

2022

**PDI**

Professional Development Institute

# EXHIBITOR & SPONSOR PROSPECTUS

December 1–2, 2022

Washington, DC

Conrad Washington DC

#NALPPDI

The 2022 Professional Development Institute is the must-attend conference for those responsible for professional development in law firms, law schools, corporations, and government agencies.

Sponsored by



In Collaboration with



## About the Conference

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 Washington, DC on December 1-2, 2022 at the Conrad Washington DC 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 2022 Professional Development Institute — an event tailored to legal PD professionals and their organizations.

### Venue

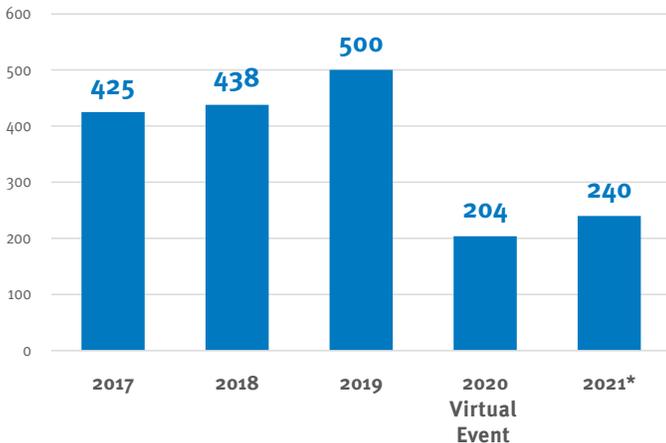
Conrad Washington DC  
950 New York Avenue, NW  
Washington, DC 20001  
Phone: (202) 844-5900

## 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

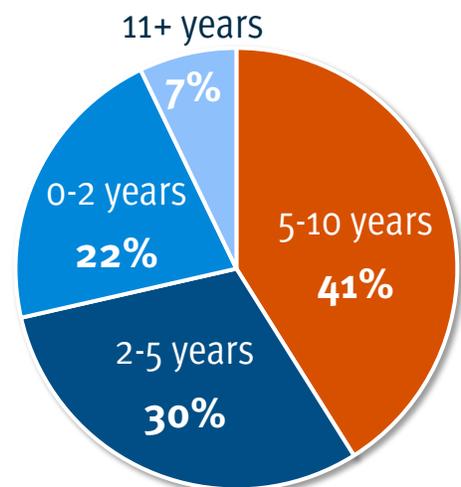
*\*based on evaluation responses from 2018*

## PDI Attendance (5 year trend)



\*First year back during COVID-19

## Years of Experience in Lawyer PD



# Premium Sponsorship Opportunities

## Event Sponsorship

**\$10,000**

Event 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+* (will appear in both digital and print editions)
- *NALPnow!* (e-newsletter) sponsorship for two issues
- Website sponsorship for one month

## One-Day Sponsorship (Thursday or Friday) \$5,500

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

### Benefits include:

- Complimentary one-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+* (will appear in both digital and print editions)
- Website sponsorship for one month

*Sponsor(s) must select a preference for the first or second day of the Institute.*

## Tentative Conference Agenda

Thursday, December 1	
8:00 – 9:30 am	Registration
9:30 – 10:45 am	Opening Plenary
11:00 am – 12:15 pm	Concurrent Sessions
12:15 – 1:15 pm	Networking Lunch
1:30 – 2:45 pm	Concurrent Sessions
3:00 – 4:15 pm	Concurrent Sessions
4:15 – 5:30 pm	Networking Reception
Friday, December 2	
8:00 – 9:00 am	Registration
9:00 – 10:15 am	Plenary
10:30 am – 11:45 am	Concurrent Sessions
11:45 am – 12:45 pm	Networking Lunch & Law School Roundtable
12:45 – 2:00 pm	Concurrent Sessions
2:15 – 3:30 pm	Concurrent Sessions

# Sponsorship Opportunities

## Reception Sponsorship

\$6,000

The Networking Reception on Thursday evening will be well attended with great enthusiasm. Sponsors may distribute welcome gifts/ brochures at the entry doors.

**Benefits include:**

- Sponsorship recognition in promotional materials
- Logo and link placement on event registration webpage
- On-site recognition
- Pre- and post-attendee mailing list
- Full-page advertisement in one issue of the *NALP Bulletin+* (will appear in both digital and print editions)

## Event App Sponsorship

\$5,000

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 with link to sponsor profile in the app
- Sponsorship recognition in promotional materials
- On-site recognition
- Post-attendee mailing list

## Plenary Sponsorship

\$4,000

Help treat conference attendees to lunch. 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 lunch.

**Benefits include:**

- Sponsorship recognition in promotional materials
- On-site recognition
- Post-attendee mailing list
- Promotional material may be placed on each seat (must be provided)

*This package is for sponsorship of one lunch on selected day. Discount available for sponsorship of lunches on both days.*

## App Banner Advertisement

\$1,000

Increase your business visibility with a rotating banner add on the event app. Each banner runs for 6 seconds. Limit to 8 sponsors total.

## Coffee Break Sponsorship

\$2,500

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.

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## 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.*

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## 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.*

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## CONTACT INFORMATION

Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization \_\_\_\_\_  
Organization/Company Name As It Should Appear in Sponsorship Listings \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Direct Dial Phone \_\_\_\_\_  
Website \_\_\_\_\_  
Email \_\_\_\_\_

## SPONSORSHIP PACKAGES

- |  |          |
|--|----------|
| <input type="checkbox"/> Event Sponsorship                 | \$10,000 |
| <input type="checkbox"/> One-Day Sponsorship               | \$5,500  |
| <input type="checkbox"/> Reception Sponsorship             | \$6,000  |
| <input type="checkbox"/> Event App Sponsorship             | \$5,000  |
| <input type="checkbox"/> Lunch Sponsorship                 | \$4,000  |
| <input type="checkbox"/> Coffee Break & Napkin Sponsorship | \$2,500  |
| <input type="checkbox"/> App Banner Advertisement          | \$1,000  |

## 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 5% of their booth 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:   
50% Deposit Amount:   
Less any Discount(s):   
Total Amount Due:

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: \_\_\_\_\_

## NALP COVID-19 Meeting Attendance Policy

NALP has developed and adopted this policy to guide attendees at in-person NALP meetings. We are relying upon ongoing information from the [Centers for Disease Control and Prevention](#) (CDC), [Occupational Safety and Health Administration](#) (OSHA), legal sources, local health authorities, our good judgment, and good suggestions and cooperation from NALP members. As the situation around the COVID-19 pandemic changes, this policy and these procedures are similarly subject to change.

Accordingly, this policy and these procedures are intended to position NALP so that we can fulfill our nonprofit educational mission while reducing the risk to NALP employees, members, and meeting attendees.

- A. Individuals attending in-person NALP meetings are required to be vaccinated against COVID-19 and must provide proof of vaccination.
- B. People who remain unvaccinated for any reason will not be permitted to attend in-person meetings in-person, but will be permitted to attend meetings virtually when that option is available and to purchase recordings of conference sessions that are made available.
- C. NALP meeting attendees will be required to comply with all state, local and venue health and safety policies in effect at the time of the meeting or conference including any social distancing, hand-sanitizing, and face mask requirements. NALP meeting attendees are required to comply with any on-site wellness checks such as temperature readings. Attendees are encouraged to bring their own face masks, and NALP will have masks available for participants who need one.
- D. Any NALP meeting participant exhibiting COVID-19 symptoms is expected to remove themselves from the meeting and provide a negative COVID-19 test result before returning to the NALP event.
- E. NALP will seek to increase the seating distance and examine capacity limits in meeting/ work rooms and confer with meeting venues about their efforts to maximize the efficiency of their ventilation systems.
- F. Any updated details regarding health and safety protocols will be provided on a periodic basis as necessary.
- G. NOTE: *NALP workers are required to be vaccinated against COVID-19 if their job description includes interaction with NALP co-workers, members, volunteer leadership, or NALP meeting attendees. NALP workers must also provide proof of vaccination.*