

2012
2013



ALLIANCE PARTNERSHIP
EVENT SPONSORSHIP
MEDIA SPONSORSHIP

WELCOME

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 new Alliance Partnership Program. NALP offers a number of partnership, sponsorship, and advertising opportunities allowing you to find the best fit for your organization.

The Alliance Partnership 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 Alliance Partnership 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 and 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, or media sponsor, 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 a sponsorship opportunity that fits your business needs. Please let me know if you have any questions about our partnership or sponsorship 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,

A handwritten signature in black ink that reads "Christopher M. Brown" followed by a stylized flourish.

Christopher M. Brown
Director of Meetings and Membership Services

ABOUT NALP

WHAT IS NALP?

NALP is an association of over 2,400 legal career professionals who advise law students, lawyers, law offices, and law schools in North America and beyond. NALP's members include virtually all of the ABA-accredited and Canadian law schools, and more than 850 legal employers. NALP is dedicated to continuously improving career counseling and planning, recruitment and retention, and the professional development of law students, lawyers, and its members.

NALP provides a forum for the major players in legal career development to exchange information, attend professional education programs, and promote fair and effective hiring standards.

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.

To learn more, contact Christopher Brown, NALP Director of Meetings and Membership Services, at (202) 835-1001 or cbrown@nalp.org.

ABOUT NALP

Member Type: Individuals: 2,409 Institutions: 1,074

Geographic Distribution of Members

REGION	REGION CONTAINING	INSTITUTIONS	INDIVIDUALS
Northeast	Connecticut, Maine, Massachusetts, New Hampshire, New Jersey (northern), New York, Rhode Island, Vermont	208	609
Mid-Atlantic	Delaware, District of Columbia, Maryland, New Jersey (southern), Pennsylvania, Virginia	174	418
Southeast	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, West Virginia	205	415
Midwest	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	177	389
West/Rocky Mountain	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming	230	443
Canada ¹	Alberta, British Columbia, Manitoba, Nova Scotia, Ontario, Quebec, Saskatchewan	76	131
International ¹	Australia, Bermuda, China, South Korea, United Kingdom ²	4	4

Types of Organizations Represented

ORGANIZATION TYPE	NUMBER OF INSTITUTIONS	INDIVIDUALS	PERCENTAGE OF MEMBERSHIP
Law Schools	218	887	36.82%
Private Legal Employers	804 ³	1441	59.82%
Corporations	3	3	0.12%
Government	25	26	1.08%
Public Service & Bar Associations	24	28	1.16%
Affiliates	-	24	1.00%

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 October 9, 2012.

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ALLIANCE PARTNERSHIP PROGRAM

The Alliance Partnership Program was developed to provide the industry partner community with opportunities to align itself with NALP through customized marketing platforms. These bundled packages are unique opportunities for our industry partners to help build and maintain relationships with NALP's members and the legal employment community. NALP offers two levels of partnership to help you achieve your business solutions throughout the year.

To learn more about NALP's Alliance Partnership Program please contact:

Christopher Brown
Director of Meetings and Membership Services
(202) 835-1001 or cbrown@nalp.org

or

James Leipold
Executive Director
(202) 835-1001 or jleipold@nalp.org



STRATEGIC PARTNERSHIP

\$50,000 (One-Year Commitment) or \$90,000 (Two-Year Commitment)

The Strategic Partnership provides maximum exposure for a company seeking to align itself with NALP. This bundled package is the most comprehensive of the two partnership opportunities available to our industry partners. The partnership provides the ability to carry marketing objectives to levels not previously available while building and maintaining a unique relationship with NALP members and the legal employment community as a whole. The program is designed to keep our Strategic Partners involved in the legal employment market throughout the year.



CORPORATE PARTNERSHIP

\$35,000 (One-Year Commitment)

The Corporate Partnership was developed to provide exposure for a company seeking to align itself with NALP. This bundled package is a unique opportunity for NALP's Corporate Partners to help build and maintain a relationship with the legal employment community through comprehensive year-long efforts.



ALLIANCE PARTNERSHIP PROGRAM BENEFITS

	Strategic Partner	Corporate Partner
Recognition in all related marketing collateral		
<ul style="list-style-type: none"> Event marketing emails NALP<i>now!</i> NALP Bulletin NALP website Event webpages Industry News Digest 	Logo Placement	Name Placement
Complimentary copy of the following industry reports:		
<ul style="list-style-type: none"> Jobs & JDs: Employment and Salaries of New Law Graduates Associate Salary Survey Public Sector & Public Interest Attorney Salary Report 	X	X
Participation in the Alliance Partnership Summit ¹	X	X
Partner recognition at educational events	X	X
Complimentary Affiliate Memberships ²	4	2
Mailing list usage: pre- and post-attendee mailing list for educational events (AEC, NPF, Diversity and Inclusion Summit, LDI, PDI)	X	X
Quarterly mailing list of NALP membership	X	
Partner recognition ads in event programs/binders	X	X
Full-page advertisement in printed NALP Bulletin (supplied by partner)	12 issues	6 issues
Full-page/Half-spread advertisement in digital NALP Bulletin (supplied by partner)	12 issues	6 issues
Subscription to NALP Bulletin	X	X
Use of official "NALP Partner" logo in advertising and promotions (with NALP approval)	X	X
Display Table Tops		
Newer Professionals' Forum	X	X
Diversity and Inclusion Summit	X	X
Professional Development Institute	X	X
Event Registrations		
Annual Education Conference	8	4
Newer Professionals' Forum	4	2
Diversity and Inclusion Summit	4	2
Lawyer Development Institute	4	2
Professional Development Institute	4	2
Benefits During the Annual Education Conference		
Conference bag insert (supplied by partner)	X	X
Exhibit space in Resource Center Exhibition	4 booth spaces	2 booth spaces
Recognition on stage during Opening Session	X	
Video played during Opening Session (supplied by partner, limited to 60 seconds, and subject to approval by NALP)	X	
Opportunity to create/present educational session (subject to approval by NALP)	X	

¹The Alliance Partnership Summit provides the opportunity for Alliance Partners to meet with key NALP leadership to discuss the Alliance Partnership Program and provide input on NALP activities. Travel and lodging expenses are not provided by NALP and are the responsibility of the Alliance Partner

²Based on eligibility terms for affiliate membership; see application on page 30

2013 ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

April 24 - 27 | Tampa, FL



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 the products and services of interest to the legal profession.



ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

Sponsorship at NALP conferences 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.

Strengthen your relationships and improve your company's image, prestige, and credibility by supporting the 2013 Annual Education Conference & Resource Center Exhibition — an event tailored to the people you want to reach.

No other event brings together as many professionals in legal career planning and hiring as NALP's Annual Education Conference does!

AFFILIATE MEMBERS

The 2013 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 exhibitor investment. [See page 30 for Affiliate membership eligibility terms.](#)

VENUE

At the Tampa Convention Center, sparkling waterfront vistas bring the warmth and light of Florida sunshine right into meeting rooms. The convention center's beautifully appointed decor, sophisticated colors, and strategic architectural designs create a unique sense of space that showcases the beauty of Tampa.

Tampa Convention Center
333 S. Franklin Street
Tampa, FL 33602
www.tampaconventioncenter.com

HOTELS

Attendees will be located in the following nearby hotels:

Tampa Marriott Waterside Hotel & Marina
700 South Florida Avenue
Tampa, FL 33602
(813) 221-4900

Embassy Suites Tampa - Downtown
Convention Center
513 South Florida Avenue
Tampa, FL 33602
(813) 769-8300

The Westin Tampa Harbour Island
725 South Harbour Island Blvd
Tampa, FL 33602
(813) 229-5000

AUDIENCE

Attendees 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	49.5%
Law Schools	47.1%
Consultants	1.5%
Other	1.8%

Years of Experience in the Industry¹

0-2 years	15.6%
3-5 years	17.4%
6-9 years	28.6%
10+ years	38.4%

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

Career Services	45.3%
Recruitment	52.1%
Professional Development	33.5%
Diversity	17.3%

¹based on 465 evaluation responses from 2012

²multiple responses allowed

Attendees in 2012: 1,170

Attendees in 2011: 1,050

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

Package A

HOSPITALITY

SPONSORSHIP

\$30,000

Exclusive sponsorship of a three-day hospitality suite in an on-site function room. The hospitality suite offers a relaxed networking opportunity for you to connect with conference attendees.

Benefits include:

- Complimentary two-day exhibit booth space (two spaces)
- Ten Complimentary conference registrations
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in exhibitor listing of conference program
- Conference bag insert (must be provided)
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in conference program
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- *NALPnow!* sponsorship of two issues
- Website sponsorship for one month

See sample photos on page 16.

Package B1

MEMBER

CELEBRATION

SPONSORSHIP

\$20,000



Always a popular item in high demand is NALP's Member Celebration. This annual event offers conference attendees an opportunity to network.

Benefits include:

- Recognition signage at the Member Celebration
- 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 exhibitor listing of conference program
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in conference program
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- *NALPnow!* sponsorship of two issues
- Website sponsorship for one month

Package B2

PLENARY

SPONSORSHIP

\$20,000

This sponsor will be thanked during the opening and closing plenaries and its logo will be displayed on the screen prior to the presentation.

Benefits include:

- 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 exhibitor listing of conference program
- Table tents set during plenaries
- Promotional video to be played once at each plenary (must be provided and limited to 60 seconds)
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in conference program
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- *NALPnow!* sponsorship of two issues
- Website sponsorship for one month

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

Package C

LATE NIGHT EVENT SPONSORSHIP

\$17,500



Another popular event is NALP's Late Night Event. This exclusive annual event offers conference attendees an opportunity to engage in an evening of singing, dancing, and fun.

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 exhibitor listing of conference program
- Pre-attendee mailing list
- Post-attendee mailing list
- NALP*now!* sponsorship of two issues
- Website sponsorship for one month

Package D

CYBER CAFE & INTERNET SPONSORSHIP

\$15,000

Computer kiosk stations will be provided in the Resource Center Exhibition for attendees to check email and use the Internet during the conference. This sponsorship includes the option to feature your images/ads on the screens and includes branded kiosk displays.

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 exhibitor listing of conference program
- Pre-attendee mailing list
- Post-attendee mailing list

See sample photos on page 17.

Package E

OPEN HOUSE AND WELCOME RECEPTION SPONSORSHIP

\$10,000

The Annual Education Conference kicks off with an open house and welcome reception featuring an exclusive opportunity for you to connect with conference attendees in an informal setting before the first full day of the conference activities.

Benefits include:

- Complimentary two-day exhibit booth space
- Three complimentary conference registrations
- Table-top display during the reception
- Recognition signage during the event
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Sponsorship description in exhibitor listing of conference program
- Pre-attendee mailing list
- Post-attendee mailing list

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

Package F

CONFERENCE TOTE

BAG SPONSORSHIP

\$6,000



Conference tote bags will be printed with the sponsor's logo and serve as a valuable commodity and essential resource for conference attendees.

Benefits include:

- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Pre-attendee mailing list
- Post-attendee mailing list

Package G

LANYARD

SPONSORSHIP

\$4,000



This package includes branded lanyards to be used at all of NALP's educational events. Make your presence felt throughout the year.

Benefits include:

- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials

SCHEDULE AT A GLANCE (Schedule subject to change.)

TUESDAY, APRIL 23

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

WEDNESDAY, APRIL 24

6:30 - 7:30am	Yoga
7:30 - 9:15am	Breakfast
8:00am - 5:00pm	Resource Center Open
9:15 - 10:30am	Concurrent Sessions
10:30 - 11:00am	Coffee Break
11:00am - 12:15pm	Plenary
12:15 - 1:45pm	Lunch
2:00 - 3:15pm	Concurrent Sessions
3:15 - 3:45pm	Snack Break
3:45 - 5:00pm	Section Meetings
4:00 - 5:00pm	Yoga
7:00 - 10:00pm	Member Celebration

THURSDAY, APRIL 25

6:30 - 7:30am	Yoga
6:30 - 7:30am	5K Fun Walk/Run
7:45 - 9:15am	Breakfast
8:00am - 5:00pm	Resource Center Open
9:30 - 10:45am	Concurrent Sessions
10:45 - 11:15am	Coffee Break
11:15am - 12:30pm	Concurrent Sessions
12:30 - 2:00pm	Lunch
2:00 - 3:15pm	Concurrent Sessions
3:30 - 4:30pm	Resource Center Reception
5:00 - 6:00pm	Yoga
9:00pm - 1:00am	Late Night Event

FRIDAY, APRIL 26

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

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

Additional opportunities for individual sponsorships are available during the Annual Education Conference.

YOGA SPONSORSHIP

\$7,500

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.

LUNCH SPONSORSHIP

\$7,500

The sponsoring company name and logo will be displayed during lunch on the first two days of the conference. Promotional material may be placed on each seat (must be provided).

LEARNING JOURNAL SPONSORSHIP

\$4,000

Ensure conference attendees see your message throughout the conference. Learning journals will be provided to each attendee to be used for note-taking and exchanging information during breakout sessions. This take-home item is frequently used by attendees after the conference has ended. The sponsor's logo will be printed on the journal cover.

SNACK BREAK SPONSORSHIP

\$2,500 (one available)

Conference attendees will explore the Resource Exhibition Center and network between educational sessions while enjoying snacks courtesy of your company on Wednesday afternoon.

COFFEE BREAK SPONSORSHIP

\$1,500 (two available)

Conference attendees will explore the Resource Exhibition Center and network between educational sessions while enjoying refreshments courtesy of your company during two morning breaks.

MAP SPONSORSHIP

\$1,500



Help attendees find their way around the expo hall and the Tampa area as they look for restaurants and off-site events. Includes logo placement on the Resource Exhibition Center and restaurant maps.

BASELINE BENEFITS

The above sponsorships include the following benefits:

- Logo placement next to event/item listing in conference program
- Recognition signage during the event (does not apply to Learning Journal or Map sponsorships)

CONFERENCE PROGRAM COVER ADVERTISEMENT

Sponsor the conference program with a full page advertisement.

Inside Front Cover - \$1,495

Inside Back Cover - \$1,295

Outside Back Cover - \$1,695

Program advertisements must be print-ready.

CONFERENCE PROGRAM ADVERTISEMENT

Sponsor the conference program with an advertisement for your organization.

Full-page Color - \$1,200

Full-page B/W - \$800

Half-page Color - \$950

Half-page B/W - \$525

Program advertisements must be print-ready.

TOTE BAG INSERT

\$1,500

Have a flyer, brochure, or small item included in every conference bag.

Sponsors are responsible for all printing, shipping, and material costs. *All tote bag inserts are subject to NALP approval.*

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

This is your opportunity to make valuable contacts and develop relationships during NALP's Annual Education Conference.

EXHIBITOR BENEFITS

Your presence at NALP's Resource Exhibition Center 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, including final list of attendees
- 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 evening events are included in the exhibition fee except those in conjunction with NALP business meetings

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 & 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 a members-only event/program.

EXHIBIT HOURS

The Resource Center Exhibition is open for two full days during the conference.

Tuesday, April 23, 2013

1:00 - 7:00pm Setup

Wednesday, April 24, 2013

8:00am - 5:00pm Resource Center Open

Thursday, April 25, 2013

8:00am - 5:00pm Resource Center Open

3:30 - 4:30pm Resource Center

Reception

4:00 - 4:30pm Passport and Exhibitor

Prize Drawings

5:00 - 8:00pm Resource Center

Tear-Down

2012 EXHIBITORS &

SPONSORS (partial list)

A and P Moving/Bekins Van Lines

ALM

American Legal Search, LLC

BCG Attorney Search

CareerShift, LLC

Cooper & Cooper Real Estate - Apartment

Rentals and Sales

CSO Research, Inc.

Empire Search Partners, LLC

ELR Legal Search Consultants

Equal Justice Works

Garrison & Sisson, Inc.

Greenhorn Legal, LLC

Greiner Consulting, Inc.

Hire Counsel

InterviewStream, LLC

JD Match

Kaplan Legal Education

Kinney Recruiting

Lateral Link

Laurence Simons International

LawCrossing

Law Preview LLC

Lawyer Metrics LLC

LexisNexis

Lucas Group

Major, Lindsey, & Africa

Mandarin Oriental, Washington DC

Marvel Consultants, Inc

Micron Systems Inc.

Momentum Search Group, LLC

MS Legal Search

My Career Service, LLC

NALSC

National Institute for Trial Advocacy

Party Cat

Practical Law Company, Inc.

Practising Law Institute

PricewaterhouseCoopers

Starwood Hotels Mid-Atlantic Metro Market

SJL Attorney Search

Street Law, Inc.

Symplicity

Vault, Inc

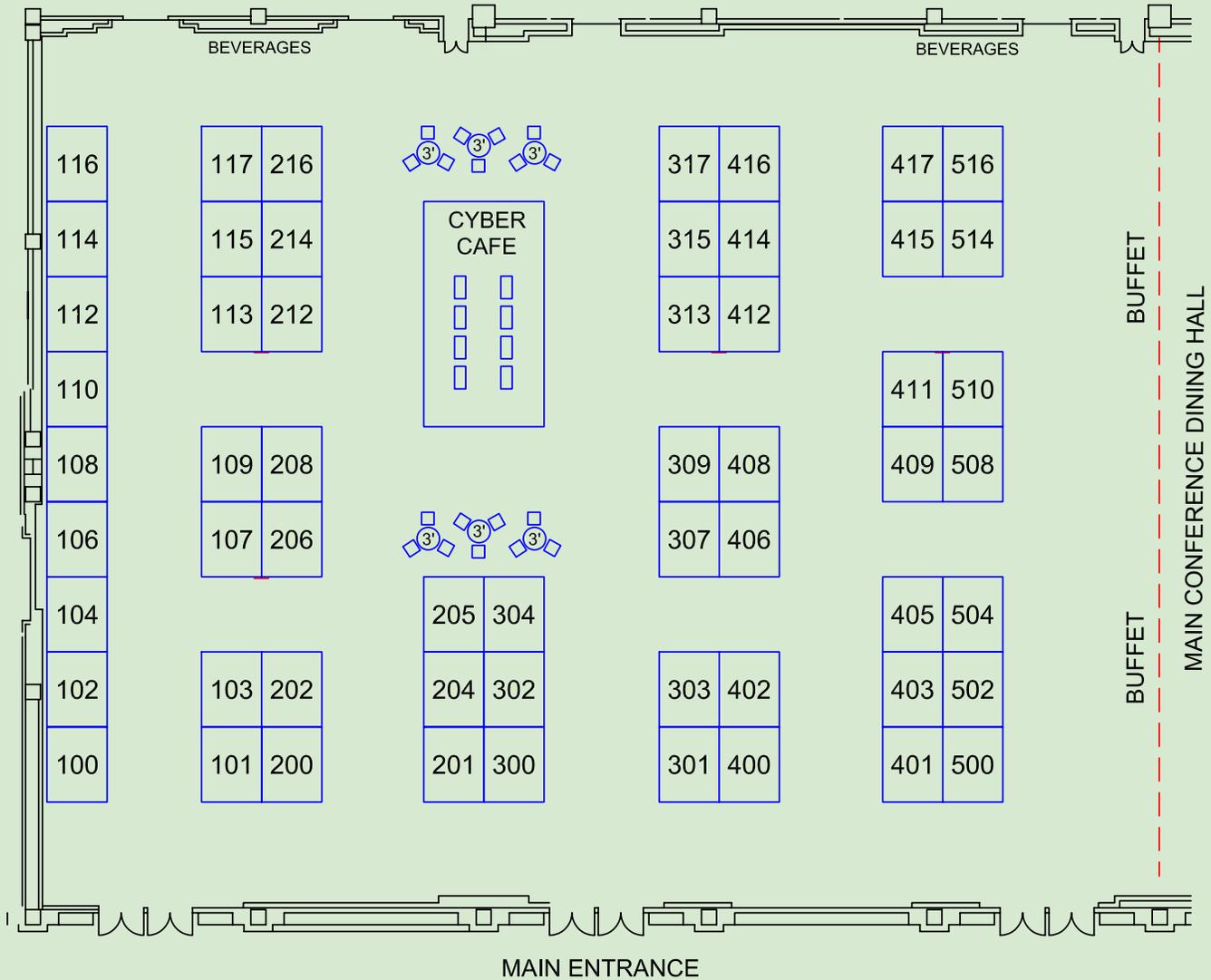
viDesktop, Inc.

ViewYou

West LegalEdcenter

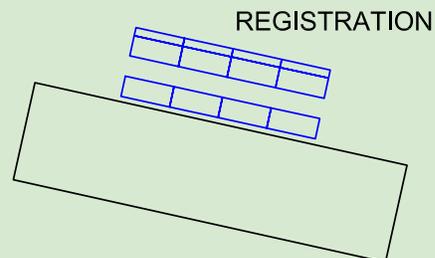
ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

FLOOR PLAN



NOTE:

For current exhibitor booth availability please visit NALP's [Advertising & Sponsorship Opportunities](#) webpage.



ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

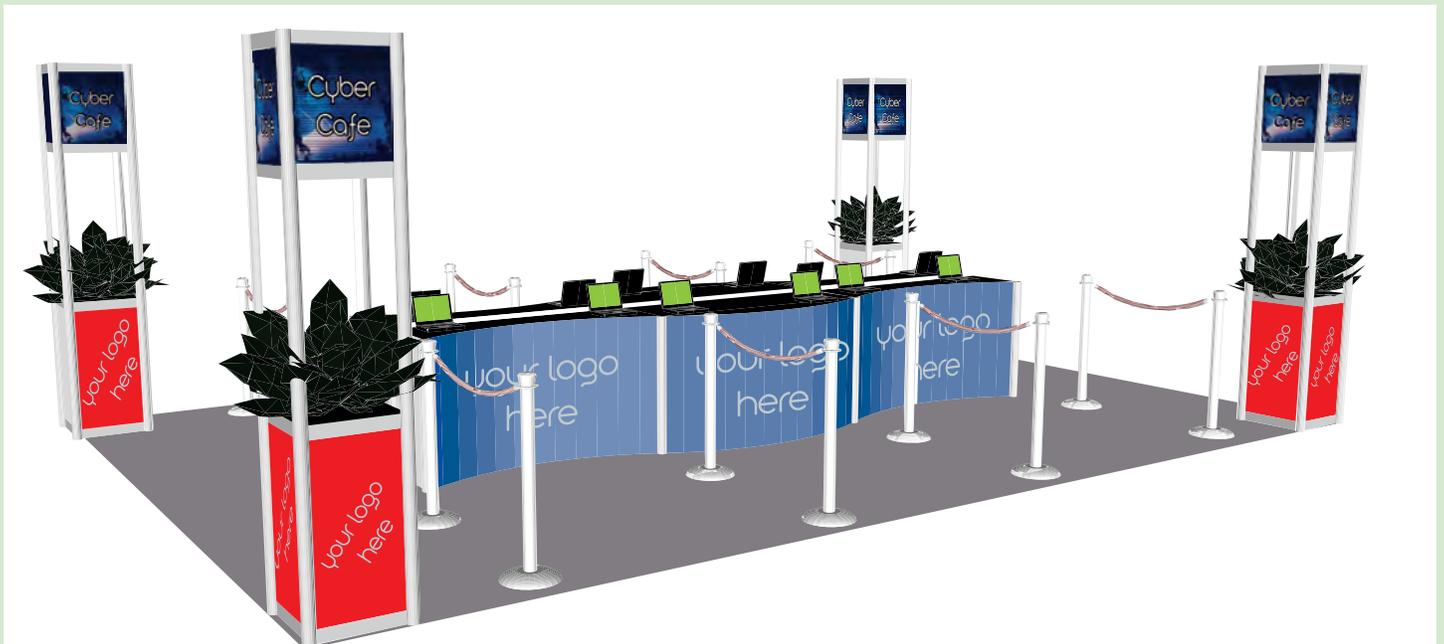
SAMPLE PHOTOS FOR HOSPITALITY SUITE



Final Hospitality Room may be different than shown above.

ANNUAL EDUCATION CONFERENCE & RESOURCE CENTER EXHIBITION

SAMPLE PHOTOS FOR CYBER CAFE



Final Cyber Cafe station may be different than shown above.

2012 PROFESSIONAL DEVELOPMENT INSTITUTE

December 6 - 7 | 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 professional development.



PROFESSIONAL DEVELOPMENT INSTITUTE

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 Professional Development Institute — an event tailored to legal PD professionals.

VENUE

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

SCHEDULE

THURSDAY, DECEMBER 6

8:00	-	9:30am	Registration
9:30	-	10:45am	Plenary
11:00am	-	12:30pm	Sessions
12:30	-	1:30pm	Lunch
1:45	-	3:15pm	Sessions
3:45	-	5:00pm	Snack Break
5:00	-	6:30pm	Reception

FRIDAY, DECEMBER 7

7:30	-	8:30am	Registration
8:30	-	9:45am	Plenary
10:00	-	11:15am	Sessions
11:30am	-	12:30pm	Sessions
12:30	-	1:30pm	Lunch
1:45	-	3:00pm	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	0.8%
Firm of 50-99 lawyers	1.6%
Firm of 100-249 lawyers	13.9%
Firm of 250-499 lawyers	18.0%
Firm of 500-699 lawyers	8.2%
Firm of 700+ lawyers	28.7%
Corporate	2.5%
Government	1.6%
Public Interest	0.8%
Law School	14.8%
Consultant	9.0%
Other	1.6%

EXPERIENCE IN THE INDUSTRY*

0-2 years	20.1%
3-5 years	22.6%
6-9 years	22.6%
10+ years	34.7%

*based on 122 evaluation responses from 2011

Attendees in 2011: 350
Attendees in 2010: 270

Package A

EVENT SPONSORSHIP

\$10,000

Benefits include:

- Complimentary two-day exhibit booth space
- Sponsorship recognition in promotional materials
- Logo and link placement on event registration webpage
- Onsite recognition (signage and screens)
- Conference binder insert
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- NALPnow! sponsorship of two issues
- Website sponsorship for one month

Package B1

ONE DAY SPONSORSHIP

\$6,000

Benefits include:

- Complimentary one-day exhibit booth space
- Sponsorship recognition in promotional materials
- Logo and link placement on event registration webpage
- Onsite recognition (signage and screens)
- Conference binder insert
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- Website sponsorship for one month

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

Package B2

RECEPTION SPONSORSHIP

\$6,000



Benefits include:

- Complimentary table top display space on day of reception
- Sponsorship recognition in promotional materials
- Logo and link placement on event registration webpage
- Onsite recognition (signage and screens)
- Conference binder insert
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in the *NALP Bulletin* (printed & digital edition)

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

Package C

LUNCH

SPONSORSHIP

\$4,000 (two available)

Benefits include:

- Complimentary half-day table top display space on day of event
- Sponsorship recognition in promotional materials
- Onsite recognition (signage 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.

Package D

CONFERENCE BINDER

SPONSORSHIP

\$3,000



Benefits include:

- Complimentary half-day table top display space on first day
- Sponsorship recognition in promotional materials
- Onsite recognition (signage and screens)
- Conference binder insert
- Post-attendee mailing list

For customized sponsorships or more information contact Christopher Brown, Director of Meetings and Membership Services at (202) 835-1001 or cbrown@nalp.org.

2013 NEWER PROFESSIONALS' FORUM

February 28 - March 2 | Jacksonville, FL



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.



NEWER PROFESSIONALS' FORUM

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

SCHEDULE

THURSDAY, FEBRUARY 28

2:00	-	6:00pm	Registration
4:00	-	5:00pm	Plenary
5:00	-	6:00pm	Reception

FRIDAY, MARCH 1

7:30	-	8:30am	Breakfast
7:45	-	8:30am	Roundtable Discussion
8:45	-	11:55am	Foundation Programs
11:45am	-	12:45pm	Lunch
1:00	-	2:15pm	Sessions
2:30	-	3:45pm	Sessions
4:00	-	5:15pm	Plenary

SATURDAY, MARCH 2

7:45	-	8:45am	Breakfast
9:00	-	10:15am	Plenary
10:45	-	11:45am	Sessions
11:45am	-	1:00pm	Lunch
1:00	-	2:15pm	Plenary
2:30	-	4:00pm	Sessions

Schedule subject to change.

VENUE

Hyatt Regency Jacksonville Riverfront
225 East Coastline Drive
Jacksonville, FL 32202
(904) 588-1234

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 Employer	44.6%

*based on 92 evaluation responses from 2012

Attendees in 2012: 175

Attendees in 2011: 115

CONFERENCE SPONSORSHIP

\$4,000

Benefits include:

- Complimentary table top display space
- Logo and link placement on event registration webpage
- Lunch sponsorships
- Sponsorship recognition in promotional materials
- Onsite recognition (signage and screens)
- Conference binder insert
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- Website sponsorship for one month

2013 DIVERSITY AND INCLUSION SUMMIT

June 6 - 7 | 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.



DIVERSITY AND INCLUSION SUMMIT

Strengthen your relationships and improve your company's image, prestige, and credibility by supporting the Diversity and Inclusion Summit — an event tailored for 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.

SCHEDULE

THURSDAY, JUNE 6

6:00 - 7:30pm Off-Site
Reception

FRIDAY, JUNE 7

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

Schedule subject to change.

VENUE

The Mid-America Club
200 East Randolph Drive, 80th Floor
Chicago, IL 60601
(847) 582-0289

AUDIENCE

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

- 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	72.9%
Law Schools	14.6%
Public Interest	4.2%
Other	8.4%

*based on 48 evaluation responses from 2012

Attendees in 2012: 150

Attendees in 2011: 155

CONFERENCE SPONSORSHIP

\$5,000

Benefits include:

- Complimentary table top 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
- Onsite recognition (signage and screens)
- Conference binder insert
- Pre-attendee mailing list
- Post-attendee mailing list
- Full-page advertisement in one issue of the printed *NALP Bulletin*
- Full-page/Half-spread advertisement in one issue of the digital *NALP Bulletin*
- Website sponsorship for one month

CONFERENCE RECEPTION

\$5,000



Benefits include:

- Complimentary table top display space during the reception
- Logo and link placement on event registration webpage
- Sponsorship recognition in promotional materials
- Onsite recognition during reception



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.

MEDIA SPONSORSHIPS

NALP NOW!

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

NALP WEBSITE

A sponsorship on the NALP website is an excellent way to enhance your visibility with NALP members in the legal hiring community. The NALP 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.

INDUSTRY NEWS DIGEST

NALP members receive weekly updates with a summary of news articles of interest to legal career professionals. Each week, NALP Executive Director James Leipold hand selects articles important and relevant in the legal hiring industry. The Industry News Digest

is perfect for organizations looking to sponsor a key resource that updates members on industry news.

For more information about media sponsorships, please contact Christopher Brown, Director of Meetings and Membership Services at (202) 835-1001 or cbrown@nalp.org.

SPONSORSHIP LENGTH	NALP NOW! E-Newsletter SPONSORSHIP PRICING ¹	NALP WEBSITE SPONSORSHIP PRICING ²	COMBINED NALP NOW! AND WEBSITE DISCOUNTED PRICING	INDUSTRY NEWS DIGEST SPONSORSHIP
One Month	\$500	\$750	\$1,000	\$1,000
Three Months	\$1,350	\$2,050	\$2,700	\$2,700
Six Months	\$2,500	\$4,000	\$5,200	\$4,500
Twelve Months	\$4,000	\$7,200	\$9,000	\$7,500

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

² No 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.

NALP BULLETIN ADVERTISING

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 create a better legal employment community.

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.

For more information about NALP Bulletin advertising, please contact Christopher Brown, Director of Meetings and Membership Services at (202) 835-1001 or cbrown@nalp.org.

DIGITAL ADVERTISEMENT

Digital advertisements may include up to two (2) URL links. *All prices listed are per issue. Advertisements appear in both printed and digital editions of the NALP Bulletin.*

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

RICH MEDIA ADVERTISEMENT

Rich media advertisements may include links, audio, flash, or video elements. *All prices listed are per issue. Advertisements appear in both printed and digital editions of the NALP Bulletin.*

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
1/3 Page	N/A	N/A	N/A	N/A
1/6 Page	N/A	N/A	N/A	N/A

FULL ISSUE PACKAGE

Advertiser's logo will appear on the initial issue notification email (sent to all members and subscribers) with an embedded URL. Advertisements may include links, audio, flash, or video elements. *All prices listed are per issue. Advertisements appear in printed and digital issues of the NALP Bulletin.*

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

Affiliate membership.

A new member category
for consultants.

No one knows the legal
employment market the
way we do.

And now you.

Stay abreast of current trends
and engage stakeholders
throughout the entire industry.

Learn and connect with all
stakeholders in the 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 its
importance to the legal hiring community.

We are dedicated to providing you with
the knowledge and resources to help you
position yourself for success.

Affiliate membership is designed for
individual consultants who provide
professional or expert advice or services
to law schools or legal employers in a
specific area.

Join today to develop your relationships
within the legal employment market. [See
page 30](#) for affiliate membership eligibility
requirements.

Affiliate Membership includes:

- Access to members—only area of website
- Access to the member directory
- Eligibility for discounts on exhibition fees
- Member discounts on conference registration fees
- Free member webinars
- Subscriptions to:
 - NALP Bulletin
 - NALPnow!
 - Industry News Digest

Affiliate Membership Application

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Direct dial phone: _____

Website: _____

E-mail: _____

Affiliate Eligibility

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 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. Note that Affiliate Membership is a non-voting membership.

Affiliate Members

The annual membership fee for an Affiliate Member is \$750*.

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

Diversity Information

An important part of NALP's mission is to serve as a leading advocate for diversity within the legal profession, within NALP, and within the fields in which NALP members work. NALP thus requests demographic information not only through its directories of legal employers and law schools, but also on membership applications. 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 and leaders, and in aggregate form for research analyses. Please check the appropriate categories below:

- | | |
|--|---|
| <input type="checkbox"/> Female | <input type="checkbox"/> Asian/Pacific Islander |
| <input type="checkbox"/> Male | <input type="checkbox"/> Black/African American |
| <input type="checkbox"/> Disabled | <input type="checkbox"/> Caucasian |
| <input type="checkbox"/> Openly Gay/ Lesbian/
Bisexual/ Transgender | <input type="checkbox"/> Hispanic/ Latino(a)/
Chicano(a) |
| <input type="checkbox"/> Multi-racial | <input type="checkbox"/> Native North American/
Alaskan |

Payment Information:

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: _____ Security code: _____

Name on card: _____

Signature: _____

Mail, fax, or e-mail this completed form to:

NALP, 1220 19th Street, NW, Suite 401 Washington, DC 20036-2405, P (202) 835-1001 F (202) 835-1112 info@nalp.org

For Office Use Only

2013 NALP RESOURCE CENTER EXHIBITION RULES & REGULATIONS

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.

Nonendorsement. 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 2013 NALP Annual Education Conference being held in the Tampa 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 vendor 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 18, 2013, 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 Tampa Convention Center is responsible for the safety of the property

2013 NALP RESOURCE CENTER EXHIBITION RULES & REGULATIONS

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 Tampa 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 Hotel 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 Tampa 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 Tampa 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 February 18, 2013, NALP will retain \$150 for handling and processing charges and return all other fees. If the Exhibitor cancels between February 18 and March 15, 2013, NALP will retain 50% of the total booth fees (which equals the deposit). If the Exhibitor cancels after March 15, 2013, 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.

2013 ANNUAL EDUCATION CONFERENCE

2013 RESOURCE CENTER CONTRACT/SPACE APPLICATION

CONTACT INFORMATION:

Ms./Mr. _____
 Title _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____ Fax _____
 Email address _____
 Website address _____

For customized sponsorships or opportunities not listed below, please contact Christopher Brown, Director of Meetings & Membership Services, at (202) 835-1001 or cbrown@nalp.org.

SPONSORSHIP PACKAGES

Package A — Hospitality Suite^{1,2} \$30,000 _____
 Package B1 — Member Celebration^{1,2} \$20,000 _____
 Package B2 — Plenary^{1,2} \$20,000 _____
 Package C — Late Night Event¹ \$17,500 _____
 Package D — Cyber Cafe & Internet¹ \$15,000 _____
 Package E — Open House & Welcome Reception¹ \$10,000 _____
 Package F — Conference Tote Bag \$6,000 _____
 Package G — Lanyards \$4,000 _____

Booth Space Preference

1st 2nd 3rd 4th

²Please indicate your preference for the month you would like the following sponsorships to begin (subject to availability):

NALPnow! _____ Website _____

INDIVIDUAL SPONSORSHIPS

Yoga \$7,500 _____
 Lunch \$7,500 _____
 Learning Journal \$4,000 _____
 Snack Break \$2,500 _____
 Coffee Break Weds Thurs \$1,500 _____
 Map \$1,500 _____
 Tote Bag Insert \$1,500 _____

PROGRAM SPONSORSHIP

PROGRAM COVER

Inside Front Cover \$1,495 _____
 Inside Back Cover \$1,295 _____
 Outside Back Cover \$1,695 _____

INTERIOR PAGES

Full-page Color \$1,200 _____
 Full-page B/W \$800 _____
 Half-page Color \$950 _____
 Half-page B/W \$525 _____

EXHIBITION BOOTH SPACE

Single Booth Space \$2,100 _____
 Double Booth Space \$4,200 _____
 Affiliate Member Discount (if applicable) Less 15% _____

Booth Space Preference

1st 2nd 3rd 4th

All efforts will be made to accommodate preference, but booth assignments and sponsorship opportunities are assigned on a first-come, first-served basis.

DISCOUNTED SPONSOR/EXHIBITOR MEDIA SPONSORSHIPS (prices listed include exhibitor discount)

NALPnow! Sponsorship at Special Rates

One month (two editions) \$400 _____
 Three consecutive months (six editions) \$1,100 _____
 Six consecutive months (twelve editions) \$2,000 _____
 Twelve consecutive months (24 editions) \$3,200 _____

Website Sponsorship at Special Rates

One month \$600 _____
 Three consecutive months \$1,600 _____
 Six consecutive months \$3,200 _____
 Twelve consecutive months \$5,700 _____

Combined Website/NALPnow! Sponsorship at Special Rates

One month (two editions) \$800 _____
 Three consecutive months (six editions) \$2,200 _____
 Six consecutive months (twelve editions) \$4,200 _____
 Twelve consecutive months (24 editions) \$7,200 _____

Industry News Digest Sponsorship at Special Rates

One month (four editions) \$800 _____
 Three consecutive months (twelve editions) \$2,200 _____
 Six consecutive months (24 editions) \$4,200 _____
 Twelve consecutive months (52 editions) \$7,200 _____

Please indicate your preference for the month you would like your sponsorship to begin (subject to availability): _____

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 22, 2013. No exhibitor will be allowed to set up without full payment.

50% Deposit Enclosed \$ _____ TOTAL \$ _____

This amount provides only the benefits listed in the prospectus. Your deposit and signature indicate your agreement to be responsible for any additional charges from the hotel or other vendors.

PAYMENT METHOD

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

Please charge to: Visa MasterCard AMEX

Card Number _____

Exp. date ____/____/____ Security code _____

Name on card _____

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.

NALP

Christopher Brown, Director of Meetings and Membership Services
 1220 19th Street, NW, Suite 401
 Washington, DC 20036-2405
 or email to cbrown@nalp.org

Signature: The undersigned expressly agrees to be bound by and comply with all conditions, rules, regulations, and requirements stated in the official 2013 NALP Resource Center Rules and Regulations included with this contract.

Name (printed) _____

Name on card _____

Signature _____

ACCEPTED BY NALP

Signature _____ Date _____

2012-13 CONFERENCES & EVENTS

2012-13 CONFERENCE & EVENT/SPACE APPLICATION

CONTACT INFORMATION:

Ms./Mr. _____
 Title _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____ Fax _____
 Email address _____
 Website address _____

For customized sponsorships or opportunities not listed below, please contact Christopher Brown, Director of Meetings & Membership Services, at (202) 835-1001 or cbrown@nalp.org.

PROFESSIONAL DEVELOPMENT INSTITUTE SPONSORSHIPS

Package A — Event¹ \$10,000 _____
 Package B1 — One-Day Thurs Fri \$6,000 _____
 Package B2 — Reception \$6,000 _____
 Package C — Lunch \$4,000 _____
 Package D — Conference Binder \$3,000 _____

¹Please indicate your preference for the month you would like the following sponsorships to begin (subject to availability):

NALPnow! _____ Website _____

NEWER PROFESSIONALS' FORUM SPONSORSHIP

Conference Sponsorship \$4,000 _____

Please indicate your preference for the month you would like the following sponsorship to begin (subject to availability):

Website _____

DIVERSITY AND INCLUSION SUMMIT SPONSORSHIP

Conference Sponsorship \$5,000 _____
 Reception Sponsorship \$5,000 _____

Please indicate your preference for the month you would like the following sponsorships to begin (subject to availability):

Website _____

DISCOUNTED SPONSOR/EXHIBITOR MEDIA SPONSORSHIPS (prices listed include exhibitor discount)

NALPnow! Sponsorship at Special Rates

One month (two editions) \$400 _____
 Three consecutive months (six editions) \$1,100 _____
 Six consecutive months (twelve editions) \$2,000 _____
 Twelve consecutive months (24 editions) \$3,200 _____

Website Sponsorship at Special Rates

One month \$600 _____
 Three consecutive months \$1,600 _____
 Six consecutive months \$3,200 _____
 Twelve consecutive months \$5,700 _____

Combined Website/NALPnow! Sponsorship at Special Rates

One month (two editions) \$800 _____
 Three consecutive months (six editions) \$2,200 _____
 Six consecutive months (twelve editions) \$4,200 _____
 Twelve consecutive months (24 editions) \$7,200 _____

Industry News Digest Sponsorship at Special Rates

One month (four editions) \$800 _____
 Three consecutive months (twelve editions) \$2,200 _____
 Six consecutive months (24 editions) \$4,200 _____
 Twelve consecutive months (52 editions) \$7,200 _____

Please indicate your preference for the month you would like your sponsorship to begin (subject to availability): _____

FEES

A deposit of 50% of the total fee must accompany the contract before a sponsorship assignment can be made. Make checks payable to NALP. Final payments are due no later than 30 days prior to the first day of the event. No sponsor will be allowed to set up without full payment.

50% Deposit Enclosed \$ _____ TOTAL \$ _____

This amount provides only the benefits listed in the prospectus. Your deposit and signature indicate your agreement to be responsible for any additional charges from the hotel or other vendors.

PAYMENT METHOD

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

Please charge to: Visa MasterCard AMEX

Card Number _____

Exp. date _____ / _____ Security code _____

Name on card _____

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.

NALP

Christopher Brown, Director of Meetings and Membership Services
 1220 19th Street, NW, Suite 401
 Washington, DC 20036-2405
 or email to cbrown@nalp.org

Signature: The undersigned expressly agrees to be bound by and comply with all conditions, rules, regulations, and requirements stated in the official 2013 NALP Resource Center Rules and Regulations included with this contract.

Name (printed) _____

Name on card _____

Signature _____

ACCEPTED BY NALP

Signature _____ Date _____

2012-13 MEDIA SPONSORSHIPS & ADVERTISING

CONTACT INFORMATION:

Ms./Mr. _____
 Title _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____ Fax _____
 Email address _____
 Website address _____

For customized sponsorships or opportunities not listed below, please contact Christopher Brown, Director of Meetings & Membership Services, at (202) 835-1001 or cbrown@nalp.org.

MEDIA SPONSORSHIPS

NALPnow! Sponsorship

One month (two editions) \$500 _____
 Three consecutive months (six editions) \$1,350 _____
 Six consecutive months (twelve editions) \$2,500 _____
 Twelve consecutive months (24 editions) \$4,000 _____

Website Sponsorship

One month \$750 _____
 Three consecutive months \$2,050 _____
 Six consecutive months \$4,000 _____
 Twelve consecutive months \$7,200 _____

Combined Website/NALPnow! Sponsorship

One month (two editions) \$1,000 _____
 Three consecutive months (six editions) \$2,700 _____
 Six consecutive months (twelve editions) \$5,200 _____
 Twelve consecutive months (24 editions) \$9,000 _____

Industry News Digest Sponsorship

One month (four editions) \$800 _____
 Three consecutive months (twelve editions) \$2,200 _____
 Six consecutive months (24 editions) \$4,200 _____
 Twelve consecutive months (52 editions) \$7,200 _____

Please indicate your preference for the month you would like the following sponsorships to begin (subject to availability):

NALPnow! _____
 Website _____
 Industry News Digest _____

NALP BULLETIN ADVERTISING

DIGITAL ADVERTISEMENT (All prices are per issue)

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

RICH MEDIA ADVERTISEMENT (All prices are per issue)

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

FULL ISSUE PACKAGE (All prices are per issue)

	1 issue	3 issues	6 issues	12 issues	
Full Page	\$2,000	\$1,875	\$1,750	\$1,625	<input type="checkbox"/> _____

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.

FEES

A deposit of 50% of the total fee must accompany contracts for website, NALPnow!, and/or Industry News Digest sponsorships. For NALP Bulletin advertising, payment is not due until after a space reservation has been assigned — and in most cases until an advertisement has run, although NALP reserves the right to request prepayment. Make checks payable to NALP. Final payments are due within 30 days of the first day of the issue month.

50% Deposit Enclosed \$ _____ TOTAL \$ _____

PAYMENT METHOD

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

Please charge to: Visa MasterCard AMEX

Card Number _____

Exp. date ____/____/____ Security code _____

Name on card _____

Signature _____

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

NALP

Christopher Brown, Director of Meetings and Membership Services
 1220 19th Street, NW, Suite 401
 Washington, DC 20036-2405
 or email to cbrown@nalp.org

Name (printed) _____

Name on card _____

Signature _____

ACCEPTED BY NALP

Signature _____ Date _____