



2015

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

April 22 - 25 | Chicago, IL

Photo Courtesy of Choose Chicago



The Annual Education Conference and Resource Center Exhibition is the single largest, most comprehensive, and most well-respected educational program for legal career professionals. This is your opportunity to make valuable contacts, develop relationships, and position your organization with key decision makers in the industry. The conference offers attendees outstanding educational programming, skills training, forums for exploration of issues, memorable social events, and firsthand exposure to products and services of interest to the legal profession.

What is NALP?

NALP is an association of over 2,500 legal career professionals who advise law students, lawyers, law offices, and law schools in North America and beyond.

What brings NALP members together is a common belief in three fundamental things. First, all law students and lawyers should benefit from a fair and ethical hiring process. Second, law students and lawyers are more successful when supported by professional development and legal career professionals. Third, a diverse and inclusive legal profession best serves clients and our communities. That's why NALP members work together every day to collect and publish accurate legal employment data and information, and champion education and standards for recruiting, professional and career development, and diversity and inclusion. For more than forty years, NALP has played an essential role in the success of our members and the lawyers and law students they serve.

NALP believes in fairness, facts, and the power of a diverse community. We work every day to be the best career services, recruitment, and professional development organization in the world because we want the lawyers and law students we serve to have an ethical recruiting system, employment data they can trust, and expert advisers to guide and support them in every stage of their careers.

Who are NALP's members?

Within NALP's member organizations, members include senior professional development and recruitment managers, legal personnel specialists, diversity and inclusion professionals, hiring attorneys, and law school assistant deans and career counselors.

NALP members authorize or influence major purchasing decisions for such services as lawyer training; CLE providers; legal search firms; outplacement; career coaching; and software for CLE tracking, lawyer evaluations, and recruitment.

What can NALP do for you?

NALP knows that now more than ever organizations must get the most from their sponsorship and marketing efforts. NALP provides direct access to a wide range of audiences including decision makers at law firms and law schools. The sponsorship opportunities described here are designed to fit your individual business needs. If you are looking for opportunities that are not listed please contact NALP to discuss a customized sponsorship opportunity.

About the Conference

With over 1,100 attendees annually, sponsorship at the Annual Education Conference is an effective marketing platform providing access to a wide range of audiences including decision makers at law firms and law schools in one convenient place. You can strengthen your relationships and improve your company's image, prestige, and credibility by supporting the 2015 Annual Education Conference & Resource Center Exhibition — an event tailored to the people you want to reach.

Affiliate Members

The 2015 Annual Education Conference provides the opportunity for Affiliate members to enjoy unprecedented exposure to NALP members during the Annual Education Conference. NALP's Affiliate membership category, designed for consultants, allows those eligible to receive a 15% discount on exhibitor fees.

Join today to access information and resources that strengthen your knowledge and enjoy higher returns on your investment. [See Affiliate Membership Application](#) for eligibility terms.

Meeting Venue & Hotel

Located in the heart of downtown Chicago, the Sheraton Chicago Hotel & Towers, one of the finest hotels in Chicago, is ideally situated on the Chicago River, within walking distance of Navy Pier, Magnificent Mile shopping, Millennium Park, the Loop business district, and all of the other local favorites that make Chicago a one of a kind destination.

Sheraton Chicago
301 E North Water St.
Chicago, IL 60611

<http://www.sheratonchicago.com/>

Audience

The Annual Education Conference has a complex mix of attendees, presenters, suppliers, and other industry professionals who often include:

- Chief Diversity Officers
- Chief Legal Personnel Officers
- Chief Professional Development Officers
- Chief Recruiting Officers
- Directors of Attorney Development
- Directors of Career Services
- Directors of Diversity and Inclusion
- Directors of Legal Recruiting
- Directors of Professional Development
- Deans/Directors of Career Services
- Hiring Partners
- Attorney Recruiting Managers
- Managers of Professional Development

Types of Organizations¹

Law Firms	47.4%
Law Schools	43.8%
Other	8.8%

Years of Experience in the Industry¹

0-2 years	11.7%
3-5 years	21.8%
6-9 years	22.6%
10+ years	43.9%

Area(s) of Responsibility^{1, 2}

Career Services	41.8%
Recruitment	50.5%
Professional Development	38.8%
Diversity	19.9%
Law School Administration	13.4%
Public Interest	13.4%
Other	9%

¹based on 373 evaluation responses from 2014 ²multiple responses allowed

Attendees in 2014: 1,165

Attendees in 2013: 1,163

Attendees in 2012: 1,170

Member Celebration Sponsorship

\$25,000

SOLD

Attendees are always looking to have fun and unwind. NALP's Member Celebration offers conference attendees and the sponsor an evening networking opportunity. The Field Museum is one of the most exciting and unique settings Chicago has to offer. Overlooking beautiful Lake Michigan and Chicago's breathtaking skyline, The Field Museum is a gateway to releasing your inner explorer. Sponsor the member celebration and be the hit of the party. The event will include music, food, and drinks for all!

Benefits include:

- Sign recognition at the Member Celebration
- Complimentary two-day exhibit booth space
- Ten complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Pre- and post-attendee mailing list
- Full-page advertisement in the conference program
- 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

Late Night Event Sponsorship

\$20,000

SOLD

Another popular event is NALP's Late Night Event. This exclusive sponsorship offers conference attendees an opportunity to engage in an evening of singing, dancing, and fun. This is the perfect event to show your support to NALP's conference attendees. The Late Night Event offers the perfect opportunity to network with current and future customers.

Benefits include:

- Complimentary two-day exhibit booth space
- Five complimentary conference registrations
- Recognition signage at the event location
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Pre- and post-attendee mailing list
- Full-page advertisement in the conference program
- 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



Hospitality Sponsorship

\$12,500

This sponsorship is your chance to host an exclusive two-day hospitality suite in an on-site function room during the conference. The hospitality suite offers a relaxed networking opportunity for you to connect with conference attendees. It's also a cost-effective way to promote several programs at once. The sponsor may provide additional food, drinks, and giveaways.

Benefits include:

- Afternoon refreshments in hospitality suite
- Complimentary two-day exhibit booth space
- Six complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Pre- and post-attendee mailing list
- Full-page advertisement in the conference program
- Full-page advertisement in one issue of the NALP Bulletin (will appear in both digital and print editions)
- NALPnow! (e-newsletter) sponsorship for four issues
- Website sponsorship for one month

See next page for sample photos.

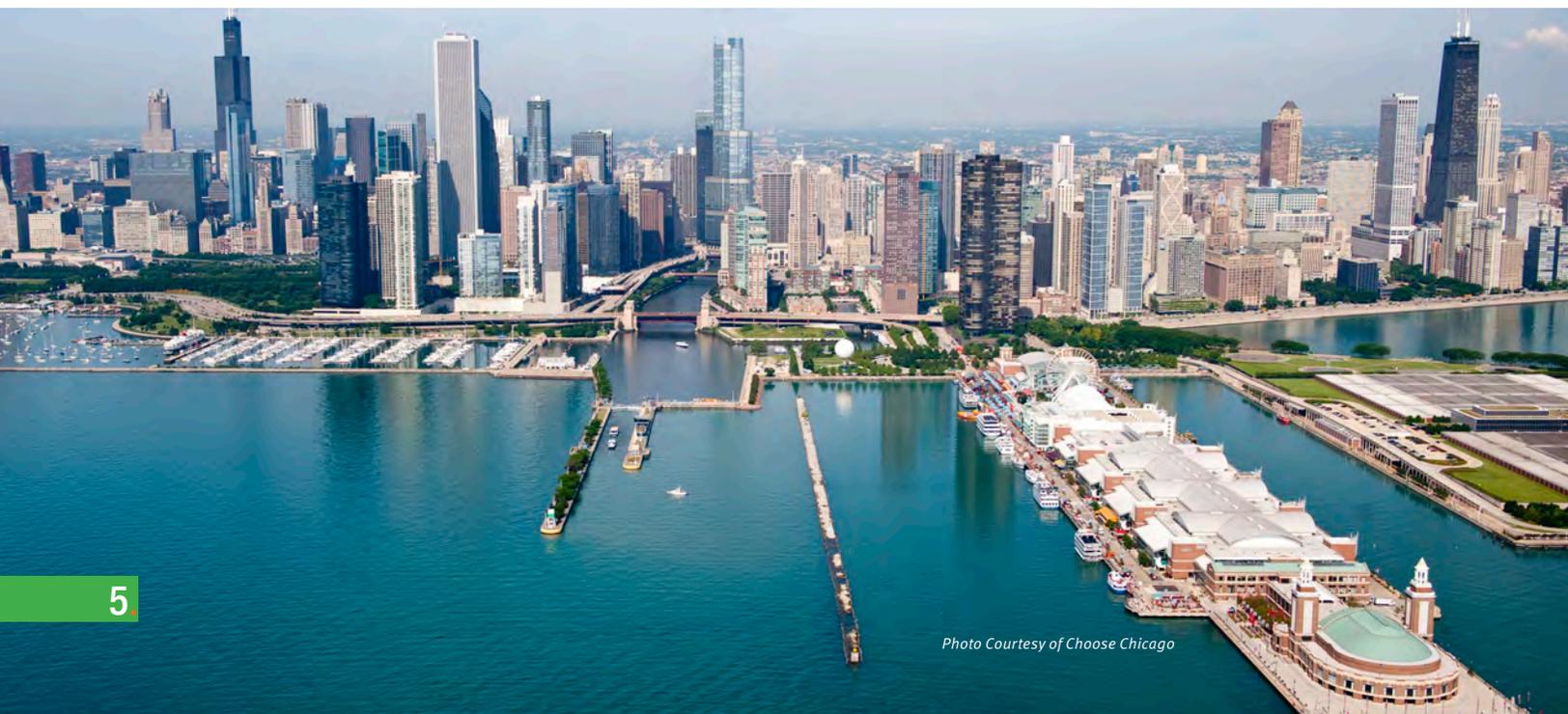
General Session Sponsorship

\$10,000

One of the staples of the Annual Education Conference is the opening plenary speaker, and this sponsorship is a great opportunity to get your name seen and heard by conference attendees. Special recognition will be provided to this sponsor during the opening session along with prominent display of their logo throughout the conference.

Benefits include:

- Ten VIP Seats during the opening session
- Complimentary two-day exhibit booth space
- Four complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Table tents set during plenaries
- Promotional video to be played at the opening of the general session (must be provided and limited to 60 seconds)
- Pre- and post-attendee mailing list
- Full-page advertisement in the conference program



SAMPLE PHOTOS FOR HOSPITALITY SPONSORSHIP



Final Hospitality Suite may be different than shown above.

Official WiFi Sponsorship

\$7,500

Help all the conference attendees get connected at the Annual Education Conference as the official WiFi sponsor with this exciting sponsorship. Your corporate name and logo will appear on signs throughout the conference that show the log-in information. Your logo or advertisement will also be displayed on the login page.

Benefits include:

- Complimentary two-day exhibit booth space
- Four complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Full-page advertisement in the conference program

This sponsorship may be combined with the Cyber Cafe sponsorship for a package total of \$10,000.

Relaxation and Massage Station Sponsorship

\$6,000

Reach out to conference attendees in a personal way! Activate this massage center by having attendees come to your booth for their massage ticket. You will have an the opportunity speak with conference attendees as they line up for back and neck massage tickets. This sponsorship offers multiple ways to raise your company profile, and attendees LOVE IT!

Benefits include:

- Complimentary two-day exhibit booth space
- Four complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Full-page advertisement in the conference program

Tote Bag Sponsorship

\$6,000



Sponsor the official NALP Annual Education Conference Tote Bag and ensure that your company branding is featured prominently all week long.

Benefits include:

- Complimentary two-day exhibit booth space
- Four complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program
- Full-page advertisement in the conference program

Diversity & Inclusion Reception Sponsorship

\$5,000

The best-attended reception at the conference, the Diversity & Inclusion Reception is an excellent sponsorship opportunity for your company to promote its products and services. Sponsorship includes signs during the event and napkins with your logo.

Benefits include:

- Tabletop display during the reception
- Recognition signs during the event
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program

Open House and Welcome Reception Sponsorship

\$5,000

Be the first to welcome attendees to NALP's Annual Education Conference the evening before the first full day of conference programming. The Open House and Welcome Reception serves as the official "kick-off" to the conference featuring NALP's committees, volunteers, sections, and peer organizations. The reception is a premier networking opportunity and ensures that attendees will be surrounded by your company name and image.

Benefits include:

- Tabletop display during the reception
- Recognition signs during the event
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program

Cyber Café

\$5,000

Conveniently located Internet stations are a highly valued part of the Annual Education Conference where attendees can check their emails and search the Internet. These stations are available in a highly visible area during the two days the Resource Center is open.

Benefits include:

- Company logo featured on all computer desktops as the screen saver
- Company's website set to the homepage on browser
- Branded kiosk displays
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in the conference program

This sponsorship may be combined with the Official WiFi sponsorship for a package total of \$10,000.

Lunch Sponsorship

\$5,000 (One day; Select from Wednesday or Thursday)

\$9,000 (Two days; Wednesday and Thursday)

Help treat Annual Education Conference attendees to lunch! Special signs will remind participants who to thank. It's a great way to add more visibility for your company throughout the afternoon. The sponsoring company name and logo will be also be displayed during lunch on the day of sponsorship. Promotional material may be placed at each table (must be provided).

Hotel Room Drops

\$5,000 - \$6,500

Extend your marketing reach by delivering your promotional literature directly to the doors of all the Annual Education Conference attendees. Take advantage of this great opportunity to ensure attendees know about your show specials, new products, or services. The sponsor must provide promotional materials.

- Under hotel room doors — \$5,000
- Handed out during check-in — \$5,000
- Placed inside hotel rooms — \$5,500
- Special setups — \$6,500

Hotel Guest Room Key Cards

\$4,000

SOLD

Make an early impression when attendees check into NALP's official conference hotel. Distribute your custom logo, booth number, or special event invitation on hotel key cards. Attendees staying at the conference hotel will carry your company brand throughout the event.

Lanyard Sponsorship

\$4,000

SOLD

Place your company name and/or logo on the official NALP conference lanyard. This sponsorship is for all NALP conferences throughout the year.

Mobile Charging Station

\$4,000

The Mobile Charging Station provides attendees with a convenient way to charge their mobile devices without leaving the conference area or show floor and gives you, the sponsor, a creative way to capture the attendee's attention during the two days the Resource Center is open. This station will be featured prominently in the Resource Center Exhibition.

Conference Hotel TV Sponsorship

\$3,000 (One day) \$5,000 (Two days)

\$7,500 (Three days) \$12,500 (Two Channels; Three days)

This sponsor has the opportunity to put its messaging on a dedicated hotel conference TV channel (or two) during the conference. This opportunity provides the sponsor with the ability to sponsor NALP conference updates and/or to use a self-looping video clip or series of videos that will run throughout the guest rooms at the conference hotel.

Branded Napkins

\$3,000

SOLD

The Chi Bar at the Sheraton Chicago will be a popular spot each night of the conference. This sponsorship will provide branded napkins to be used in the Chi Bar at the Sheraton Chicago from Tuesday through the end of the evening on Thursday.

Breakfast

\$3,000 (One day; Select from Wednesday or Thursday)

\$5,000 (Two days; Wednesday and Thursday)

Start the day with great sales exposure at breakfast, and know this is more than just coffee and doughnuts! Your sponsor support allows all attendees to enjoy a hearty breakfast while you benefit from added exposure through prominent sign recognition. This is another great value for any corporate promotion budget.

Photo/Headshot Booth

\$4,000

Generate leads and excitement as attendees take home a professional headshot to be used in all aspects of their professional lives. The sponsorship occurs in a high-traffic but separate area of the exhibit hall and provides the sponsor an opportunity to distribute materials and meet with attendees.

Snack Break Sponsorship

\$2,500

SOLD

Conference attendees will explore the Resource Center Exhibition and network between educational sessions while enjoying snacks courtesy of your company on Wednesday afternoon. Conference attendees often linger over a snack after these breaks.

Map Sponsorship

\$2,500

This conference map of Chicago local attractions and off-site events will be provided to all attendees. This sponsorship includes your full color ad on the back and logo placement on all map-related signs. Many of Chicago's local attractions are within walking distance or a quick cab ride from the Sheraton Chicago.

Message Board

\$1,500

Throughout the conference, attendees will post messages on the message board located in the common area of the conference. The message board will be imprinted with the sponsor's logo and is visited by most conference attendees.

Conference Handout

\$1,500

Sponsoring a conference handout is the perfect way to get your name out and expose your latest product, newest service, or just your company in general to all conference attendees. It is a highly effective way of standing out from the crowd! Companies are responsible for all printing, shipping, and material handling costs. Handouts may be one 8.5" x 11" advertisement or flyer.

Coffee Break Sponsorship

\$1,500 (One day; Select from Wednesday or Thursday)

\$2,500 (Two days; Wednesday and Thursday)

Re-energize attendees between morning sessions as they explore the Resource Center Exhibition and network between educational sessions while enjoying refreshments courtesy of your company. As a Coffee Break Sponsor, you will provide refreshments while placing your company message front and center with signs containing your logo and message.

Program Cover Advertising

NALP offers advertising in the on-site program guide to heighten your reach and provide optimal visibility among meeting attendees. As the primary tool for attendees to navigate the educational, networking, and exhibitor offerings of the conference, the on-site program guides attendees throughout the event.

- Inside Front Cover — \$1,200 (SOLD)
- Inside Back Cover — \$1,000 (SOLD)
- Outside Back Cover — \$1,400 (SOLD)

Program advertisements must be print ready.

Exhibit Booths

Maximize your return on investment! By optimizing your dollars through exhibiting with NALP, you ensure that your organization will get the attention of the NALP attendees at the conference and throughout the year. Your company will be front and center with our influential community.

Exhibitor Benefits

Your presence at NALP's Resource Center Exhibition provides:

- Access to NALP's unique market of professional administrators
- Admission for two company representatives (additional badges available for \$250 each)
- Listing in the conference program
- Electronic mailing list of attendees three weeks prior to the conference
- One copy of the conference manual
- Admission to conference educational programming
- Opportunity to present in the Exhibitor Classroom
- Discounts on NALP Bulletin advertising and NALP website sponsorship opportunities
- All conference meals and events are included in the exhibition fee except those in conjunction with NALP business meetings

Exhibit Hours

The Resource Center Exhibition is open for two full days during the Annual Education Conference.

Tuesday, April 21, 2015

12:00 - 5:00 pm Registration & Setup

Wednesday, April 22, 2015

7:30 am - 4:00 pm Resource Center Exhibition Open

Thursday, April 23, 2015

7:30 am - 4:00 pm Resource Center Exhibition Open
3:00 - 4:00 pm Resource Center Exhibition Reception
3:30 - 4:00 pm Passport and Exhibitor Prize Drawings
4:00 - 7:00 pm Resource Center Exhibition Tear-Down

Exhibitor Booth Pricing

\$2,150 (aisle) \$2,250 (corner)

\$4,750 (double booth + special setup)

Booths include a 6ft table, two chairs, a waste paper basket, draped back wall, side rails, and a standard sign (furniture, electricity, computer, and phone hookups are not included).

Booths should be staffed during the periods of heaviest traffic in the Resource Center Exhibition. Exhibitors are welcome to attend most conference programs, unless designated members-only events/programs.

Upgrades for Sponsors and Exhibitors

Conference Website Link \$100

Upgrade your exhibitor listing on the Annual Education Conference website with a link to your organization's homepage.

Conference Website Link & Logo \$250

Upgrade your exhibitor listing on the Annual Education Conference website to include your logo. Both the logo and your organization name will link directly to your organization's homepage.

Exhibitor Listing Logo \$350

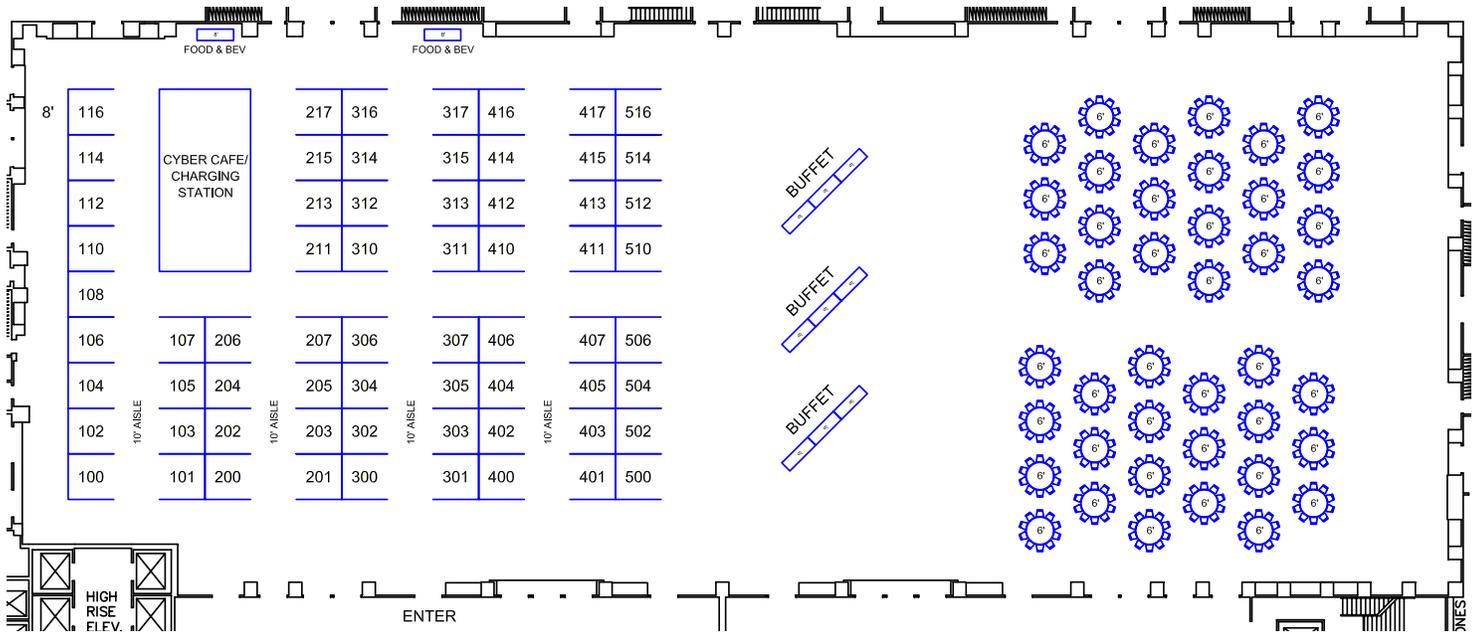
Upgrade your exhibitor listing in the Annual Education Conference program to include your logo. *The exhibitor listing in the conference program is only available in black & white.*

Conference Website Link, Logo, and Exhibitor Logo \$500

Take advantage of all three upgrades and save. This upgrade option includes the conference website link, and logo placement on both the conference website and program.

Exhibitor Classroom

The Exhibitor Classroom at the Annual Education Conference is an opportunity for exhibitors to show off their latest products or services in short 30-minute presentations throughout the conference. Situated near the exhibits, the classroom is easy to drop in on for quick 30-minute presentations.



2014 EXHIBITORS & SPONSORS

3L+ Law Prep
 12Twenty, Inc.
 A & P Moving/Bekins Van Lines
 American Association of Law Libraries
 American Lawyer Media
 BarBri
 BCG Attorney Search
 Bloomberg BNA
 Career Shift
 Chambers & Partners
 Cooper & Cooper Real Estate
 CSO Research, Inc.
 ELR Legal Search
 Empire Search Partners, LLC
 E.P. Dine, Inc.
 The Financial Times
 Garrison & Sisson, Inc.
 GoinGlobal
 Greene-Levin-Snyder, LLC
 Greiner Consulting
 Howard-Sloan Legal Search
 Inlaw.me
 International Legal Technology Association
 JD Careers Out There
 JD Match
 Kinney Recruiting
 Lateral Link

Laurence Simons International
 Law Crossing
 Leadership Council on Legal Diversity
 Leopard Solutions
 Loeb Consulting Group, LLC
 Lucas Group
 Major, Lindsey, & Africa
 Mandarin Oriental, Washington, DC
 Marvel Consultants, Inc
 Massari & Darling LLC
 Mendelsohn Legal, Inc.
 Micron Systems Inc.
 Momentum Search Group, LLC
 The NALP Foundation
 NALSC
 National Institute for Trial Advocacy
 Peach New Media
 The Petersan Group / Petersan Legal Staffing
 Practising Law Institute
 Rosky Legal Education
 SJL Attorney Search
 SJL Shannon
 SoFi
 Symplicity
 W Hotel, Washington DC
 West LegalEd Center
 Ultramar Travel Management
 Vault, Inc.
 viDesktop, Inc.

SCHEDULE AT A GLANCE (Schedule subject to change.)

TUESDAY, APRIL 21

5:30 - 6:00 pm Newcomers' Welcome
6:00 - 7:30 pm Open House and Welcome Reception

WEDNESDAY, APRIL 22

6:30 - 7:30 am Yoga
7:30 - 9:00 am Breakfast
7:30 am - 4:00 pm Resource Center Exhibition Open
8:00 am - 5:00 pm Exhibitor Classroom
9:00 - 10:15 am Plenary
10:15 - 10:45 am Coffee Break
10:45 am - 12:00 pm Concurrent Sessions
12:15 - 1:30 pm Lunch
1:30 - 2:45 pm Concurrent Sessions
2:45 - 3:15 pm Snack Break
3:15 - 4:30 pm Concurrent Sessions
5:00 - 6:30 pm Regional Receptions
7:00 - 10:00 pm Member Celebration

THURSDAY, APRIL 23

6:30 - 7:30 am Yoga
7:30 - 9:00 am Breakfast
7:30 am - 4:00 pm Resource Center Exhibition Open
9:00 am - 3:00 pm Exhibitor Classroom
9:00 - 10:15 am Concurrent Sessions
10:15 - 10:45 am Coffee Break
10:45 - 12:00 pm Concurrent Sessions
12:00 - 1:30 pm Lunch
1:45 - 3:00 pm Concurrent Sessions
3:00 - 4:00 pm Resource Center Reception
9:00pm - 1:00 am Late Night Event

FRIDAY, APRIL 24

6:30 - 7:30 am Yoga
7:30 - 9:00 am Breakfast
9:00 - 10:15 am Plenary
10:30 - 11:45 am Concurrent Sessions
12:15 - 1:45 pm Business Meeting and Lunch
1:45 - 3:00 pm Concurrent Sessions
3:15 - 4:15 pm Diversity and Inclusion Plenary
4:15 - 5:30 pm Diversity and Inclusion Reception

SATURDAY, APRIL 25

8:30 am - 2:00 pm Foundational Coaching Skills Series
9:00 am - 12:00 pm Workshop



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

- Member Celebration Sponsorship \$25,000
- Late Night Event Sponsorship \$20,000
- Hospitality Sponsorship \$12,500
- General Session Sponsorship \$10,000
- Official WiFi Sponsorship \$7,500
- Relaxation and Massage Station Sponsorship \$6,000

Booth Space Preference:

1st 2nd 3rd

INDIVIDUAL SPONSORSHIPS

- Tote Bag Sponsorship \$6,000
- Diversity & Inclusion Reception Sponsorship \$5,000
- Open House and Welcome Reception Sponsorship \$5,000
- Cyber Café \$5,000
- Lunch Sponsorship
 - One day; Wednesday — \$5,000
 - One day; Thursday — \$5,000
 - Two days; Wednesday and Thursday — \$9,000
- Hotel Room Drops \$5,000 - \$6,500
- Hotel Guest Room Key Cards \$4,000
- Lanyard Sponsorship \$4,000
- Branded Napkins \$3,000
- Photo/Headshot Booth \$2,500
- Conference Map \$2,500
- Message Board \$1,500
- Conference Handout \$1,500
- Exhibit Hall and Escalator Banners \$3,000 - \$4,500

- Conference Hotel TV Sponsorship
 - One day \$3,000
 - Two days \$5,000
 - Three Days \$7,500
 - Two Channels; Three Days \$12,500
- Breakfast
 - One day \$3,000
 - Two days \$5,000
- Snack Break Sponsorship \$2,500
- Coffee Break Sponsorship
 - One day; Wednesday \$1,500
 - One day; Thursday \$1,500
 - Two days; Wednesday and Thursday \$2,500

PROGRAM SPONSORSHIP

- Program Cover Advertising
 - Inside Front Cover — \$1,200
 - Inside Back Cover — \$1,000
 - Outside Back Cover — \$1,400

EXHIBITION BOOTH SPACE

- Single Booth Space (aisle) \$2,150
- Single Booth Space (corner) \$2,250
- Double Booth Space + Special Setup \$4,750

Booth Space Preference:

1st 2nd 3rd

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 15% of their booth fee from their total due. Make checks payable to NALP. Final payments are due March 27, 2015. No exhibitor will be allowed to set up without full payment.

Notes:

Sponsorship and Exhibition Total:	
50% Deposit Amount:	
Less any Discount(s):	
Total Amount Due:	

PAYMENT INFORMATION

A check is enclosed (payable to NALP). Check # _____

Please charge to: Visa MasterCard American Express

Card #: _____ Expiration Date: _____ Verification Code: _____

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

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.

Christopher Brown, Director of Meetings and Sponsorship
NALP
1220 19th Street NW, Suite 401
Washington, DC 20036
P (202) 835-1001
F (202) 835-1112
cbrown@nalp.org

The undersigned expressly agrees to be bound by and comply with all conditions, rules, regulations, and requirements stated in the official 2015 NALP Resource Center Rules and Regulations included with this contract.

Name (printed): _____

Signature: _____

Accepted by NALP: _____ Date: _____

FOR NALP OFFICE USE ONLY

Exhibitor Access to Members. Exhibitors are invited to attend educational sessions except those noted in the conference manual as designated for members only. NALP requests that exhibitor events outside the Resource Center, such as receptions, be registered with NALP to ensure that staff have correct and timely information to respond to member inquiries. Except for such events, exhibitors may not solicit member business outside of the exhibition area. Exhibitors and sponsors agree not to host events during NALP's educational or business programming.

Booth Representatives. Each exhibit fee includes two exhibitor badges, which provide access to the Resource Center, educational programs and conference meal functions (including evening events) except NALP business meetings. Additional exhibitor badges may be purchased for \$250 each, which includes educational programs and resource center functions during the day for two days. Only those registered as exhibitors may work in the booth. Tickets to the evening social events may be purchased at guest rates.

Admission to the exhibit floor is limited to exhibitors and their registered representatives.

Dress Code. During operating hours of the exhibit hall, exhibitors and their registered representatives are required to wear standard business attire to include: company uniforms, business casual, and business attire.

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 exhibitors. 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. Exhibitors 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 Resource Center does not constitute an endorsement by NALP. Exhibitors 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 exhibit hall and exhibitor classroom. 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 2015 NALP Annual Education Conference being held in the Sheraton Chicago.

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.

Booth Regulations and Attendants. Exhibits must remain fully intact and staffed during open exhibit viewing hours. All business demonstrations shall be confined to the Exhibitor's own booth(s) or the exhibitor classroom.

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.

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.

Exhibitor Classroom. NALP's exhibitor classroom provides an educational opportunity for vendors to demonstrate their products and services to NALP conference

attendees. Space for presentation sessions in the classroom will be assigned on a first-come, first-served basis. The exhibitor classroom is sponsored by NALP, and therefore is open to everyone attending the conference, including other vendors. One time slot per organization will initially be assigned; if all time slots have not been filled by February 20, 2015, the remaining slots will be opened for vendors to choose additional presentation times.

Booth Construction and Restrictions. NALP will provide the standard draped booth consisting of an 8' high backdrop, 36" draped side returns and a two-line name sign. These items are not provided for ISLAND configurations. All desired furniture must be provided by the exhibitor or rented from the designated decorating company.

Setups must conform to the Display Rules and Regulations accepted and endorsed by the National Association of Exposition Managers, Exhibit Designers and Producers Association, Exposition Service Contractors Association, and National Trade Show Exhibitors Association.

Exhibits must conform to the contracted space and a height limit of 8' for in-line space (except equipment not used as display material). Siderails/displays may be 8' in height when extending only 4' from the backwall of the display. After 4' from the backwall to the aisle, siderails/displays may not exceed 36" in height. All height restrictions include signs and product display material. Exhibits must not obstruct the view or interfere with the displays of neighboring exhibits. Exhibits must conform to all display rules found in the Exhibitor Information/Service Kit.

All exposed areas of the exhibit must be finished surfaces including the back and sides. No graphics, logos or print facing into another booth will be allowed. All such material must face into the aisle or into the exhibitor's own booth. Each in-line booth must have a finished backwall covering the back of the booth entirely. See-through backwalls or displays that cover most but not all of the back of the booth do not suffice. Any part of the booth needing a finished surface two hours before the show opening will be draped at the expense of the Exhibitor. NALP will decide whether such drape is needed.

Displays must be self-supporting. Nails and screws are not permitted in building floors and walls.

Installation and Dismantling. Installation and dismantling of booths are restricted to the published hours. All displays must be erected and completely arranged for viewing at least two hours in advance of the date and hour officially announced for the opening of the exposition by NALP. No installation of booths or display material is allowed during the exhibit viewing hours. In the event that the Exhibitor fails to install his/her display as of two hours prior to the time set for opening the exposition, or fails to pay the full amount of space rental charges according to the appropriate time frames, or fails to comply with any provisions concerning the use of display space, NALP shall have the right to take possession of said space and resell same, or any part thereof, with the original Exhibitor being liable for the full fee. Exhibitor goods/materials received after the opening of the exposition must be delivered to the booth at times approved by NALP. Goods and materials used in any display (except bona fide samples) may not be removed from the exhibit hall (unless approved by NALP) until the exposition has been officially closed.

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

Exhibit Services. Exhibitors shall employ only union labor, where necessary by union agreements, as made available by official contractors. An Exhibitor using an outside contractor for any installation, dismantling or operation should employ only union companies (as necessary) and must notify NALP no later than 30 days prior to the meeting identifying the contractor(s), listing the supervisory personnel, and supplying evidence of adequate liability insurance coverage by original copy.

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 Sheraton Chicago is responsible for the safety of the property

of Exhibitors from theft, damage by fire, accident, vandalism or other causes. It is strongly advised that Exhibitors 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 Exhibitors, 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.

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. 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.

Liability and Insurance. The Exhibitor is responsible for all damages to the exhibit premises and for any and all claims and demands on account of any injury or damage to property done or occurring in or about the premises used by the Exhibitor, its employees, servants, agents, licensees or contractors occasioned by their negligence, and the Exhibitor agrees to indemnify and hold harmless the National Association for Law Placement (NALP) and its agents, servants, and employees, excluding any such liability caused by the sole negligence of NALP and its employees and agents. The Exhibitor is required to present evidence of adequate insurance to cover indemnification set forth in this paragraph. Exhibitors may obtain exhibitor liability insurance through Anderson Insurance Group if needed.

The Exhibitor is required to carry its own insurance to cover any loss or damage resulting from the perils of fire, lightning, windstorm, cyclone, tornado, hail, riot attending a strike, civil commotion, smoke, motor vehicle damage and aircraft damage, and other acts of God.

The Exhibitor acknowledges that it is responsible for obtaining insurance in such amounts as it deems necessary to comply with its obligations contained herein and for its own protection during the course of the event including transit.

The Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and hold Sheraton Chicago, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Convention Center and its employees and agents.

The Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the

Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. The Sheraton Chicago, its owners, and its operator shall be included in such policies as additional named insureds. In addition, the Exhibitor acknowledges that neither the Sheraton Chicago, its owners, nor its operator maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor.

Refunds. If the Exhibitor cancels the contract before or on February 20, 2015, NALP will retain \$150 for handling and processing charges and return all other fees. If the Exhibitor cancels between February 21 and March 27, 2015, NALP will retain 50% of the total booth fees (which equals the deposit). If the Exhibitor cancels after March 27, 2015, no refund for any space will be made. Cancellations must be made in writing.

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.

Storage. Arrangements for storing display pieces, giveaways or any other equipment must be made directly with the hotel. NALP is unable to provide storage space.

RULES REGARDING SPONSORSHIP

All appropriate rules herein apply to sponsorships. In addition:

Company Representatives. Each sponsorship fee includes one-day registration for two company representatives on the day of the sponsored event; the one-day badges will provide access to the sponsor display area as defined by NALP and to educational programs on the day of the sponsorship. Additional badges for the time of the event may be purchased for \$250.00 each, and tickets to evening events may be purchased for the guest rate. Any company representatives who wish to attend additional days of the conference may do so by purchasing conference registration at the member rate.

Signage. Each sponsor will have the opportunity to display signage at the sponsored event. Final positioning of signage shall be determined by NALP.

Sponsorship Assignment. Allocation of event sponsorships 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 all sponsorships in writing.

Refunds. There are no refunds of sponsorship monies other than booth fees as described above.

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.