



2014 Professional Development Institute

December 4 - 5 | 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 organization's 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 2014 Professional Development Institute — an event tailored to legal PD professionals and their organizations.

Venue

Mandarin Oriental
 1330 Maryland Ave, SW
 Washington, DC 20024
 Phone: (202) 554-8588

Schedule

Thursday, December 4

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 5

7:30 - 8:30 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
- Hiring Partners
- Consultants
- 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/Professional Development Managers

Work Settings of Attendees¹

Firm of <50 lawyers	1.4%
Firm of 50-99 lawyers	1.4%
Firm of 100-249 lawyers	15.5%
Firm of 250-499 lawyers	18.3%
Firm of 500-699 lawyers	9.9%
Firm of 700+ lawyers	29.6%
Government	1.4%
Law School	9.9%
Consultant	8.5%
Other	4.2%

Experience In The Industry¹

0-2 years	23.0%
3-5 years	16.2%
6-9 years	32.4%
10+ years	28.4%

¹based on 82 evaluation responses from 2013

Attendees in 2013: 285
 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)
- Full-page advertisement in one issue of *PD Quarterly*
- *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)
- Half-page advertisement in one issue of *PD Quarterly*
- 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)
- Half-page advertisement in one issue of *PD Quarterly*

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

CONTACT INFORMATION

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

SPONSORSHIP PACKAGES

- 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

NOTES

FEES

A deposit of 50% of the total fee must accompany the contract before a booth or sponsorship assignment can be made. Affiliate members may subtract 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:	

FOR NALP OFFICE USE ONLY

PAYMENT INFORMATION

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

Please charge to: Visa MasterCard American Express

Card # _____ Expiration Date: _____ Verification Code: _____

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

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

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

Name (printed): _____

Signature: _____

Accepted by NALP: _____ Date: _____

FOR NALP OFFICE USE ONLY

Large empty rectangular box for NALP Office Use Only.