

SPONSORSHIP OPPORTUNITIES



WELCOME
ABOUT NALP
PARTNERS' PROGRAM
EVENT SPONSORSHIP
MEDIA SPONSORSHIP & ADVERTISING
AFFILIATE MEMBERSHIP
EVENT APPLICATIONS
TERMS AND CONDITIONS
MEDIA SPONSORSHIP & ADVERTISING FORMS

ANNUAL
EDUCATION
CONFERENCE

PROFESSIONAL
DEVELOPMENT
INSTITUTE

NEWER
PROFESSIONALS'
FORUM

DIVERSITY &
INCLUSION
SUMMIT

There are many effective ways to reach NALP members with information about your organization, including print advertising in the monthly NALP Bulletin, event and electronic sponsorship opportunities, and the NALP Partners' Program. NALP offers a number of partnership, sponsorship, and advertising opportunities allowing you to find the best fit for your organization.

The Partners' Program was developed to provide our partners with maximum exposure to the NALP membership throughout the year. Organizations seeking to align themselves with NALP will enjoy extensive promotional rights and benefits at our educational events through the Partners' Program.

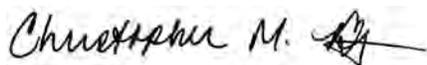
NALP's Annual Education Conference continues to be the showcase event for reaching the largest portion of the NALP membership in person. NALP's signature events such as the Newer Professionals' Forum, the Diversity & Inclusion Summit, and the Professional Development Institute offer excellent opportunities to reach specific segments of NALP's membership.

By participating as a NALP partner, event sponsor, media sponsor, or advertiser, your organization will benefit from extended exposure through media campaigns and promotional efforts directed toward NALP members. Your presence throughout the year affords you the opportunity to develop relationships with the primary consumers of your products and services.

As you review the pages that follow, I hope you will find an opportunity that fits your business needs. Please let me know if you have any questions about NALP's sponsorship or advertising opportunities, or would like to discuss an opportunity not listed in this prospectus. I will be glad to work with you to achieve your ideal sponsorship opportunity and business solution.

Thank you for your support of the legal employment community.

Sincerely,



Christopher M. Brown
Director of Meetings and Membership Services

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.

Member Type: Individuals: 2,396 Institutions: 1,033

Geographic Distribution of Members

REGION	REGION CONTAINING	INSTITUTIONS	INDIVIDUALS
Northeast	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey (northern), New York, Rhode Island, Vermont	203	631
Mid-Atlantic	Delaware, District of Columbia, Maryland, New Jersey (southern), Pennsylvania, Virginia	169	414
Southeast	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, West Virginia	200	416
Midwest	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	172	385
West/Rocky Mountain	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming	214	425
Canada¹	Alberta, British Columbia, Manitoba, Nova Scotia, Ontario, Quebec, Saskatchewan	73	123
International¹	Australia, China, United Kingdom ²	2	2

Types of Organizations Represented

ORGANIZATION TYPE	NUMBER OF INSTITUTIONS	INDIVIDUALS	PERCENTAGE OF MEMBERSHIP
Law Schools	218	884	36.89%
Private Legal Employers	770 ³	1435	59.89%
Corporations	1	1	0.04%
Government	22	22	0.92%
Public Service & Bar Associations	22	28	1.17%
Affiliates	-	26	1.09%

¹Provinces and countries listed represent current NALP membership rather than membership eligibility.

²Some NALP affiliated law firms in the United Kingdom currently operate through a New York branch office.

³Includes additional branch offices.

Current as of August 30, 2013.



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Partners' Program

The NALP Partners' Program is a customizable program for select organizations who would like to get increased value across NALP's membership and program offerings. NALP works with each Partner to develop a cost-effective and customized package that meets their specific needs. Whether your organization would like to increase industry exposure via sponsorships or gain access to high-quality continuing education products and on-site training programs, NALP can work with you to create a package that works for you. For more information contact Christopher Brown at cbrown@nalp.org or (202) 835-1001.

A panoramic view of the Seattle skyline featuring the Space Needle and various high-rise buildings under a clear blue sky.

2014 ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

April 9 - 12 | Seattle, WA



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.

About the Conference

With over 1,100 attendees annually, sponsorship at the Annual Education Conference is an effective marketing tool 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 2014 Annual Education Conference & Resource Center Exhibition — an event tailored to the people you want to reach.

Affiliate Members

The 2014 Annual Education Conference introduces the opportunity for Affiliate members to enjoy unprecedented exposure to NALP members during the annual 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 page 37 for Affiliate membership eligibility terms.](#)

Venue

The Washington State Convention Center (WSCC) is located right in the heart of downtown Seattle. WSCC features on-site parking, business services, and a variety of eateries within easy walking distance of the city's best shops, sights, hotels, and restaurants.

Washington State Convention Center
800 Convention Place
Seattle, WA 98101
<http://www.wsctc.com>

Hotel

Sheraton Seattle Hotel
1400 Sixth Avenue
Seattle, WA 98101
(206) 621-9000
<http://www.sheratonseattle.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	44.8%
Law Schools	52.0%
Other	3.2%

Years of Experience in the Industry¹

0-2 years	19.8%
3-5 years	16.4%
6-9 years	23.9%
10+ years	39.9%

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

Career Services	49.9%
Recruitment	44.6%
Professional Development	34.9%
Diversity	19.0%
Law School Administration	14.5%
Public Interest	9.9%

¹based on 417 evaluation responses from 2013 ²multiple responses allowed

Attendees in 2013: 1,163
Attendees in 2012: 1,170
Attendees in 2011: 1,050

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 EMP Museum is a leading-edge, nonprofit museum dedicated to the ideas and risk-taking that fuel contemporary popular culture. 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

Hospitality Sponsorship

\$20,000

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 two issues
- Website sponsorship for one month

See next page for sample photos.



Photo Courtesy of the EMP Museum

SAMPLE PHOTOS FOR HOSPITALITY SPONSORSHIP



Final Hospitality Suite may be different than shown above.

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

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



Official WiFi Sponsorship

\$10,000

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 \$12,500.

Relaxation and Massage Station Sponsorship

\$7,500

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

Umbrella Sponsorship

\$6,000



Put your company's logo in the hands of every conference attendee and guarantee that it is seen all over the city of Seattle by sponsoring the official conference umbrella. In lieu of conference tote bags conference attendees will be provided with travel umbrellas imprinted with the sponsor's logo. These umbrellas will also be used by attendees once they return home from the Annual Education Conference.

Diversity & Inclusion Reception Sponsorship

\$5,500



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

Yoga Sponsorship

\$5,000

Back by popular demand, this year's annual conference will again feature daily dynamic Yoga sessions led by a seasoned expert. The sponsoring company name and logo will be imprinted on a limited number of Yoga mats available for participants to use and keep during and after the conference.

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 \$12,500.

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

Hand Sanitizing & Advertising Stations

\$4,000 each

Networking is a large part of the conference and shaking hands is a large part of networking. Hand Sanitizing & Advertising Stations will be located in the lobby and other high-traffic areas. Sponsors receive five hand sanitizing/advertising stations while providing conference attendees the valuable service of eliminating "travel germs." They'll think of YOU every time they use this service.

Hotel Guest Room Key Cards

\$4,000



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



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

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.

Learning Journal Sponsorship

\$4,000

Your brand will be front and center with your logo featured on a notepad given to every conference attendee allowing your organization to be seen multiple times throughout the conference.

5K Fun Run/Walk

\$4,000

Sponsor the 5K Fun Run/Walk that takes place at every Annual Education Conference in support of a local organization. The sponsor's company name and/or logo will appear on the 5K Fun Run/Walk shirt that all participants receive.

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



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

Breakfast

\$3,000 (One day; Select from ~~Wednesday~~ (SOLD) 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.

Mobile Charging Station

\$3,000

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.

Exhibit Hall and Escalator Banners

\$3,000 - \$4,500

Place your company-designed artwork on overhead banners placed throughout the Annual Education Conference hallways and walkways.

See next page for sizes and locations.

Snack Break Sponsorship

\$2,500

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 Seattle 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 Seattle's local attractions are within walking distance or a quick cab ride from the convention center.

Printed Footprints

\$2,000

Direct the attendees to your booth with this creative sponsorship featuring footprints on the Resource Center Exhibition show floor. Get your company information across in a unique way as attendees move through the Resource Center Exhibition. Attendees will be traveling on your company's personalized message.



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.

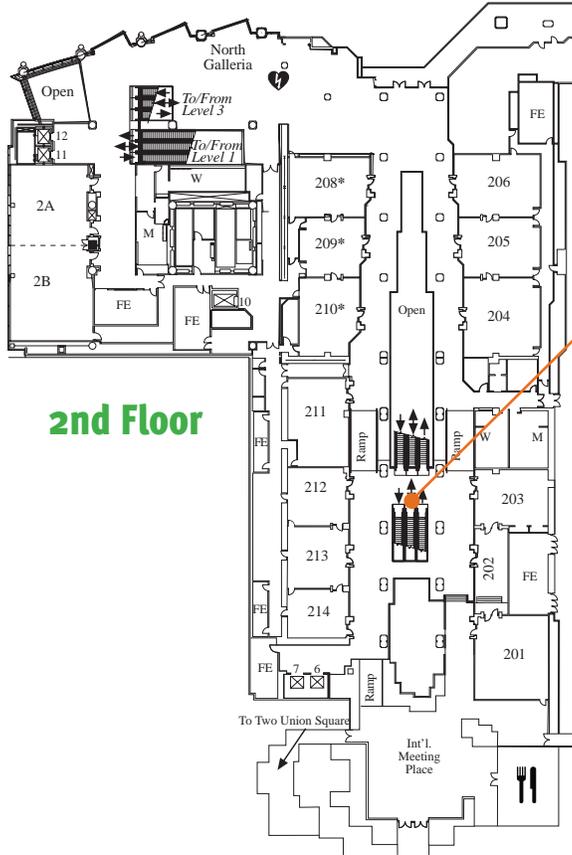
Program Cover Advertising

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
- Outside Back Cover — \$1,400 **SOLD**

Program advertisements must be print ready.

Exhibit Hall and Escalator Banners (2nd and 3rd Floors)



2a. Escalator Looking Down
Dimensions: 17'9" x 65"



3a. Hallway Overhang
Dimensions: 60" x 21'



3b. Escalator Side
Dimensions: 65" x 16'



3c. Escalator Looking Down
Dimensions: 65" x 17'10"

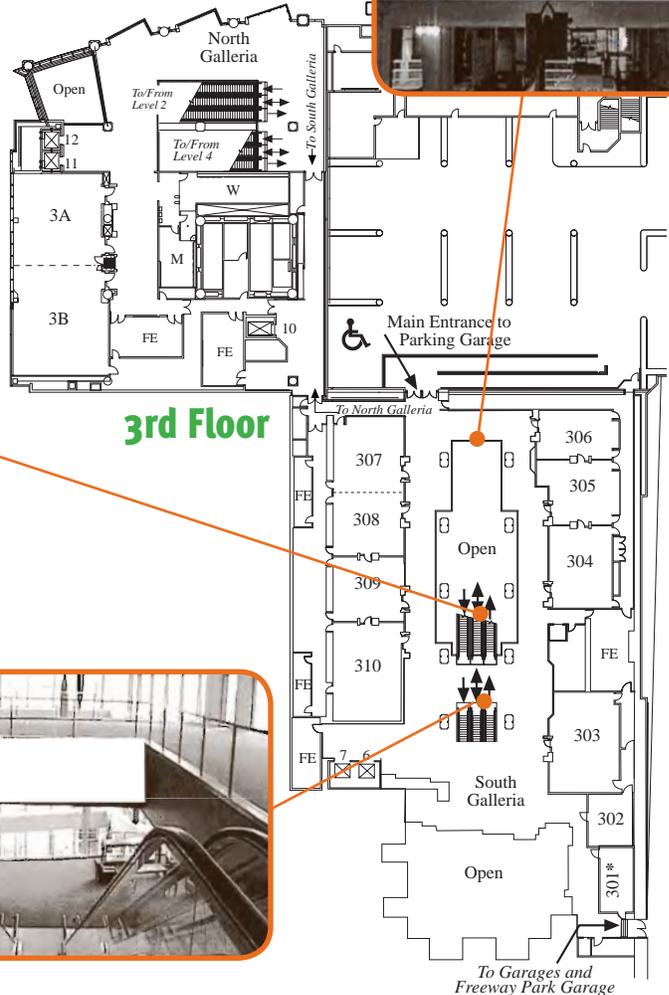
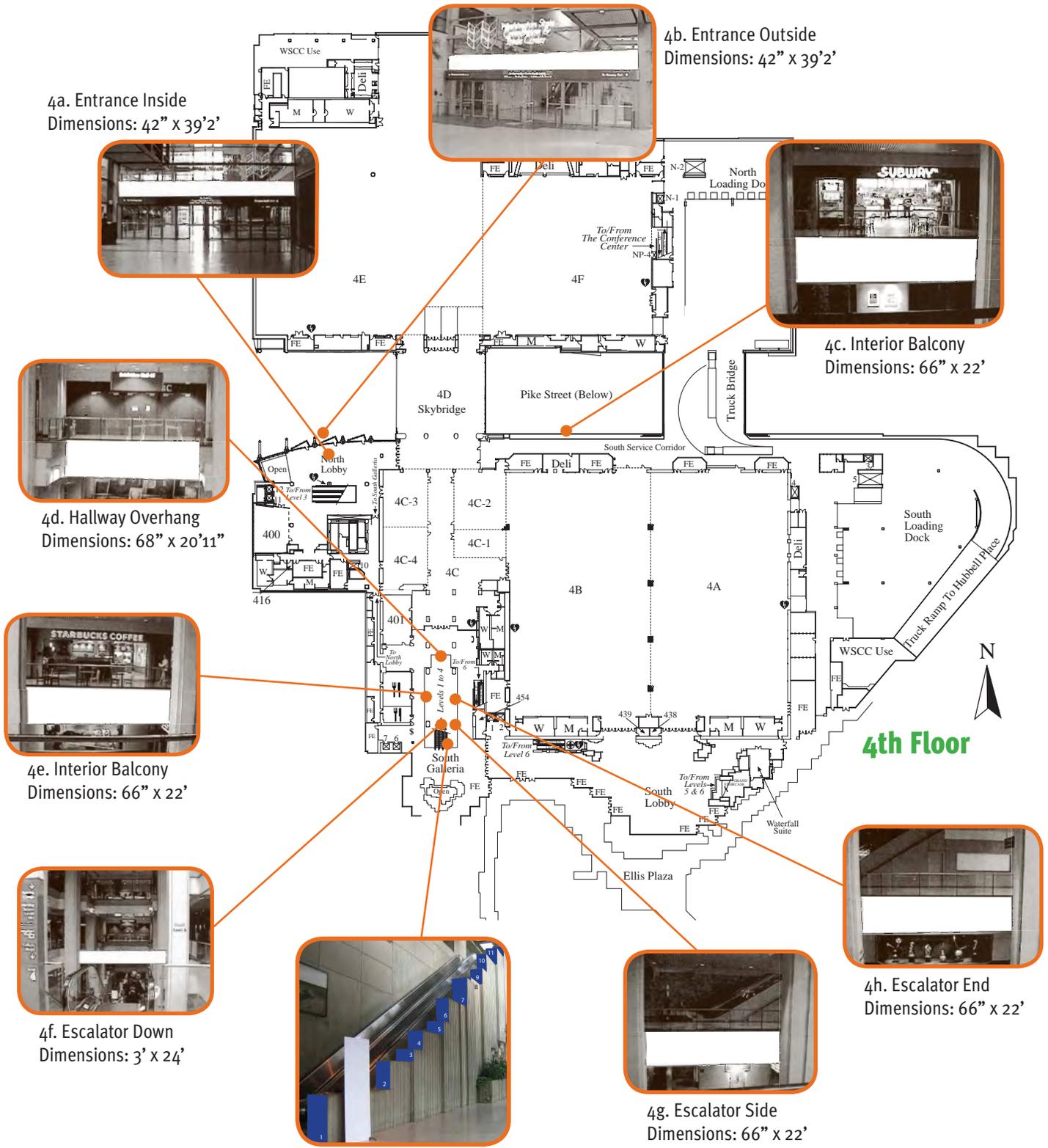


Exhibit Hall and Escalator Banners (4th Floor)



4a. Entrance Inside
Dimensions: 42" x 39'2"

4b. Entrance Outside
Dimensions: 42" x 39'2"

4c. Interior Balcony
Dimensions: 66" x 22'

4d. Hallway Overhang
Dimensions: 68" x 20'11"

4e. Interior Balcony
Dimensions: 66" x 22'

4th Floor

4f. Escalator Down
Dimensions: 3' x 24'

4h. Escalator End
Dimensions: 66" x 22'

4g. Escalator Side
Dimensions: 66" x 22'

Escalator Risers
4th floor escalators rising to the
6th floor (main conference floor)

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 8, 2014

12:00 - 5:00 pm Registration & Setup

Wednesday, April 9, 2014

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

Thursday, April 10, 2014

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

\$2,100 (single) \$4,200 (double)

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

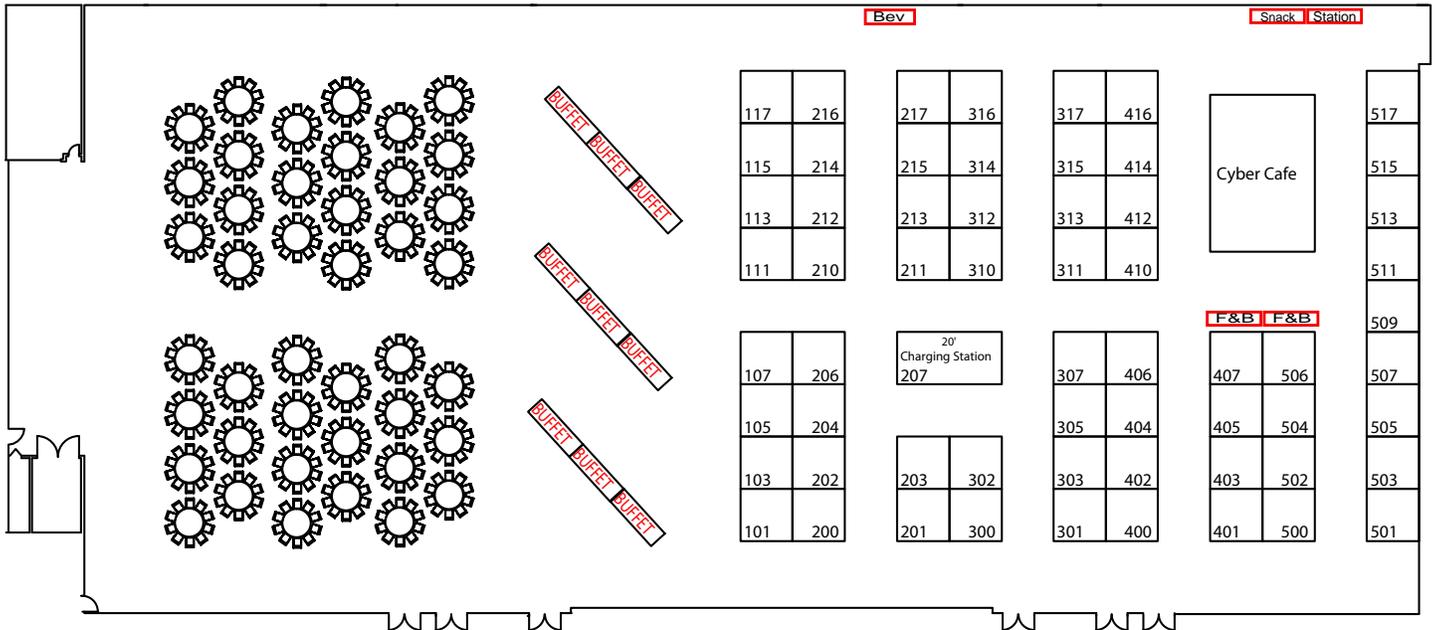
Upgrade your exhibitor listing in the Annual Education Conference program to include your logo. *The exhibitor listing in the conference program is only available in black & white.*

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.



2013 EXHIBITORS & SPONSORS

12Twenty, Inc.

A & P Moving/Bekins Van Lines

American Association of Law Libraries

American Lawyer Media

Association of Legal Administrators (ALA)

BarBri

BCG Attorney Search

Career Shift

Chambers & Partners

Cooper & Cooper Real Estate

CSO Research, Inc.

ELR Legal Search

Empire Search Partners, LLC

Garrison & Sisson, Inc.

Greene-Levin-Snyder, LLC

Greiner Consulting

Happy Go Legal

Kinney Recruiting

Lateral Link

Laurence Simons International

Law Fit

Law Crossing

Leopard Solutions

LexisNexis

LinkedIn

Lucas Group

Mandarin Oriental, Washington, DC

Marvel Consultants, Inc

Major, Lindsey, & Africa

Massari & Darling LLC

Micron Systems Inc.

Momentum Search Group, LLC

NALSC

The NALP Foundation

National Institute for Trial Advocacy

Practical Law Company, Inc.

Prestige Legal Search, Inc.

Dolce/Sensational Baskets

SJL Attorney Search

Starwood Hotels Mid-Atlantic Metro Market

Symplicity

The Shannon Group

West LegalEd Center

Ultramar Travel Management

Vault, Inc.

viDesktop, Inc.

SCHEDULE AT A GLANCE (Schedule subject to change.)

TUESDAY, APRIL 8

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

WEDNESDAY, APRIL 9

6:30	-	7:30 am	Yoga
7:30	-	9:15 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	-	12:00 pm	Concurrent Sessions
12:15	-	1:30 pm	Lunch
1:45	-	3:00 pm	Concurrent Sessions
3:00	-	3:30 pm	Snack Break
3:30	-	4:45 pm	Concurrent Sessions
5:00	-	6:00 pm	Regional Receptions
7:00	-	10:00 pm	Member Celebration

THURSDAY, APRIL 10

6:30	-	7:30 am	Yoga
6:30	-	7:30 am	5K Fun Walk/Run
7:30	-	9:15 am	Breakfast
7:30 am	-	4:00 pm	Resource Center Exhibition Open
9:00 am	-	3:00 pm	Exhibitor Classroom
9:15	-	10:30 am	Concurrent Sessions
10:30	-	11:00 am	Coffee Break
11:00 am	-	12:15 pm	Concurrent Sessions
12:15	-	1:30 pm	Lunch
1:45	-	3:00 pm	Concurrent Sessions
3:00	-	4:00 pm	Resource Center Reception
5:00	-	6:00 pm	Diversity and Inclusion Reception
9:00pm	-	1:00 am	Late Night Event

FRIDAY, APRIL 11

6:30	-	7:30 am	Yoga
7:30	-	9:00 am	Breakfast
9:00	-	10:15 am	Plenary
10:15	-	10:45 am	Coffee Break
10:45 am	-	12:00 pm	Concurrent Sessions
12:15	-	1:45 pm	Business Meeting and Lunch
2:00	-	3:15 pm	Concurrent Sessions
2:00	-	5:00 pm	Concurrent Sessions

SATURDAY, APRIL 12

9:00 am	-	12:00 pm	Workshop
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2013

PROFESSIONAL DEVELOPMENT INSTITUTE

December 12 - 13 | Washington, DC



Now more than ever, PD professionals need to stay on top of current trends and best practices, as well as understand and advance their firm priorities. The Professional Development Institute equips attendees to help their organizations, lawyers, and law students succeed in today's challenging environment. Through intensive educational programming and formal and informal networking opportunities, this annual two-day program provides comprehensive, timely, cutting-edge information for all involved in lawyer training and law student and lawyer professional development.

About the Conference

Plan now to be a part of an event targeting lawyer and law student training and development professionals. If your target audience consists of those responsible for lawyer and/or law student training and development then the Professional Development Institute is an ideal match for your outreach efforts.

Strengthen your relationships and improve your company's image, prestige, and credibility by supporting the 2013 Professional Development Institute — an event tailored to legal PD professionals and their organizations.

Venue

The Fairmont Washington, DC
 2401 M Street, NW
 Washington, DC 20037
 Phone: (202) 429-2400 / (800) 441-1414

Schedule

Thursday, December 12

8:00 - 9:30 am Registration
 9:30 - 10:45 am Plenary
 11:00 am - 12:15 pm Sessions
 12:15 - 1:15 pm Lunch
 1:30 - 2:45 pm Sessions
 3:00 - 4:15 pm Sessions
 4:15 - 5:30 pm Reception

Friday, December 13

8:00 - 9:00 am Registration
 9:00 - 10:15 am Plenary
 10:30 - 11:45 am Sessions
 11:45 am - 12:45 pm Lunch
 12:45 - 2:00 pm Lunch
 2:15 - 3:30 pm Sessions

Schedule subject to change.

Audience

Attendees are responsible for all aspects of lawyer or law student training and professional development, and include:

- Chief Professional Development Officers
- Directors of Attorney Development
- Directors of Career Development
- Directors of Professional Development
- Senior Managers of Legal Recruiting
- Senior Managers of Professional Development
- Assistant Directors
- Associate Deans
- Attorney Development Managers
- Professional Development Managers

Work Settings of Attendees¹

Firm of <50 lawyers	2.3%
Firm of 50-99 lawyers	2.3%
Firm of 100-249 lawyers	11.4%
Firm of 250-499 lawyers	19.3%
Firm of 500-699 lawyers	17.0%
Firm of 700+ lawyers	22.7%
Government	3.4%
Public Interest	1.1%
Law School	17.0%
Consultant	3.4%
Other	3.4%

Experience In The Industry¹

0-2 years	18.9%
3-5 years	27.8%
6-9 years	26.7%
10+ years	26.7%

¹based on 97 evaluation responses from 2012

Attendees in 2012: 358
 Attendees in 2011: 350
 Attendees in 2010: 270

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 (signs and screens)
- Conference binder insert
- 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

\$6,000

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 (signs and screens)
- Conference binder insert
- 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.

Reception Sponsorship

\$6,000



The Professional Development Institute Reception is always well attended with great enthusiasm. Sponsors may distribute welcome gifts/brochures at the entry doors. Signs will be placed around food and beverage tables with your company name and logo.

Benefits include:

- Complimentary tabletop display space on the day of the reception
- Sponsorship recognition in promotional materials
- Logo and link placement on event registration webpage
- On-site recognition (signs and screens)
- Conference binder insert
- Pre- and post-attendee mailing list
- Full-page advertisement in one issue of the NALP Bulletin (will appear in both digital and print editions)

This package is for sponsorship of the reception on the first night.

Lunch Sponsorship

\$4,000 (two available)

Help treat conference attendees to lunch. Special signs reminds 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:

- Complimentary half-day tabletop display space on day of sponsorship
- Sponsorship recognition in promotional materials
- On-site recognition (signs and screens)
- Conference binder insert
- 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.

Institute Binder Sponsorship

\$3,000

This valuable resource is distributed to all Institute attendees. The sponsor will be recognized on the cover of each Institute binder.

Benefits include:

- Complimentary half-day tabletop display space on first day
- Sponsorship recognition in promotional materials
- On-site recognition (signs and screens)
- Conference binder insert
- Post-attendee mailing list



2014 NEWER PROFESSIONALS' FORUM

February 20 - 22 | Long Beach, CA



The Newer Professionals' Forum is an educational conference specially designed for those newer to the field of legal recruitment, lawyer professional development, and career services. This exciting event features two and a half days of intensive educational programming and networking opportunities, including NALP's acclaimed Management Foundations programs for career services and legal recruitment professionals.

About the Conference

Strengthen your relationships and improve your company's image, prestige, and credibility by supporting the Newer Professionals' Forum — an event tailored to those newer to the field of legal recruitment, lawyer professional development, and career services.

Venue

The Westin Long Beach
333 E. Ocean Blvd.
Long Beach, CA 90802
Phone: (562) 436-3000

Audience

Attendees are responsible for all aspects of the legal employment process for law schools and legal employers, and include:

- Directors of Attorney Recruiting
- Directors of Career Services
- Directors of Employer Relations
- Directors of Judicial Clerkships
- Assistant Directors of Career Development
- Assistant Deans for Career Services
- Recruitment Managers
- Public Interest Career Counselors
- Career Counselors
- Attorney Recruiting Assistants
- Legal Recruiting Assistants
- Associate Development Coordinators
- Career Services Coordinators
- Professional Development and Training Coordinators

Types of Organizations*

Law Schools	55.4%
Legal Employers	44.6%

*based on 94 evaluation responses from 2013

Past Attendance

Attendees in 2013: 150
Attendees in 2012: 175

Schedule

Thursday, February 20

3:30	-	5:00 pm	Plenary
5:00	-	6:30 pm	Reception

Friday, February 21

7:30	-	8:30 am	Breakfast
7:45	-	8:30 am	Roundtable Discussion
8:45	-	11:45 am	Foundation Programs
11:45 am	-	12:45 pm	Lunch
1:00	-	2:15 pm	Sessions
2:30	-	3:45 pm	Sessions
4:00	-	5:15 pm	Plenary

Friday, February 22

8:00	-	9:00 am	Breakfast
9:00	-	10:15 am	Plenary
10:30	-	11:45 am	Sessions
11:45 am	-	1:00 pm	Lunch
1:00	-	2:15 pm	Plenary
2:30	-	4:00 pm	Sessions

Schedule subject to change.

Forum Sponsorship

\$4,000

Sponsorship for the Newer Professionals' Forum provides significant pre-conference, on-site, and post-conference promotional opportunities. Benefits include:

- Complimentary tabletop display space
- Logo and link placement on event registration webpage
- Lunch sponsorships
- Sponsorship recognition in promotional materials
- Prominent on-site recognition (signs and screens)
- Conference binder insert
- 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

2014 DIVERSITY & INCLUSION SUMMIT

June 5 - 6 | Chicago, IL



The Diversity and Inclusion Summit brings together legal career professionals interested in learning more about diversity and inclusion in the legal profession. This summit provides a forum for a robust exchange of information about the current challenges and innovations surrounding the issues of diversity and inclusion in the legal employment arena. Participants will also enjoy multiple networking opportunities, allowing occasions to connect and share best practices.

About the Conference

Strengthen your relationships and improve your company's image, prestige, and credibility by supporting the Diversity & Inclusion Summit — an event tailored to NALP and ALFDP members, diversity professionals, law firm partners, in-house lawyers, career counselors, legal hiring and training professionals, law school deans, industry consultants, and other legal career professionals who have an interest in continuing to expand diversity and inclusion in the legal profession.

Venue

The University of Chicago
Gleacher Center
450 North Cityfront Plaza Drive
Chicago, IL 60611-4316

Schedule

Thursday, June 5

6:00 - 7:30 pm Reception (off-site)

Friday, June 6

8:00	-	8:45 am	Breakfast
8:45	-	9:30 am	General Session
10:00	-	11:00 am	Sessions
11:15 am	-	12:15 pm	General Session
12:15	-	1:00 pm	Lunch
1:00	-	2:00 pm	Sessions
2:15	-	3:15 pm	Roundtable Discussions
3:30	-	4:30 pm	General Session

Schedule subject to change.

Audience

Attendees are responsible for all aspects of the legal employment process from law schools to legal employers and include:

- Chief Diversity Officers
- Managing Directors
- Deans for Student Affairs
- Directors of Career Development
- Directors of Diversity and Inclusion
- Directors of Human Resources
- Directors of Legal Personnel
- Directors of Legal Recruiting
- Career Center Directors
- Associate/Assistant Deans
- Associate/Assistant Directors for Career Services
- Partners
- Attorney Recruiting Managers
- Diversity Managers
- Managers of Diversity & Professional Development
- Recruiting & Professional Development Managers
- Attorney Professional Development Coordinators
- Diversity and Inclusion Coordinators

Types of Organizations*

Law Firms	59.6%
Law Schools	25.5%
Nonprofit	6.4%
Public Interest	2.1%
Other	6.4%

**based on 47 evaluation responses from 2013*

Attendees in 2013: 151

Attendees in 2012: 150

Attendees in 2011: 155

Event Sponsorship

\$5,000

Event Sponsorship for the Diversity & Inclusion Summit provides significant pre-conference, on-site, and post-conference promotional opportunities. This comprehensive sponsorship provides complete visibility throughout the entire event. This sponsorship provides an excellent opportunity for you to position yourself with NALP's diversity and inclusion community.

Benefits include:

- Complimentary tabletop display space during the reception and all day during the event
- Logo and link placement on event registration webpage
- Lunch sponsorship
- Sponsorship recognition in promotional materials
- Prominent on-site recognition (signs and screens)
- Conference binder insert
- 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

Summit Reception

\$5,000

Be the first to welcome attendees to the Diversity & Inclusion Summit and Chicago the evening before Summit programming. The Summit Reception serves as the official "kick-off" to the full day of Summit programming. This is a premier networking opportunity and ensures that attendees will be surrounded by your company name and image.

Benefits include:

- Complimentary tabletop display space during the reception
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Prominent on-site recognition signs during reception

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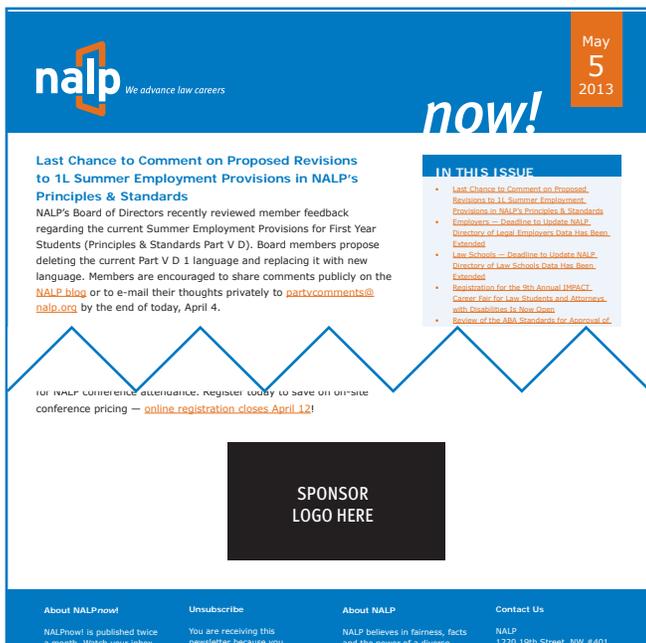


Media Sponsorships and Advertising

If your customers are professionals in the legal employment market, then NALP's media sponsorship opportunities can help you reach them quickly and cost-effectively. In order to remain competitive, a multi-platform approach is essential when developing a relationship with potential clients. To gain maximum exposure to NALP members inquire about creating a customized media sponsorship package suited to your marketing needs. Your media plan achieves maximum results with an integrated program combining both traditional print and digital media outlets.

NALPnow!

NALP's popular twice-monthly e-newsletter *NALPnow!* is NALP's primary forum for timely communication to law school and legal career planners, recruiters, and professional development staff. *NALPnow!* reaches your target audience of legal career professionals by offering logo placement linked to your website.



NALP Website

A sponsorship on the NALP website is an excellent way to enhance your visibility with NALP members. NALP's website averages more than 100,000 page views a month. Your logo or name and link to your homepage will appear on NALP's most heavily used, go-to resource. Sponsorship on the NALP website is an excellent way to enhance your visibility with our members in the legal community.



SPONSORSHIP LENGTH	NALPnow! SPONSORSHIP PRICING ¹	NALP WEBSITE SPONSORSHIP PRICING ²	COMBINED NALPnow! AND WEBSITE SPONSORSHIP PRICING
One Month	\$500	\$750	\$1,000
Three Months	\$1,350	\$2,050	\$2,700
Six Months	\$2,500	\$4,000	\$5,200
Twelve Months	\$4,000	\$7,200	\$9,000

¹Additional discounted sponsorships may be available for organizations purchasing an exhibition booth at the Annual Education Conference.

²No more than two web sponsorships will be displayed at a time in a special sponsorship area of NALP's website. Each will rotate with a limited number of other sponsorships as users click on NALP's homepage or internal pages.

Web & E-Newsletter Sponsorship Guidelines: Sponsorship logos that appear on NALP's website or in NALP's e-newsletter 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.

NALPnow!

Advertising in NALPnow! is a convenient, affordable way to bring your message to the NALP community. NALPnow! is distributed twice a month to over 2,400 professionals in the NALP community. By advertising in NALPnow! you have a unique opportunity to deliver information about your products and services straight to the email boxes of the entire NALP community. More than a sponsorship, advertising in NALPnow! provides you with the opportunity to better engage with the consumers of your products and services.

Your advertisement will appear in the sidebar column of two issues of NALPnow! and may link to your website or any URL specified. The advertisement will appear after the table of contents in each issue.

NALPnow! Digital Advertisement

Prices shown below are for two issues per month.

One Month	\$1,000
Three Months	\$2,700
Six Months	\$5,000
Twelve Months	\$8,000

NALPnow! Technical Specifications

Formats

Static images only, no flash; GIF or JPEG only

Dimensions

200px wide by 225px tall
(final height may be less than 225px)

File Size

No larger than 13kb



May
5
2013

now!

IN THIS ISSUE

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- [Deadline to Submit Proposals for the 2013 Professional Development Institute Is Tomorrow, Friday, April 5](#)
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- [Preparing for the Future at the 2013 Diversity and Inclusion Summit](#)
- [Online Registration for the Annual Education Conference in Tampa Closes April 12](#)

Advertising

YOUR
ADVERTISEMENT
HERE

RECENT JOB LISTINGS

This list reflects positions posted since March 21, 2013. For a complete list of open positions, go to www.nalp.org - Jobs.

Career Services and Related Openings

- [Associate Director for Career Services](#)
Texas Tech University School of Law
- [Assistant Dean for Career and Professional Development](#)
Pace Law School
- [Career Development Assistant Director](#)
University of Idaho

Recruitment, Professional Development, and Related Openings

- [East Coast Manager of Training & Development](#)
Sidley Austin (New York, NY)
- [Firm-wide Recruitment Assistant](#)
Dechert LLP (New York, NY)
- [Talent Manager](#)
Baker & McKenzie (Dallas, TX)
- [Manager of Legal Recruiting](#)
Proskauer Rose LLP (New York, NY)
- [Legal Recruiting Assistant](#)
Mintz Levin Cohn Ferris Glovsky and Popeo PC (New York City, NY)
- [Director of Legal Recruitment](#)
McKenna Long & Aldridge LLP (Atlanta, GA)
- [Legal Recruitment Manager](#)
Covington & Burling LLP (Washington, DC)
- [Knowledge Management Attorney Corporate M&A/Private Equity Group](#)
Fried, Frank, Harris, Shriver & Jacobson LLP (NY)
- [Legal Recruiting Assistant](#)
Bingham McCutchen LLP (San Francisco, CA)
- [Legal Recruiting Manager](#)
Tanner & Black (New York, NY)
- [CIE Assistant](#)
Sidley Austin LLP (Chicago, IL)
- [Legal Personnel Coordinator](#)
Kelley Drye & Warren LLP (New York, NY)
- [Diversity and Inclusion Administrator](#)
Bingham McCutchen, LLP (Boston, MA)

IMPORTANT DATES

May 9
[FD Training Webinar](#)

Last Chance to Comment on Proposed Revisions to 1L Summer Employment Provisions in NALP's Principles & Standards

NALP's Board of Directors recently reviewed member feedback regarding the current Summer Employment Provisions for First Year Students (Principles & Standards Part V D). Board members propose deleting the current Part V D 1 language and replacing it with new language. Members are encouraged to share comments publicly on the [NALP blog](#) or to e-mail their thoughts privately to partycomments@nalp.org by the end of today, April 4.

Employers — Deadline to Update NALP Directory of Legal Employers Data Has Been Extended

The deadline for submitting your NALP Form has been extended to April 8. To edit your form, go to the [Data Collection System](#) and log in using your employer ID and password. The Forms tab will contain a list of the NALP Forms you created last year and will allow you to update those forms or add new forms as needed. Demographic data should still be reported as of February 1 for research purposes — you can find more information and tips on collecting demographic information on the NALP website. If you do not know your login information or need any assistance, please contact (202) 835-1001 or support@nalp.org.

Law Schools — Deadline to Update NALP Directory of Law Schools Data Has Been Extended

The deadline for submitting your NDLS information has been extended to April 11. Make sure employers have the information they need about your students and your school before this extended deadline. To update your school's form, go to www.nalplawschools.org and log in using your five-digit school code and the related password (if you do not know this information you can contact the NALP office at (202) 835-1001 or support@nalp.org to request it). Click on Edit and begin updating your school's information.

Registration for the 9th Annual IMPACT Career Fair for Law Students and Attorneys with Disabilities Is Now Open

The [9th Annual IMPACT Career Fair for Law Students and Attorneys with Disabilities](#) will take place August 9 from 10:00 am - 5:00 pm at the Hyatt Regency Crystal City. This annual career fair provides interview opportunities for law students and lawyers with disabilities with participating employers. Schools with students interested in participating must [register as a co-sponsor](#) (no fee). Employers interested in participating have until July 11 to [register](#) (fee required).

Review of the ABA Standards for Approval of Law School Matters for Notice and Comment

At its meeting held on March 15-16, 2013, the [Council of the Section of Legal Education and Admissions to the Bar](#) approved for Notice and Comment proposed revisions to Chapter 2 (Organization and Administration) and Chapter 5 (Admissions and Student Services) of the ABA Standards and Rules of Procedure for Approval of Law Schools. Chapter 5 contains the standards that apply to career services offices, and includes further revisions to Standard 509, the consumer protection standard that governs the mandatory disclosure of law school employment outcomes data. The ABA solicits and encourages written comments on the proposed changes by letter or email. Please address written comments on the proposal and requests to speak at the hearing to [JR Clark](#) no later than Friday, May 10.

Public Service Counselors — Law Student Summer Opportunity at NALP with PSJD

PSJD is looking for a few [project assistants to help PSJD](#) update and manage database content on the PSJD website this summer. This is an ideal opportunity for law students who have lined up unpaid or low-paying internships and who want to supplement their income by working a few (8-10) hours per week in Washington, DC. If any of your students may be interested, please direct them to the listing here to [learn more about the position](#). To apply, they should [email a resume](#), [and cover letter to Ashley Matthews](#) by Monday, April 15.

Deadline to Submit Proposals for the 2013 Professional Development Institute Is Tomorrow, Friday, April 5

If you are interested in speaking at PDI, which will be held December 12-13 in Washington, DC, please note that the deadline for proposals has been extended to April 5. [Find out more about the proposal process and submit your proposal here.](#)

NALP Bulletin

At the core of NALP is the *NALP Bulletin*, our industry leading, monthly flagship magazine. The *NALP Bulletin* delivers the essential information, insights, and ideas that empower NALP’s members to master challenges, inspire imagination, and act decisively to advance law careers.

The *NALP Bulletin* is a leading benefit of membership in NALP, and provides a forum for the major players in legal career development to exchange information. The *NALP Bulletin* maintains a readership of over 2,400 legal career professionals representing more than 850 organizations.

All prices listed are per issue.

Advertisements appear in printed and digital issues of the *NALP Bulletin*.



NALP Bulletin Advertisement (will appear in both print and digital editions)

Advertisements may include up to two (2) URL links that will be live links in the digital edition.

AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full Page	\$750	\$700	\$675	\$630
2/3 Page	\$590	\$550	\$525	\$490
1/2 Page	\$450	\$425	\$405	\$380
1/3 Page	\$305	\$295	\$275	\$255
1/6 Page	\$155	\$150	\$145	\$140

NALP Bulletin Rich Media Advertisement

Rich media advertisements may include links, audio, flash, or video elements.

AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full Page	\$1,600	\$1,490	\$1,380	\$1,270
2/3 Page	\$1,250	\$1,165	\$1,080	\$1,015
1/2 Page	\$960	\$895	\$830	\$765

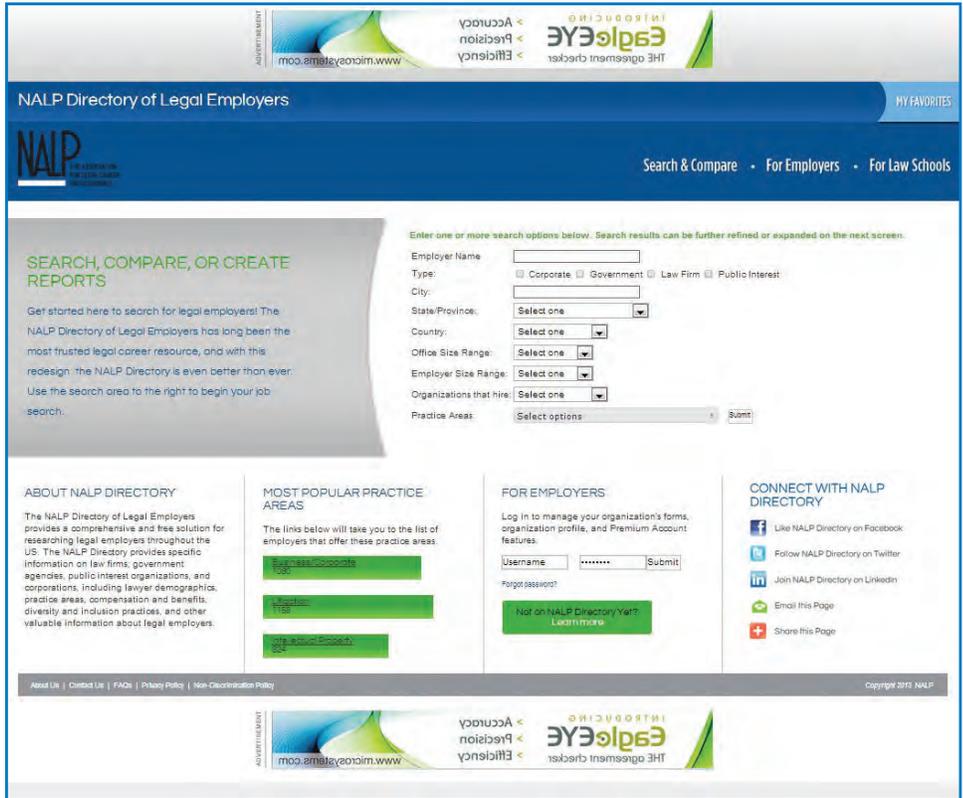
Full Issue Package

Advertiser’s logo will appear on the initial issue notification email (sent to members and subscribers) with an embedded URL. Advertisements may include links, audio, flash, or video.

AD SIZE	ONE ISSUE	THREE ISSUES	SIX ISSUES	TWELVE ISSUES
Full Page	\$2,000	\$1,875	\$1,750	\$1,625

NALP Directory of Legal Employers

The *NALP Directory of Legal Employers* provides a comprehensive and free solution for researching legal employers throughout the US. The *NALP Directory* provides specific information on law firms, government agencies, public interest organizations, and corporations, including lawyer demographics, practice areas, compensation and benefits, diversity and inclusion practices, and other valuable information about legal employers. The *NALP Directory* is an excellent way for your company to advertise to law students, job seekers, law schools, and law firms.



Banner Advertisement

Advertisers may place an image/banner (645px by 84px) across the top or bottom of the NALP Directory of Legal Employers website. This banner will appear on the homepage, search page, and results page, but will not appear on any organization’s individual profile pages.

AD SIZE	TWO WEEKS	MONTH	THREE MONTHS	SIX MONTHS
Banner*	\$750	\$1,500	\$4,000	\$7,500

* No more than four advertisers will be listed at any time. In the case of two or more advertisers, advertisers will randomly rotate between the top and bottom banners.

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Affiliate Membership

NALP is the best community for legal career consultants to join in order to stay abreast of current trends and comprehensive information, and to engage stakeholders throughout the entire legal employment market.



NALP understands your need as a consultant to access information and resources that strengthen your knowledge of the legal employment market and the current trends and comprehensive information in lawyer professional development. Membership in NALP provides you the opportunity to connect to decision-makers and gain access to law schools, law firms, and legal employers to help

you position yourself for success. Affiliate membership is designed for qualified individual consultants who work to support the goals of NALP members by providing expert advice or services to the legal market. Join today to enhance your relationship with law schools and legal employers. Visit www.nalp.org/join for more information on becoming an affiliate member.

Affiliate Member Benefits

NALP's affiliate membership is a member category designed specifically for consultants to the legal employment market. As budgets at law firms and law schools tighten, consultants need to demonstrate more value and that they truly understand the needs and challenges facing their clients. Consultants who join as affiliate members better position themselves as industry experts with access to NALP's research, resources, and network.

COMMUNITY

Affiliate members know they can network with future clients and demonstrate their expertise to industry professionals across the entire NALP membership — a network of professionals only NALP can offer.

Membership Directory. Connect to your industry peers when you search using the member directory.

*Conferences.** Our in-person conferences help you meet the daily challenges you face while increasing your ability to achieve higher levels of expertise and skills.

NALPconnect. Engage with other members in a private online members-only professional community.

INDUSTRY RESEARCH

NALP's expert team has been providing sound, credible data for nearly forty years, and the entire industry relies on NALP as the number one resource for this information.

*Jobs & JDs: Employment and Salaries of New Law Graduates.** NALP's annual research report provides employment statistics and salaries for every law school graduating class.

*Associate Salary Survey.** This annual research report takes a comprehensive look at associate salaries nationwide through a variety of demographic filters.

Member Salary Surveys. Every alternate year NALP conducts a member salary survey for law school career services members and legal career professionals in law firms and employer organizations.

*Public Sector & Public Interest Attorney Salary Report.** This biennial report provides information by years of experience for attorneys at civil legal services organizations, public defenders office, local prosecuting attorney offices, and public interest organizations that focus on issue-specific missions.

VOLUNTEER OPPORTUNITIES

Volunteering in NALP gives you the opportunity to connect with industry professionals. It gives you the chance to develop and demonstrate your own leadership skills as you serve on committees or act as a program facilitator.

Writing for the NALP Bulletin. Share your ideas and submit an article.

Joining a section. Ask and answer key questions on a variety of topics ranging from recruiting to professional development to career services.

PUBLICATIONS

NALP publications help members become experts by providing reliable resources based on effective practices. These publications are designed to help affiliate members stay current on the challenges of legal career professionals.

NALPnow! Members receive a twice monthly e-newsletter with timely information about relevant resources, programs, events, and activities.

NALP Bulletin. The flagship magazine provides practical information and addresses current issues, and keeps members abreast of new developments in the legal employment market.

Industry News Digest. Stay informed of the latest industry news with a weekly compilation of news articles relevant to legal career professionals.

DISCOUNTS

Affiliate members enjoy discounts on exhibition and advertising fees, publications, and conferences.

Exhibition Savings. Receive a 15% discount when you exhibit at the Annual Education Conference.

Member Rates. Whether you're attending a conference, purchasing a research report, or picking up something in the bookstore, you will always be eligible for member pricing.

WHAT IS NALP

NALP is an association of over 2,500 legal career professionals who support law students, lawyers, law schools, and law firms across North America and beyond. 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 consultants must get the most from their membership, marketing, and outreach efforts. NALP provides direct access to a wide range of audiences including decision makers at law firms and law schools. The Affiliate membership exists so like-minded consultants can work together to advance NALP's mission of driving innovation and collaboration in the legal profession through lifelong education and career development. This membership category provides you direct access to current and potential consumers of your products and services.

GEOGRAPHIC DISTRIBUTION OF MEMBERS

Member Type Individuals: 2,396

Institutions: 1,033

REGION	REGION CONTAINING	INSTITUTIONS	INDIVIDUALS
Northeast	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey (northern), New York, Rhode Island, Vermont	203	631
Mid-Atlantic	Delaware, District of Columbia, Maryland, New Jersey (southern), Pennsylvania, Virginia	169	414
Southeast	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, West Virginia	200	416
Midwest	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	172	385
West/Rocky Mountain	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming	214	425
Canada ¹	Alberta, British Columbia, Manitoba, Nova Scotia, Ontario, Quebec, Saskatchewan	73	123
International ¹	Australia, Bermuda, China, South Korea, United Kingdom ²	2	2

TYPES OF ORGANIZATIONS REPRESENTED

ORGANIZATION TYPE	NUMBER OF INSTITUTIONS	INDIVIDUALS	PERCENTAGE OF MEMBERSHIP
Law Schools	218	884	36.89%
Private Legal Employers	770 ³	1,435	59.89%
Corporations	1	1	0.04%
Government	22	22	0.092%
Public Service & Bar Associations	22	28	1.17%
Affiliates	-	26	1.9%

¹Provinces and countries listed represent current NALP membership rather than membership eligibility.

²Some NALP affiliated law firms in the United Kingdom currently operate through a New York branch office.

³Includes additional branch offices.



Affiliate Membership Application

Individual Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____

Direct Dial Phone _____

Website _____

E-Mail _____

INDIVIDUAL CONTACT DIVERSITY INFORMATION

An important part of NALP's mission is to serve as a leading advocate for diversity within the legal profession and within NALP as well as within the fields of career services, legal recruitment, and professional development. This goal can best be achieved by knowing more about our membership and its diversity. As with all data collected by NALP, members can be assured that all demographic data will remain confidential; this information is not made public and will be used only on a limited basis by NALP staff to assist NALP leaders in furthering the goal of a diverse leadership for the organization and in aggregate form for research analyses. Please check the appropriate categories below for the Individual Name above:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Female |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Male |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Disabled |
| <input type="checkbox"/> Hispanic or Latino | <input type="checkbox"/> Openly LGBT |
| <input type="checkbox"/> Native Hawaiian or Other Pacific Islander | |
| <input type="checkbox"/> Two or More Races | |
| <input type="checkbox"/> White | |

AFFILIATE MEMBERSHIP

Affiliate membership in NALP is available to many individuals who work in the legal employment industry but who are not employed by a law school or a legal employer. Individuals who are eligible for affiliate membership are those who provide professional or expert advice or services to law schools and/or legal employers. Note that if a person — or the organization a person works for — is engaged in the business of lateral attorney placement, as determined in good faith by NALP, the person is not eligible for NALP Affiliate Membership. Affiliate membership is a non-voting membership.

Affiliate Member

- Annual Affiliate Membership \$750 per person*

*If more than one person from your organization is applying for affiliate membership, please complete a separate application for each person seeking affiliate membership.

PAYMENT INFORMATION

- Please invoice me in the amount of \$_____ (This option is not available for the first individual from an organization joining)
- Enclosed is a check payable to NALP in the amount of \$_____
- Charge my Visa, MasterCard, or American Express card in the amount of \$_____

Card # _____ Expiration Date _____ Verification Code _____

Name on Card: _____

By providing your signature, you authorize NALP to charge your credit card in the amount listed above and agree to the membership criteria and limitations listed below.

Signature: _____

Membership Criteria and Limitations

For the purposes of eligibility for affiliate membership, a consultant is defined as any individual, and any member of an organization or institution with which such individual is employed or affiliated professionally, who provide[s] professional or expert advice or services to law schools or legal employers in a specific area. By NALP Board policy, a consultant who is engaged in the business of lateral attorney placement, as determined in good faith by NALP, is not eligible for membership. Affiliate members receive all of the membership benefits listed except that only full voting members of NALP are eligible to serve in such leadership roles as chair or vice-chair of a NALP section, advisory group, or other working group; in an elected governance role; or as a member of the conference planning committee.

CONTACT INFORMATION

Individual Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____

Direct Dial Phone _____

Website _____

Email _____

SPONSORSHIP PACKAGES

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

Booth Space Preference:

1st 2nd 3rd

INDIVIDUAL SPONSORSHIPS

- Umbrella Sponsorship \$6,000
- Diversity & Inclusion Reception Sponsorship \$5,500
- Yoga 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
- Hand Sanitizing & Advertising Stations \$4,000
- Hotel Guest Room Key Cards \$4,000
- Lanyard Sponsorship \$4,000
- Photo/Headshot Booth \$4,000
- Learning Journal Sponsorship \$4,000
- 5K Fun Run/Walk \$4,000
- Branded Napkins \$3,000
- Mobile Charging Station \$3,000
- 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
- Map Sponsorship \$2,500
- Printed Footprints \$2,000
- Message Board \$1,500
- Conference Handout \$1,500
- 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 \$2,100
- Double Booth Space \$4,200

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 17, 2014. 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 Membership Services
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 2014 NALP Resource Center Rules and Regulations included with this contract.

Name (printed): _____

Signature: _____

Accepted by NALP: _____ Date: _____

FOR NALP OFFICE USE ONLY

CONTACT INFORMATION

Individual Name _____
 Title _____
 Organization _____
 Address _____
 City _____ State _____ Zip _____ Country _____
 Phone _____ Fax _____
 Direct Dial Phone _____
 Website _____
 Email _____

PROFESSIONAL DEVELOPMENT INSTITUTE

- Event Sponsorship \$10,000
- One Day Sponsorship \$6,000
 - Thursday
 - Friday
- Reception Sponsorship \$6,000
- Lunch Sponsorship \$4,000
 - Thursday
 - Friday
- Institute Binder Sponsorship \$3,000

NEWER PROFESSIONALS' FORUM

- Forum Sponsorship \$4,000

DIVERSITY & INCLUSION SUMMIT

- Event Sponsorship \$5,000
- Summit Reception \$5,000

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 no later than 30 days prior to the first day of the event. No exhibitor will be allowed to set up without full payment.

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

Notes:

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: _____

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The undersigned expressly agrees to be bound by and comply with all conditions, rules, regulations, and requirements stated in the official 2014 NALP Resource Center Rules and Regulations included with this contract.

Name (printed): _____

Signature: _____

Accepted by NALP: _____ Date: _____

FOR NALP OFFICE USE ONLY

Empty rectangular box 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 2014 NALP Annual Education Conference being held in the Washington State Convention Center.

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 14, 2014, 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 Washington State Convention Center 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 Washington State Convention Center, 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 Washington State Convention Center, its owners, and its operator shall be included in such policies as additional named insureds. In addition, the Exhibitor acknowledges that neither the Washington State Convention Center, 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 14, 2014, NALP will retain \$150 for handling and processing charges and return all other fees. If the Exhibitor cancels between February 15 and March 17, 2014, NALP will retain 50% of the total booth fees (which equals the deposit). If the Exhibitor cancels after March 17, 2014, 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.

CONTACT INFORMATION

Individual Name _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____

Direct Dial Phone _____

Website _____

Email _____

NALP Bulletin Advertisement

NALP Bulletin Advertisement (all prices listed are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700	<input type="checkbox"/> \$675	<input type="checkbox"/> \$630
2/3 Page	<input type="checkbox"/> \$590	<input type="checkbox"/> \$550	<input type="checkbox"/> \$525	<input type="checkbox"/> \$490
1/2 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$425	<input type="checkbox"/> \$405	<input type="checkbox"/> \$380
1/3 Page	<input type="checkbox"/> \$305	<input type="checkbox"/> \$295	<input type="checkbox"/> \$275	<input type="checkbox"/> \$255
1/6 Page	<input type="checkbox"/> \$155	<input type="checkbox"/> \$150	<input type="checkbox"/> \$145	<input type="checkbox"/> \$140

NALP Bulletin Rich Media Advertisement (all prices listed are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,490	<input type="checkbox"/> \$1,380	<input type="checkbox"/> \$1,270
2/3 Page	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,165	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$1,015
1/2 Page	<input type="checkbox"/> \$960	<input type="checkbox"/> \$895	<input type="checkbox"/> \$830	<input type="checkbox"/> \$765

Full Issue Package (all prices listed are per issue)

	1 issue	3 issues	6 issues	12 issues
Full Page	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,875	<input type="checkbox"/> \$1,752	<input type="checkbox"/> \$1,625

Total NALP Bulletin Advertising Cost:

Note: If you are reserving NALP Bulletin advertising, you will be emailed a reservation form that will allow you to specify desired dates and provide you with specifications and terms.

NALP Directory of Legal Employers Advertisement

Banner Advertisement

- Two Weeks \$750
- One Month \$1,500
- Three Months \$4,000
- Six Months \$7,500

NALPnow!

NALPnow! Sponsorship

- One Month \$500
- Three Months \$1,350
- Six Months \$2,500
- Twelve Months \$4,000

NALPnow! Advertising

- One Month \$1,000
- Three Months \$2,700
- Six Months \$5,000
- Twelve Months \$8,000

NALP Website

- One Month \$750
- Three Months \$2,050
- Six Months \$4,000
- Twelve Months \$7,200

Combined NALPnow! and Website Sponsorship

- One Month \$1,000
- Three Months \$2,700
- Six Months \$5,200
- Twelve Months \$9,000

Total Cost:

Special Instructions (please note preferred start date or instructions):

ADVERTISING AND SPONSORSHIP ORDER

Please enter the total amount due for all sponsorships and advertising selected for this order. Please list any special instructions.

Notes:

Media and Sponsorship Total:

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.

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1220 19th Street NW, Suite 401
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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 on the next page.

Name (printed): _____

Signature: _____

Accepted by NALP: _____ Date: _____

FOR NALP OFFICE USE ONLY

Standards and Appropriateness

NALP (National Association for Law Placement) 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. 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.

NALP is opposed to discrimination based upon sex, actual or perceived gender, age, race, color, religion, creed, national or ethnic origin, disability, sexual orientation, gender identity and expression, genetic information, parental, marital, domestic partner, civil union, military, or veteran status.

All advertising must relate to the professional interests of NALP's membership and be in accordance with NALP's commitment to ethical standards and to non-discrimination. NALP reserves the right to reject any advertisement which in NALP's sole discretion is not in keeping with the Bulletin's editorial purpose or not meeting its production standards. NALP also reserves the right to place the word "advertisement" in any ad that resembles editorial material, or to reject or request redesign of any ad too closely resembling editorial matter.

Liability and Indemnification

The advertiser and/or advertising agency assume total and complete liability for the copy in their advertisements and warrant that same does not represent or contain false claims or infringe on the trademarks or copyrights of others. The advertiser and advertising agency hold NALP harmless from any and all liabilities or claims which may arise from any such infringement, alleged infringement, or other claims arising from the nature or content of the advertisements, and agree to indemnify and to reimburse NALP for any and all costs, including legal fees, incurred as a result of any such claims.

Advertisers assume complete responsibility for the copy and artistic content of their ads.

NALP's liability to advertiser or advertising agency for any act or omission in connection with the reproduction of an advertisement or the performance of any other obligation is and shall be limited to the cost of the ad or portion thereof.

Rates and Specifications

Advertisers will be protected at their contracted rates for the duration of their present contracts. If fewer insertions are used within one year than specified in the contract, charges will be adjusted in accordance with established rates. NALP reserves the right to change the rates for advertisements not protected by contract. NALP further reserves the right to adjust the dimensions of any ads not meeting contracted size specifications and also reserves the right to make future changes in advertisement specifications.

Payment

The advertiser agrees to pay, or will assume the responsibility for payment by the advertiser's authorized agent, for all space contracted in accordance with rates specified in this agreement. Payment is due within 30 days of the receipt of NALP's invoice. All invoices not paid within 30 days are subject to a service charge of 1.5% per month (18% per year). The advertiser or authorized agent is liable for any collection expenses or legal fees incurred by the publisher should payment not be made within these terms. Prepayment is required from advertisers who do not have previously established accounts or whose ads will incur production expense beyond NALP's budgeted printing costs.

Agency Authorization/Payment

Where this contract is signed by an agency, in executing this agreement the agency affirms its authority to reserve such space on behalf of the advertiser and to bind the advertiser to the terms of this agreement. In the event the agency for any reason shall fail to make full payment for space reserved and invoiced, the advertiser will be obligated to pay NALP for the space reserved by its agent regardless of whether the advertiser has previously made payment to the agency for the space reserved.

Cancellations

No cancellations will be accepted after the closing dates specified in this agreement. All requests for cancellation must be in writing and authorized by NALP. If cancellation is made after the deadline date of the reserved issue, the advertiser and/or authorized agent will be liable for payment of the full billing amount for the space reserved.