



# *Exhibitor & Sponsor Prospectus*

**TULSA**  **2015**

**NALS PROFESSIONAL DEVELOPMENT &  
EDUCATION CONFERENCE**

February 26-28, 2015 | [www.nals.org](http://www.nals.org)

## Dear Exhibitor,

In February of 2015, NALS...the association for legal professionals will welcome over 150 members of the legal support profession to Tulsa for the association's 2015 Professional Development & Education Conference. 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 85 years of experience and dedication that only NALS has to offer.

## Conference Information

The NALS 2015 Professional Development & Education Conference is an opportunity for NALS leaders on national, state, and local levels to network with other leaders, to think outside of the box, and to learn how to engage, inspire, enhance and promote NALS in their own chapters. While gaining valuable leadership and professional development training, attendees will also be shaping the future of NALS. Anticipated attendance is between 120-200.

## Conference Location

### DoubleTree Warren Place

6110 South Yale Ave  
Tulsa, Oklahoma 74136  
918-495-1000

[Click here to reserve a room online.](#)

Standard room rate will be \$99 per night. The cut-off date for guaranteed NALS pricing is **February 10, 2015** or whenever block is full. If reservations are made after this date, the room rate cannot be guaranteed.

## Who Attends?

The NALS Professional Development 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. The majority of attendees at this conference hold leadership positions in their NALS state and/or local associations.

## Who Exhibits?

Past exhibitors at this event have included:

- Avansic
- Beyond Square One
- Litgistix, LLC
- Professional Reporters
- Avery Products Corporation
- Liberty Mutual Insurance
- Legal Directories Publishing Company
- 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.

### Exhibitor Information

#### Exhibitor Move In/Set Up:

Thursday, February 26, 2015 (12:00 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 at 6:00 p.m. In addition, there will be 30 minute increments of *designated* exhibit hall time as follows:

Friday, February 27, 2015

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

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

Saturday, February 28, 2015

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

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

#### Exhibitor Move Out:

Saturday, February 28, 2015 (Anytime after 3:30 p.m.)

#### Two-Day Exhibitor—\$500

- Exhibit Space for Friday, February 27 AND Saturday, February 28
- Standard 6' skirted table and Two Chairs
- Conference Attendee Mailing List (hard copy & electronic)
- Company listing in all on-site conference materials and online conference webpage.

#### One-Day Exhibitor—\$250

- Exhibit Space for Friday, February 27 OR Saturday, February 28
- Standard 6' skirted table and Two Chairs
- Conference Attendee Mailing List (hard copy & electronic)
- Company listing in all on-site conference materials and online conference webpage.

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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 February 9, 2015.

#### Meet & Great Breakout Sponsorship—\$200

Networking is a key component for any successful professional. NALS is now providing even more opportunities for attendees to make those crucial connections by providing officer-specific breakout receptions. Sponsoring 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.

#### 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.

#### NALS Luncheon Sponsorship—\$1,000 (6 available)

Sponsoring the Networking Luncheon (*February 27*) or the Recognition Luncheon (*February 28*) is a terrific way to increase your company's visibility with conference attendees, as these events are included in their registration. Sponsorship 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.

#### NALS Program Advertising

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.

# Conference Program Advertising Contract

2015 Professional Development & Education Conference  
Tulsa, Oklahoma | February 26-28, 2015

## Advertiser Information:

Name of Advertiser \_\_\_\_\_

Representative Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

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 \_\_\_\_\_

Layout and Design Prices	
<input type="radio"/> Full Page	\$50
<input type="radio"/> Half Page	\$40
<input type="radio"/> Quarter Page	\$30
<input type="radio"/> Eighth Page	\$20

Space Order	Ad Cost
<input type="radio"/> Back Cover [8.5" x 11" (.25" bleed)]	\$900
<input type="radio"/> Inside Cover [8.5" x 11" (.25" bleed)]	\$700
<input type="radio"/> Full Page [8.5" x 11" (.25" bleed)]	\$450
<input type="radio"/> Half Page [7.5" x 4.5"]	\$250
<input type="radio"/> Quarter Page [3.5" x 4.5"]	\$175
<input type="radio"/> Eighth Page [3.5" x 2"]	\$100
<input type="radio"/> Patron Listing [text listing]	\$60

- 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.
- Cover Positions will be sold on a first come first serve basis.
- 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

Email to collins@nals.org OR fax to: (918) 582-5907

## Deadline: January 12, 2015

## 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.

# Exhibitor/Sponsorship Contract

2015 Professional Development & Education Conference  
Tulsa, Oklahoma | February 26-28, 2015

## Company Information:

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

Representative Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

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

Description of Company for Conference Program: (use additional space as needed)

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

Representative Signature \_\_\_\_\_

Date \_\_\_\_\_

## Exhibitor Opportunities

- Two-Day Exhibitor—\$500
- One-Day Exhibitor—\$250

## Sponsorship Opportunities

- Promotional Items in Conference Registration Bags—\$100
- Meet & Great Breakout Sponsorship—\$200
- Coffee Break Sponsorship—\$500
- NALS Luncheon Sponsorship—\$1,000

## 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 \_\_\_\_\_

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 - Tulsa 2015  
8159 East 41st Street  
Tulsa, OK 74145

Email to [collins@nals.org](mailto:collins@nals.org) OR fax to: (918) 582-5907

**Questions?** Contact April Collins, NALS Meetings & Communications Manager at 918-582-5188 or [collins@nals.org](mailto:collins@nals.org).

## Deadline: January 12, 2015

### FOR NALS OFFICE USE ONLY

Booth No.(s): \_\_\_\_\_ Date: \_\_\_\_\_

Amount Due: \_\_\_\_\_ Amount Received: \_\_\_\_\_ Paid In Full:  Yes  No



# Schedule at a Glance

February 26-28, 2015 | Tulsa, OK | DoubleTree Warren Place

## Thursday, February 26

8:00 a.m. – 12:00 p.m.

**Grassroots-Level Think Tank**

12:00 p.m. – 2:00 p.m.

**Registration Open**

1:30 p.m. – 5:00 p.m.

**All Committee Orientation & Committee Meetings**

6:00 p.m. – 7:00 p.m.

**Registration Open**

6:00 p.m. – 7:00 p.m.

**Conference Kick-Off Reception**

## Friday, February 27

7:30 a.m. – 4:00 p.m.

**Registration & Coffee Break**

8:00 a.m. – 10:00 a.m.

**Welcome & Opening Keynote – Applying Principled Leadership to Grow & Protect Your Organization's Culture**

10:00 a.m. – 10:30 a.m.

**NALS Foundation Sweepstakes/NALS Genius Bar/ Exhibit Hall Open**

10:30 a.m. – 12:00 p.m.

**Insights & Ideas with NALS Board**

12:00 p.m. – 1:30 p.m.

**Networking Luncheon**

1:30 p.m. – 3:00 p.m.

**Improvements in 3-D: Delegation, Due Diligence & Decision Making**

1:30 p.m. – 3:00 p.m.

**E-Discovery**

1:30 – 3:00 p.m.

**How to Survive Manipulating People Via the "NOPE" Acronym**

3:00 p.m. – 3:30 p.m.

**NALS Foundation Sweepstakes/NALS Genius Bar/ Exhibit Hall Open**

3:30 p.m. – 5:00 p.m.

**'Ment' to Lead: The Mentor/Mentee Relationship at Work in Law**

3:30 p.m. – 5:00 p.m.

**Legal Technology**

3:30 p.m. – 5:00 p.m.

**Real Estate: Title Problems, Defects, and How to Avoid Them**

5:00 p.m. – 6:00 p.m.

**Meet & Greet Breakouts**

## Saturday, February 28

8:00 a.m. – 3:00 p.m.

**Registration & Coffee Break**

8:30 a.m. – 10:00 a.m.

**The Leadership Fire: Igniting the Fire, Sharing the Fire, and Stoking the Fire**

8:30 a.m. – 10:00 a.m.

**Legal Resources**

8:30 a.m. – 10:00 a.m.

**Affordable Care Act Compliance**

10:00 a.m. – 10:30 a.m.

**NALS Foundation Sweepstakes/NALS Genius Bar/ Exhibit Hall Open**

10:30 a.m. – 12:00 p.m.

**President Training: After the Installation/ Inauguration: How to be an Effective President from Day 1**

10:30 a.m. – 12:00 p.m.

**Membership Chair Training: Membership: The "Wow" Starts Now!**

10:30 a.m. – 12:00 p.m.

**Copyright**

10:30 a.m. – 12:00 p.m.

**Reduce, Reuse, Recycle—Use the 3 Rs to Turn Your Office Into Green Space**

12:00 p.m. – 1:30 p.m.

**Recognition Luncheon**

1:30 p.m. – 3:00 p.m.

**Joint Officer Training: NALS Website – How-Tos for Chapter Leaders - Part 1**

1:30 p.m. – 3:00 p.m.

**Using Technology on Smaller Cases**

1:30 p.m. – 3:00 p.m.

**The LLLT - What's With the Acronym?**

3:00 p.m. – 3:30 p.m.

**NALS Foundation Sweepstakes/NALS Genius Bar/ Exhibit Hall Open**

3:30 p.m. – 5:00 p.m.

**Joint Officer Training: NALS Website – How-Tos for Chapter Leaders - Part 2**

3:30 p.m. – 5:00 p.m.

**CLE Topic TBD**

3:30 p.m. – 5:00 p.m.

**True Colors: Path to Leadership and Communications**

5:00 p.m. – 6:00 p.m.

**NALS Foundation Sweepstakes Drawings**

7:00 p.m. – 10:00 p.m.

**Wrap-Up Dinner (Ticketed Event)**

## Sunday, March 1

9:00 a.m. – 12:00 p.m.

**Historic Tulsa Trolley Tour NEW! (Ticketed Event)**

*All session topics are subject to change.*

*For the latest schedule of events, please visit [www.nals.org/conferences/](http://www.nals.org/conferences/).*

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



engage  
inspire  
enhance  
promote