



2024

PDI

Professional Development Institute

December 5-6, 2024

The Westin Kierland, Scottsdale, AZ

The 2024 Professional Development Institute is the must-attend conference for those responsible for professional development in law firms, law schools, corporations, and government agencies.





Plan now to be a part of an event targeting lawyer and law student training and development professionals. The Professional Development Institute equips attendees to help their organizations, lawyers, and law students succeed in today's challenging environment. **Join us in Scottsdale, AZ on December 5-6, 2024 at The Westin Kierland** for this must-attend event!

The Professional Development Institute is an ideal match for your outreach efforts if your target audience consists of those responsible for lawyer and/or law student training and development. This annual two-day program provides comprehensive, timely, cutting-edge information for all involved in lawyer training and law student and lawyer professional development.

Strengthen your relationships and improve your company's image, prestige, and credibility by supporting the 2024 Professional Development Institute — an event tailored to legal PD professionals and their organizations.



Venue

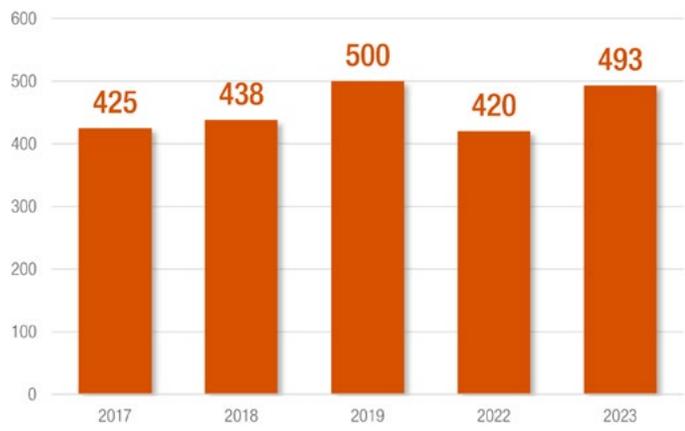
The Westin Kierland
6902 E Greenway Pkwy Scottsdale,
AZ 85254
Phone: (480) 624-1000

Who are the attendees*?

- ✓ Professional Development Directors and Managers
- ✓ Career and Lawyer Development Directors
- ✓ Hiring Partners
- ✓ Managers of Legal Recruiting
- ✓ Associate Deans
- ✓ Career Services Directors
- ✓ Chief Talent Officers
- ✓ Coaches
- ✓ Consultants

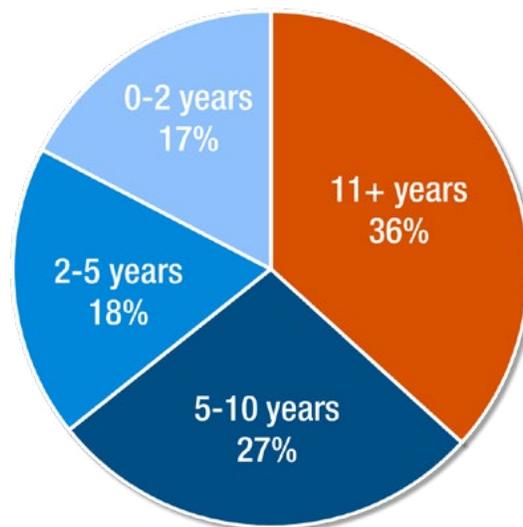
**based on 2023 Registration details*

PDI Attendance (6-year trend)



*2020 and 2021 were omitted because they were directly impacted by COVID-19 and aren't representative of a typical year.

Years of Experience in Lawyer PD



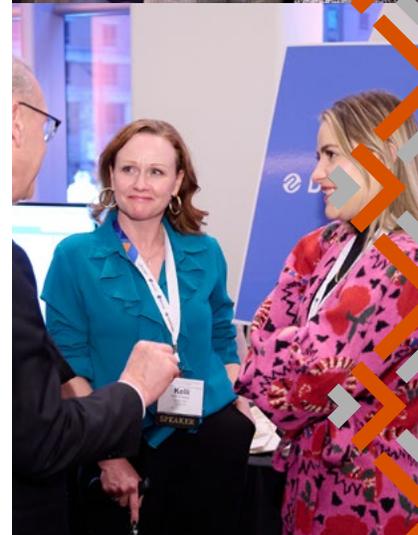
Tentative Conference Agenda

Thursday, December 5

7:30 – 9:00 am	Registration
9:00 – 10:15 am	Opening Plenary
10:45 am – 12:00 pm	Concurrent Sessions
12:00 – 1:15 pm	Networking Lunch
1:15 – 2:30 pm	Concurrent Sessions
2:45 – 4:00 pm	Concurrent Sessions
4:30 – 6:00 pm	Networking Reception

Friday, December 6

8:30 – 9:00 am	Registration
9:00 – 10:00 am	Plenary
10:15 – 11:30 am	Concurrent Sessions
11:30 am – 12:45 pm	Networking Lunch & Law School Roundtable
12:45 – 2:00 pm	Concurrent Sessions
2:15 – 3:30 pm	Concurrent Sessions



Premium Sponsorship Opportunities

Platinum Sponsorship \$20,000

Platinum Sponsorship for the Professional Development Institute provides significant pre-conference, on-site, post-conference promotional opportunities and the Thursday Evening Reception. This premier and comprehensive package provides sponsors with additional exposure over the one-day sponsorship package and includes sponsorship for two issues of *NALPnow!*

Benefits include:

- ✓ Complimentary two-day exhibit booth space
- ✓ Sponsorship recognition in promotional materials
- ✓ Logo and link placement on event registration webpage
- ✓ Prominent on-site recognition
- ✓ App banner advertisement
- ✓ Pre- and post-attendee mailing list
- ✓ Full-page advertisement in two issues of the *NALP Bulletin+*
- ✓ *NALPnow!* (e-newsletter) sponsorship for two issues
- ✓ *Thursday Evening Reception*

Event Sponsorship \$6,500

A sponsorship at the Professional Development Institute provides you with a number of promotional opportunities.

Benefits include:

- ✓ Complimentary one-day exhibit booth space on Thursday
- ✓ Sponsorship recognition in promotional materials
- ✓ Logo and link placement on event registration webpage
- ✓ Prominent on-site recognition
- ✓ App banner advertisement
- ✓ Pre- and post-attendee mailing list
- ✓ Full-page advertisement in one issue of the *NALP Bulletin+*

Gold Sponsorship \$12,000

Gold Sponsorship for the Professional Development Institute provides significant pre-conference, on-site, and post-conference promotional opportunities. This premier and comprehensive package provides sponsors with additional exposure over the one-day sponsorship package and includes sponsorship for two issues of *NALPnow!*

Benefits include:

- ✓ Complimentary two-day exhibit booth space
- ✓ Sponsorship recognition in promotional materials
- ✓ Logo and link placement on event registration webpage
- ✓ Prominent on-site recognition
- ✓ App banner advertisement
- ✓ Pre- and post-attendee mailing list
- ✓ Full-page advertisement in one issue of the *NALP Bulletin+*
- ✓ *NALPnow!* (e-newsletter) sponsorship for two issues

Sponsorship Opportunities

Plenary Sponsorship \$6,500

Help support our educational programming by sponsoring one of our Plenaries. You will have the opportunity to present a 60-90 second video at the beginning of the session. Special signs remind attendees who to thank. It's a great way to add more visibility for your company throughout the day. The sponsoring company name and logo will also be displayed during the session and during other parts of the event.

Plenary 1 (Thursday): *Empowering Legal Teams by Harnessing the Energy of Success*

Plenary 2 (Friday): *Navigating Change through Adaptive Leadership: Embracing Modern Challenges*

Benefits include:

- ✓ Sponsorship recognition in promotional materials
- ✓ On-site recognition
- ✓ Post-attendee mailing list
- ✓ Promotional material may be placed on table in or outside the main ballroom

Yoga Sponsorship \$2,500

For the first time at PDI we will offer morning yoga classes to attendees Thursday and Friday. This is a chance for attendees to reenergize before a day of meetings.

Benefits include:

- ✓ Sponsorship recognition in promotional materials
- ✓ On-site recognition
- ✓ Post-attendee mailing list
- ✓ Signage onsite

Room Key Sponsorship \$4,000

Make an early impression when attendees check into The West. Distribute your custom logo and a message to attendees on their room keys. Attendees staying at the conference hotel will carry your company brand throughout the event.

Event App Sponsorship \$6,500

The event app is the primary method for conference attendees to plan their schedule, take notes, locate exhibitors and network with peers. This sponsorship puts your business in front of all attendees.

Benefits include:

- ✓ Full event loading screen on phone and tablet
- ✓ Banner ad on the app homepage
- ✓ Sponsorship recognition in promotional materials
- ✓ On-site recognition
- ✓ Post-attendee mailing list

Coffee Break Sponsorship \$3,000

Re-energize attendees between sessions as they network while enjoying refreshments. Put your brand in the hands of conference attendees with branded napkins at all meals and breaks.

Room Drops \$3,000

Want to have a speciality item delivered to attendees guest rooms? This allows you to have a custom item delivered.

Consent to Use of Photographic, Video, and/or Audio Materials

Registration and attendance at, or participation in, NALP meetings and other activities constitutes an agreement by the registrant to allow NALP to use and distribute (both now and in the future) the registrant or attendee's image or voice in photographs, video recordings, electronic and print reproductions, and audio recordings of such events and activities.

NALP's Open Meeting Policy

NALP is committed to the free exchange of information and open meetings at its conferences, and we recognize that there will be differences of opinion during sessions. We rely on our members to respect each other and our invited guests and speakers, and to honor the conventions of civil discourse. Disrespect for any speaker will not be tolerated. In addition to member participants, NALP opens registration to non-members, including program speakers, vendors, and members of the press.

Sponsor Rules & Regulations

Exhibitor Access to Members. Sponsors are invited to attend educational sessions except those noted in the conference materials as designated for members only. NALP requests that private exhibitor events such as receptions, dinners, or private parties, be registered with NALP to ensure that staff have correct and timely information to respond to member inquiries and that such events be clearly denoted as not being sponsored by NALP. Except for such events, Sponsors may not solicit member business outside of the exhibition area. Sponsors agree not to host events during NALP's educational or business programming.

In accordance with NALP's wellness initiatives, Sponsors are encouraged to responsibly limit alcohol at any private event they may host.

Booth Representatives. Sponsors will be allotted badges based on the sponsorship type. All Sponsors and their registered representatives must be at least 18 years of age as of the time of the event. Only those registered as Sponsors may work in the booth. Tickets to the evening social events may be purchased at guest rates.

The conference is limited to Sponsors and their registered representatives.

Eligible Exhibits. Exhibits will be limited to the company listed in the NALP Contract/ Space Application. Only the sign of the company whose name appears on the Contract may be placed in the booth or appear on any printed list of Sponsors. No exhibits, advertising, or any other promotion will be allowed beyond the perimeters of the booth without NALP's specific permission. The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money will be returned to the applicant.

Subletting of Space. Sponsors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business.

Non-endorsement. The exhibiting of products or services in the exhibitor space does not constitute an endorsement by NALP. Sponsors are not permitted to represent that their products or services have been endorsed by NALP unless NALP has specifically provided express written endorsement.

Non-solicitation. Solicitation is allowed only in the designated exhibitor space. No organization or individual without assigned

exhibit space, sponsorship endorsement, or NALP approval will be permitted to solicit business or distribute promotional materials during the 2024 NALP Professional Development Institute.

Space Assignment. Allocation of booth space will be made by NALP on a first-come, first-served basis. No final assignment will be made until NALP has received a completed contract with the required deposit. NALP will confirm booth space and/or sponsorship in writing.

Table Regulations and Attendants. Exhibits must remain fully intact and staffed during open exhibit viewing hours. All business demonstrations shall be confined to the sponsors' own table(s).

Give-aways MUST be in good taste and consistent with the goals of NALP. Excessive audible/visual attention-getting devices or effects and offensive odors from exhibits are prohibited. Sound effects are discouraged. Music in any form (live or recorded) is prohibited. The distribution of books or the hosting of book signing events are prohibited unless advance written permission has been granted by NALP. The dispensing of substantial food and beverage, including substantial amounts of candy, may require special handling under local, venue, or union rules. Sponsors who are considering giveaways that include substantial food or beverage are encouraged to contact Jay Richards, NALP's Senior Director for Operations, Member Services, and Meetings, at jrichards@nalp.org or 202-835-1001 to discuss any special handling that may be required. NALP reserves the right to evict, without notice, Sponsors who, because of noise, conduct of personnel, methods of operation, or for any other reason detract from the general educational character of the Professional Development Institute. In such circumstances, NALP will not issue a refund.

Orders may be taken for later delivery, but direct sales where merchandise is delivered at the exhibition for either cash, credit card, or invoice are NOT permitted.

Table Set up. NALP will provide a standard six-foot table and two chairs.

NALP retains sole discretion and authority in the placement, arrangement, and appearance of all displays.

Security. Every reasonable precaution will be taken to protect property during the Exposition. However, neither NALP, nor the Official Service Contractor, nor the management of the Westin Kierland is responsible for the safety of the property of Sponsors from theft, damage by fire, accident, vandalism or other causes.

It is strongly advised that Sponsors carry additional insurance for theft or damage to their displays or other personal property while such property is located at or is in transit to or from the exhibition site. While NALP provides security guards, this is solely as an accommodation to Sponsors, and NALP assumes no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless NALP, its management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space.

Storage. Neither NALP nor the Westin Kierland is able to accept or store display materials or empty crates. An Exhibitor must make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates.

Fire and Safety Laws. All applicable fire and safety laws must be strictly observed by the Exhibitor. Cloth decorations must be flameproof. Wiring for both booth construction and electronic equipment must comply with local Fire Department and Underwriters' Rules (3 wire only). Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, wrapping materials, etc. are to be removed from the floor and may not be stored under tables or behind the exhibit. Flammable fluids and materials must be kept in safety containers. Open flames, butane gas, and oxygen tanks are not permitted without permission of the local Fire Marshal. All hazardous items used in displays must be properly safeguarded, protected, registered, or avoided in accord with applicable city, state, and federal regulations. No balloons or helium inflated items can be used within the exhibit hall unless approved in advance by NALP. Smoking is not permitted in the exhibit hall.

Cancellation or Postponement of the Event. If NALP cancels all or a portion of the Professional Development Institute for any reason, it is mutually agreed that this exhibitor contract will be automatically terminated and that NALP is released from any and all claims for damages that may arise in consequence thereof, including lost profits. In such an event, NALP management will determine an equitable basis for a refund of a portion or all the exhibit fees, after due consideration of expenditures and commitments already made.

Damage to Westin Facility. In the event that any part of the exhibit facility is damaged or if circumstances make it impossible for NALP to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then the Exhibitor will be charged for space only for the time space was or could have been

occupied. NALP is released from any and all claims for damages that may arise in consequence thereof, including lost profits.

Refunds. If the Exhibitor cancels the contract before or on November 18, 2024, NALP will retain \$150 for handling and processing charges and return all other fees. If the Exhibitor cancels between November 18, 2024 and the event, NALP will retain 50% of the total booth fees (which equals the deposit). If the Exhibitor cancels after November 18, 2024, no refund for any space will be made. Cancellations must be made in writing.

Limitation of Damages. In no event will NALP be liable to the Exhibitor, whether in contract or in tort, for any amount greater than the fees the Exhibitor has paid under this contract in relation to any damage, including lost profits, arising out of or relating to the Professional Development Institute, the rental of exhibit space, the conduct of NALP, any breach of this Agreement, or any other act, omission, or occurrence.

Interpretation and General Amendments. These rules and regulations are to be construed as part of all space contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules and regulations will be decided by NALP. NALP reserves the authority to establish penalties in the event of violation of these rules. These rules and regulations may be amended or added to at any time by NALP and will be equally binding on all parties affected. Written notification of any such amendments will be forwarded to exhibiting companies. Under unusual circumstances, and at its own discretion, NALP may also make specific exceptions to, or changes in, the rules without necessarily establishing a precedent or applying the modifications beyond the specific cases involved.

WEB SPONSORSHIP GUIDELINES

Sponsorship logos that appear on NALP's website are subject to the Department of Treasury regulation §1.513-4(c)(2). Use or acknowledgment of the name or logo or product lines of the sponsor's trade or business may include: exclusive sponsorship arrangements; logos and slogans that do not contain qualitative or comparative descriptions of the sponsor's products, services, facilities or company; a list of the sponsor's locations, telephone numbers, or internet address; value neutral descriptions, including displays or visual depictions of the sponsor's product lines or services; and the sponsor's brand or trade names and product or service listings. NALP reserves the right to deny any web sponsorship request that does not meet this federal regulation.

Retain a copy of these regulations for your reference. Please return your completed contract as soon as possible to finalize your reservation.

CONTACT INFORMATION

Contact Name _____ Title _____

Organization _____

Organization/Company Name As It Should Appear in Sponsorship Listings _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Direct Dial Phone _____ Fax _____

Website _____ Email _____

SPONSORSHIP PACKAGES

Platinum Sponsorship	\$20,000
Gold Sponsorship	\$12,000
Event Sponsorship	\$6,500
Plenary Sponsorship	\$6,500
Yoga Sponsorship	\$2,500
Room Key Sponsorship	\$6,000
Event App Sponsorship	\$6,500
Coffee Break Sponsorship	\$3,000
Room Drops	\$3,000

NOTES

FEES

A deposit of 50% of the total fee must accompany the contract before a booth or sponsorship assignment can be made. Affiliate members may subtract \$50 from sponsorship fee from their total due. Make checks payable to NALP. Final payments are due no later than 30 days prior to the first day of the event. No exhibitor will be allowed to set up without full payment.

CONTRACT

Return signed contract with deposit to the address below. Keep a copy of the contract and rules for your records; an executed copy of the contract will be returned to you.

Sponsorship and Exhibition Total:	<input type="text"/>
50% Deposit Amount:	<input type="text"/>
Less any Discount(s):	<input type="text"/>
Total Amount Due:	<input type="text"/>

Jay Richards, Senior Director of Operations, Member Services, and Meetings
NALP
 1220 19th Street NW, Suite 510
 Washington, DC 20036
 P (202) 835-1001 | F (202) 835-1112
jrichards@nalp.org

FOR OFFICE USE ONLY

Name (printed): _____ Signature: _____

Accepted by NALP: _____ Date: _____

PAYMENT INFORMATION

A check is enclosed (payable to NALP). Check # _____ Please charge to: Visa MasterCard American Express

Card #: _____ Expiration Date: _____

Name on Card (printed): _____ Authorized Signature: _____