# NALS 65th Annual Education Conference & National Forum

October 6-7, 2016 | Embassy Suites Nashville SE - Murfreesboro



## Schedule at a Glance

### Tuesday, October 4

8:00 p.m. – 5:00 p.m. Possible Offsite Tours (*Ticketed Event*)

### Wednesday, October 5

8:00 a.m. – 12:00 p.m. NALS Board of Directors Meeting  
1:30 p.m. – 3:00 p.m. NALS All-Committee Orientation  
3:00 p.m. – 5:00 p.m. NALS Committee Meetings  
2:00 p.m. – 5:00 p.m. **Exhibitor Move In/Setup**  
5:00 p.m. – 7:00 p.m. Registration Open  
5:30 p.m. – 7:30 p.m. Welcome Reception (*Ticketed Event*)

### Thursday, October 6

7:30 a.m. – 4:00 p.m. Registration  
7:30 a.m. – 10:30 a.m. Coffee Break  
8:30 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. – 11:30 a.m. CLE Breakout Sessions  
11:30 a.m. – 1:00 p.m. **Exhibitor Luncheon**  
1:00 p.m. – 2:00 p.m. CLE Breakout Sessions  
2:00 p.m. – 2:30 p.m. **Exhibit Hall Open**  
2:30 p.m. – 3:30 p.m. CLE Breakout Sessions  
3:30 p.m. – 4:00 p.m. **Exhibit Hall Open**  
4:00 p.m. – 5:00 p.m. CLE Breakout Sessions  
5:00 p.m. – 10:00 p.m. Open Evening

### Friday, October 7

8:00 a.m. – 4:00 p.m. Registration  
8:00 a.m. – 11:00 a.m. Coffee Break  
8:30 a.m. – 9:30 a.m. CLE Breakout Sessions  
9:30 a.m. – 9:45 a.m. **Exhibit Hall Open**  
9:45 a.m. – 10:45 a.m. CLE Breakout Sessions  
10:45 a.m. – 11:00 a.m. **Exhibit Hall Open**  
11:00 a.m. – 12:00 p.m. CLE Breakout Sessions  
12:00 p.m. – 1:30 p.m. Networking Luncheon  
1:30 p.m. – 2:30 p.m. CLE Breakout Sessions  
2:30 p.m. – 2:45 p.m. **Exhibit Hall Open**  
2:45 p.m. – 3:45 p.m. CLE Breakout Sessions  
4:00 p.m. – 4:30 p.m. **Exhibitor Door Prize Drawings**  
4:30 p.m. – 5:30 p.m. NALS Foundation Sweepstakes Drawings  
4:30 p.m. – 6:00 p.m. **Exhibitor Move Out**  
6:30 p.m. – 10:00 p.m. NALS Foundation Event (*Ticketed Event*)

### Saturday, October 8

8:00 a.m. – 2:30 p.m. Registration  
8:00 a.m. – 11:00 a.m. Coffee Break  
9:00 a.m. – 10:00 a.m. CLE Breakout Sessions  
10:15 a.m. – 11:15 a.m. CLE Breakout Sessions  
11:15 a.m. – 12:45 p.m. Recognition Luncheon  
12:45 p.m. – 1:45 p.m. CLE Breakout Sessions  
2:00 p.m. – 3:00 p.m. CLE Breakout Sessions  
3:15 p.m. – 5:15 p.m. NALS Open Forum/Closing Session  
5:30 p.m. – 10:00 p.m. Possible Offsite Event (*Ticketed Event*)



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

[www.nals.org/conferences](http://www.nals.org/conferences)

# Exhibition/Sponsorship Contract

65<sup>th</sup> Annual Education Conference & National Forum  
Murfreesboro, TN | October 6-7, 2016

## EXHIBITOR INFORMATION:

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website URL \_\_\_\_\_

### Main Point of Contact

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### On-Site Contacts

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

### Describe Your Product/Service

Please provide a description of your company, product, or service in less than 100 words. This description will be part of the onsite-registration materials available to attendees, and will be included on the conference mobile app with a live link to your web site.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

(By my signature, I certify that I am authorized to sign this agreement on behalf of the company listed on this form. I further certify that I have read and understand the policies, terms, and conditions.)

## EXHIBIT/SPONSORSHIP OPTIONS

EXHIBITOR PACKAGES		COST
<input type="radio"/>	Standard Package	\$1,000
<input type="radio"/>	Premium Package	\$1,350

SPONSORSHIP OPTIONS		COST
<input type="radio"/>	Place Promotional Items in Registration Bags	\$100
<input type="radio"/>	Coffee Break Sponsorship	\$1,000
<input type="radio"/>	Reception/Luncheon Sponsorship <i>Indicate preference:</i> <input type="radio"/> Welcome Reception (Oct. 5) <input type="radio"/> Exhibitor Luncheon (Oct. 6) <input type="radio"/> Recognition Luncheon (Oct. 8)	\$2,500

ADVERTISING SPACE		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

A LA CARTE EVENT TICKETS		COST	# NEEDED
<input type="radio"/>	Welcome Reception (Oct. 5)	\$40	
<input type="radio"/>	Exhibitor Luncheon (Oct. 6)	\$50	
<input type="radio"/>	NALS Foundation Event (Oct. 7)	\$50	

## 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*

\_\_\_\_\_  
*Print Cardholder's Name*

### Please return payment and completed contract to:

NALS Resource Center  
Exhibit/Sponsorship - National Forum  
8159 East 41st St  
Tulsa, OK 74145  
Fax to: (918) 582-5907 OR Email to: communications@nals.org.

**Questions?** Contact Lydia Goodner, NALS Meetings & Communications Manager at 918-582-5188 or communications@nals.org.

**Deadline: August 15, 2016**