

National Association of Criminal Defense Lawyers

Exhibit & Sponsorship Prospectus

NACDL's 24th Annual Seminar
Making the Case for Life
August 25-26, 2022



Astor Crown Plaza Hotel, New Orleans



LEVERAGE THE POWER OF BRAND ASSOCIATION

The National Association of Criminal Defense Lawyers (NACDL) educational offerings are the perfect opportunity to create and grow your relationships with criminal defense law professionals. With attendees consisting of lawyers in private practice, public defenders, judges, new lawyers, and key decision-makers, by being part of this NACDL seminar, you will have the visibility that you need to meet your business goals!

Exhibiting or sponsoring during this unparalleled NACDL seminar demonstrates your organization's commitment to advancing criminal justice reform and provides excellent brand visibility to hundreds of decision makers within criminal law.

By exhibiting or sponsoring during this event, you will:

- Meet and develop relationships with decision-makers
- Gain access to a dedicated, loyal, and professional audience
- Interact with professionals in all stages of their career
- Discuss your message face-to-face with NACDL leaders and potential clients
- Increase your knowledge about and connection with criminal defense lawyers
- Reach your largest target audience and grow your business!



22%

It costs 22% less to contact a professional buyer at a conference than it does through traditional field sales calls. (CEIR, 2014)

WHY NACDL?

NACDL is the preeminent organization in the United States advancing the mission of the nation's criminal defense lawyers to ensure justice and due process for persons accused of crime or other misconduct. A professional bar association founded in 1958, NACDL has thousands of direct members in 28 countries — and 90 state, provincial, and local affiliate organizations totaling up to 40,000 attorneys — including private criminal defense lawyers, public defenders, active U.S. military defense counsel, law professors and judges committed to preserving fairness within America's criminal justice system.

NACDL envisions a society where all individuals receive fair, rational, and humane treatment within the criminal justice system.

NACDL's mission is to serve as a leader, alongside diverse coalitions, in identifying and reforming flaws and inequities in the criminal justice system, and redressing systemic racism, and ensuring that its members and others in the criminal defense bar are fully equipped to serve all accused persons at the highest level.



EXHIBITS

Nearly 100 exhibitors attend NACDL events each year, including:

- Marketing & Web Designers
- Insurance Providers
- Forensic Experts
- Alcohol & Drug Prevention/Recover Services
- Testimonial Experts
- Associations & Societies
- Manufacturers
- National Organizations and Suppliers

Your Exhibit Table-top Package Includes:

- 6' draped exhibit table with two chairs
- Three conference registrations (a \$1,200+ value)
- Access to all educational sessions
- Pre- or post- attendee list (appx. 3 weeks before/after event: mailing addresses only—no phone numbers or email addresses as per NACDL policy)
- Company listing with link on NACDL seminar webpage
- 30-word listing in Seminar Program Book placed in the hands of all attendees; this invaluable on-site resource is used many times throughout the education program
- Complementary refreshment breaks
- Special 10% discount on ads placed in NACDL's monthly law journal, *The Champion* ®. 25% for exhibitors with multiple tables at the same event!
- You are encouraged to attend sessions, interact and network with attendees
- Promotion through NACDL social media
- Exhibitors are welcome to display materials, hand-outs, a pop-up banner, and more at their booth. See below for more details about exhibit space dimensions

Exhibiting Prices

- **Standard Exhibit Space**, 8 feet total max width will be assigned a table with additional (1 foot per side) space for your displays, etc. **(\$950)**
- **Featured Exhibit Space and location**, 10 feet total max width will be assigned a table with additional (2 foot per side) space for your displays, etc. **(\$1,200)**
- **Premium Exhibit Space and location**, 14 feet total max width will be assigned a table with additional (4 foot per side) space for your displays, etc. **(\$1,500)**

CHECK THIS OUT!

Increase your listing's visibility in the Seminar Program Book by taking advantage of one of these great offers

- 01 Include black and white logo next to your listing for an additional \$50
- 02 Include color logo next to your listing for an additional \$125
- 03 Place your listing in the program with color/highlighted background and color logo for an additional \$200

SPONSORSHIPS

NACDL offers several sponsorship opportunities to increase your visibility at seminars. By being a sponsor, you have important value-added opportunities to create brand awareness and highlight your organization's products and services. It helps to maximize your exhibit investment, stand out from the competition, and solidly position your organization as a leader committed to advancing the field of criminal law.

NACDL staff will work with you to develop these and other potential sponsored items to create the right mix that delivers the visibility and networking opportunities you desire. All of the following events, activities, and items are available on a first-come, first-served basis. Many of the sponsorships listed below can be co-sponsored. *(Please note, previous year's sponsor has right-of-first-refusal to repeat the following year. Any sponsorship print benefits after deadline will not be replaced and are nontransferable.)*

<p style="text-align: center;">\$3,000 Bronze Sponsor</p>	<p style="text-align: center;">\$5,000 Silver Premier Sponsor</p>	<p style="text-align: center;">\$7,500 Gold Premier Sponsor</p>
<p style="text-align: center;">(4 opportunities available)</p> <ul style="list-style-type: none"> ▪ Logo recognition in promotional flyers (if secured prior to printing) and in one email blast sent to recruit attendees ▪ Logo recognition in the Seminar Program Book ▪ Poster signs recognizing your firm throughout the conference space ▪ Your logo and recognition on the screen in the General Session room ▪ Verbal recognition from the moderators throughout the seminar ▪ Included in the post-seminar sponsorship recognition advertisement in our monthly law journal, <i>The Champion</i>® ▪ Complimentary post-attendee list (appx. 3 weeks after event: mailing addresses only — no phone numbers or email addresses as per NACDL policy) ▪ Featured standard space and prime location (valued at over \$1,000) 	<p style="text-align: center;">(2 opportunities available) Includes all benefits for Bronze Sponsorship, plus:</p> <ul style="list-style-type: none"> ▪ Logo recognition in promotional flyers (if secured prior to printing) and in two email blasts sent to recruit attendance ▪ Tweet about your organization onsite at the event as well as a solo Tweet <i>post-conference</i> ▪ One paragraph announcement made on your organization's behalf by NACDL at the opening of the General Session <i>(The script to be reviewed and approved by NACDL in advance of seminar and should have a reading time limit of one minute)</i> ▪ A complimentary registration to the seminar (valued at over \$700) 	<p style="text-align: center;">(1 opportunity available) Includes all benefits for Bronze & Silver Sponsorships, plus:</p> <ul style="list-style-type: none"> ▪ Banner ad on the seminar webpage, linked to your website ▪ Logo recognition in promotional flyers (if secured prior to printing) and in three promotional emails blasts to potential attendees ▪ Logo recognition on "Table Tents" at General Session seating ▪ Full page color advertisement in onsite program (must be secured six weeks prior to event) ▪ Two paragraph announcements made on your organization's behalf by NACDL at the opening of the General Session to promote your support and product. <i>(The script to be reviewed and approved by NACDL in advance of seminar and should have a reading time limit of two minutes)</i> ▪ Opportunity to distribute materials (one item total) to attendees at Registration (valued at \$500) ▪ Second complimentary registration to the seminar (valued at over \$1,400)

A LA CARTE SPONSORSHIPS AND RECEPTIONS

Welcome to NOLA Reception

Platinum Sponsor | \$7,500

Gold Sponsor | \$5,000

Silver Sponsor | \$3,500

Bronze Sponsor | \$2,000

Sponsor | \$1,000

(Not all benefits apply if co-sponsored)

All attendees are invited to the seminar's premier social event to mix and mingle. It offers a great opportunity to brand your company and speak with attendees and NACDL members in your field of interest one-on-one, in an informal setting.

- Named sponsor with logo recognition on NACDL seminar webpage
- Logo recognition in the Seminar Program Book
- Poster signs recognizing your sponsorship throughout the event
- Your logo and recognition on the screen in the General Session Room
- "Table Tent" signs recognizing your sponsorship throughout the reception
- *Platinum, Gold and Silver:* Logo recognition in promotional flyers (if secured prior to printing) and in three emails blasts sent to potential attendees
- Verbal recognition from the moderators throughout the seminar
- *Platinum:* Brief welcome remarks (your two-minute script must be pre-approved by NACDL) to attendees during reception
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*[®]
- *Platinum, Gold and Silver:* Complimentary post-attendee list (appx. 3 weeks after event: mailing addresses only—no phone numbers or email addresses as per NACDL policy)
- *Platinum and Gold:* Featured exhibit space in prime location (valued at over \$1,500)
- *Platinum and Gold:* Two complimentary registrations to the seminar (valued at over \$1,400)
- *Platinum and Gold:* Option to provide additional promotional materials such as your own *branded* napkins, coasters, glass-ware, etc. with prior approval from NACDL

Course Materials Sponsor | \$2,000 (1 opportunity available)

All attendees will receive the conference materials prior to arrival (and onsite) at the event-with your message front and center. By placing a *full page/back-cover/color advertisement*, this is a great opportunity to brand your company.

In addition, you receive:

- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Logo recognition in the on-site agenda
- Your logo and recognition on the screen in the General Session Room
- Verbal recognition from the moderators throughout the seminar
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- Full-page ad on back of on-site agenda
- Logo on download materials and on download page

Conference Tote Bags | \$1,500

(Additional fee if NACDL supplies the bags) (1 opportunity available)

Provide the bag each attendee will carry during the NACDL meeting and back to their office.

- Your organization's name and/or logo will appear prominently on the bag and distributed to all attendees
- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Your logo and recognition on the screen in the General Session Room
- Verbal recognition from the moderators throughout the seminar
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®

Conference Pen & Pads | \$750

(Additional fee if NACDL supplies the items) (1 opportunity available)

Put your message in the hands of hundreds of potential clients! Provide the pens and pad with your logo placed at each seat in the General Session.

- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Your logo and recognition on the screen in the General Session Room
- Verbal recognition from the moderators throughout the seminar
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®

Conference Lanyards | \$750

(Additional fee if NACDL supplies the lanyards) (1 opportunity available)

Lanyards display your company's name and/or logo around the necks of hundreds of attendees.

- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Your logo and recognition on the screen in the General Session Room
- Verbal recognition from the moderators throughout the seminar
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®

At-a-Glance Schedule Boards | \$750 (1 opportunity available)

Attendees will see your company's logo every time they consult the on-site schedule boards for information displayed throughout the meeting.

- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Logo recognition in the on-site agenda and on the screen in the General Session Room
- Verbal recognition from the moderators throughout the seminar
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- Complimentary post-attendee list (appx. 3 weeks after event: mailing addresses only — no phone numbers or email addresses as per NACDL policy)

Attendee Spotlight Break	(Two per day/4 opportunities available):	\$750/each
Attendee Breakfast	(One per day/2 opportunities available):	\$1,000/each
Daily Discount Package:	Breakfast and Two Breaks	\$2,200/day

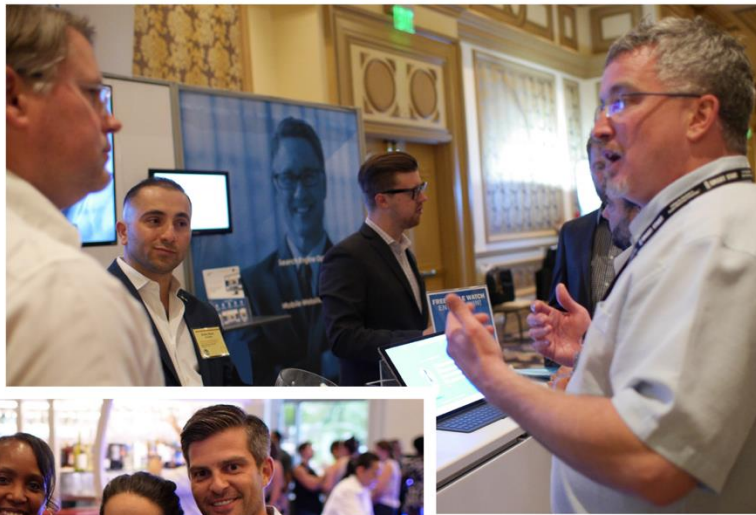
These breaks are centrally held in the NACDL Exhibit & Registration space and are a great opportunity to spotlight your company and its services.

- Logo recognition in promotional flyers (if secured prior to printing) and recognition in multiple NACDL email blasts prior to event
- Signage with your company's name and logo will be posted in the break areas along with multiple "Table Tents"
- Named sponsor with logo recognition on NACDL Seminar webpage
- Logo recognition in the Seminar Program Book
- Your logo and recognition on the screen in the General Session Room throughout the seminar recognizing your organization
- Verbal recognition from the moderators throughout the seminar
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- Option to provide additional promotional materials such as your own *branded* napkins, coasters, glass-ware, etc. with prior approval from NACDL

Attendee Flyer/Material Distribution (multiple opportunities available): \$500

Your materials distributed onsite to attendees at the event's General Session — a great way to put your company's product in front of hundreds of attendees!

- Promote your company's name to all attendees by placing a promotional item (e.g., flyer, brochure, keychain) in the General Session Room (Please note, all materials must first be review/approved by NACDL)
- Included in the post seminar sponsorship recognition advertisement in our monthly law journal, *The Champion*®
- If you do not have promotional items already, NACDL will work with you to order the supplies (for an additional cost)



Increase your listing's visibility by taking advantage of one of our great offers

- 01** Place your black and white logo next to your listing for an additional **\$50**
- 02** Place your color logo next to your listing for an additional **\$125**
- 03** Place your listing in the program with color/highlighted background and color logo for an additional **\$200**

OFFICIAL CONTRACT FOR EXHIBIT SPACE & SPONSORSHIP

I. EXHIBIT SPACES: RATES AND TERMS

Exhibit tables are restricted to the maximum width defined in the package ordered. NACDL reserves the right to enforce exhibit size limitations. If it is determined that your space does not meet the limits as defined in the package pre-ordered, the Exhibitor will be charged the additional fees as appropriate. Your exhibit space will include a 6' draped table, two chairs and three complimentary exhibitor registrations.

II. EXHIBIT DESCRIPTION FOR SEMINAR PROGRAM BOOK

Organization name as it should appear on in the print and web. Please type your organization's program description and planned exhibit content as you wish it to appear in NACDL materials. This information is to be emailed as a separated document to jpetty@nacdl.org and is limited to thirty (30) words. It must be sent within seven (7) days of Contract submission.

III. CONTRACT FOR EXHIBIT SPACE

I/We agree to abide by all requirements, restrictions, and obligations stated in the Rules and Regulations section of this prospectus.

PAYMENT INFORMATION

To reserve your table-top space, please complete the attached registration form and send it, *along with your payment to:* NACDL, Attn: Jason Hawthorne Petty, 1660 L St. NW, 12th Floor, Washington DC 20036; or fax to: 202-872-8690, or email to jpetty@nacdl.org. Payment in full is required to reserve space.

NACDL's 24th Annual Seminar Making the Case for Life August 25-26, 2022

Organization Name (As it should appear in the Seminar Program Book)

Exhibitor Contact & Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell Phone (in case of emergency) _____

Organization's Website www. _____ Twitter Handle _____

Email Address of Exhibitor Contact _____

Billing Address (If different from above) _____

Billing Contact _____

Address _____

City _____ State _____ Zip _____

List up to Three (3) Names of all Representatives who will be attending (for badges):

Please indicate which category/categories that denote a general description of your product of services — choose up to three

Recover/Treatment

Software/Website Development

Marketing

Educational Testimony

Medical/Technical Devices

Expert Testimony

Insurance

Ignition/Alcohol Monitoring

Travel Wavers and Assistance

Other: _____

I. EXHIBITS

- Standard Exhibitor (8 Ft. Max Width) **\$1,000**
- Featured Exhibitor (10 Ft. Max Width) **\$1,400**
- Premium Exhibitor (14 Ft. Max Width) **\$1,800**

(Electricity and Internet Service not included)

Attendee Mailing List

All Exhibitors will receive 1 free attendee mailing list (addresses only). Please select your preference

- Pre-Event After Event

Total Exhibits Costs \$ _____

II. EXHIBIT DESCRIPTION FOR SEMINAR PROGRAM BOOK "Increased Visibility"

- Place your black and white logo next to your listing **\$ 50**
- Place your color logo next to your listing **\$125**
- Place your listing in the program with color/highlighted background **\$200**

Total Description Costs \$ _____

III. SPONSORSHIP

Please indicate item(s) being sponsored:

Total Sponsorship Costs \$ _____

FINAL PAYMENT

I. Exhibits	\$ _____
II. Booth Description (Additional)	+ \$ _____
III. Sponsorship	+ \$ _____
TOTAL AMOUNT	= \$ _____

PAYMENT INFORMATION

Please make checks payable to:

National Association of Criminal Defense Lawyers (NACDL)

If paying by credit card, please complete the information below:

- Visa MasterCard American Express

Card No. _____ Exp. Date _____ Security Code _____

Name on Card _____

Mail Check & Contract To:

Exhibits Department, NACDL
1660 L Street, NW, 12th floor, Washington, DC 20036

Tel: 202.465.7637 • **Fax:** 202-872-8690 • **Email:** jpetty@nacdl.org

Required: By signing below, exhibitor acknowledges they have read, understood and fully agrees to all rules and regulations as listed in this prospectus and will abide by them. Any contract sent to NACDL unsigned below will not be accepted.

RULES & REGULATIONS FOR EXHIBITS

Eligibility to Exhibit

NACDL reserves the right to determine the acceptability of applications for exhibit space.

The products or services to be exhibited must be of professional or educational interest, or beneficial to the registrant and are, in the opinion of NACDL, related to the field of criminal defense law.

Character of the exhibits is subject to approval by the Exhibit Manager before and during the show. The right is reserved to refuse contract applications from concerns not meeting standards required or expected, or to relocate an exhibit for the good of the show, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to discount offers, display literature, advertising novelties, souvenirs, conduct of persons, etc. Subleasing/sharing of exhibit space is prohibited. Exhibitors must confine their activities to within their booth.

Space Assignment

All applications for exhibit space at NACDL's seminar must be made on the official contract form. Include a 30-word description of the products or services to be featured in the exhibit for approval of the Exhibit Manager and inclusion in the Program Book. This description is to be emailed to jpetty@nacdl.org within seven days of contract submission. NACDL bases space assignments on the order in which reservations are received and are subject to change as deemed necessary.

No set-up or moving of material or equipment is permitted during exhibit hours. As a courtesy to the registrants and your fellow exhibitors, please be certain that your booth is staffed during all exhibit hours.

Dismantling

Only permitted at the completion of the event as per the instruction of the Exhibits Manager unless otherwise agreed upon in advance of the start of the event. **Packing of equipment, literature, etc., or dismantling of exhibits will NOT be permitted until the official closing time.** Exhibitors who do not comply will be given "last choice" for booth selection the following year.

Shipping Instructions

NACDL's Exhibits Manager will send an exhibitor's service manual detailing procedures for handling shipments and providing rates to each exhibitor approximately 45 days prior to the meeting.

Internet, AV, and Electricity

Please note that Electricity, AV, and Internet Services are not included with exhibit space but information on how to obtain these items from the hotel/meeting site will be included in the previously mentioned service manual from NACDL.

Exhibitor Registration

Each exhibit space is entitled to three conference registrations and these names are to be included with the Exhibitor Contract.

Hotel Accommodations

To obtain hotel discounted rates, please visit NACDL.org.

Conducting Exhibits

All exhibit dimensions must conform to standards set by the NACDL, which are as follows: backgrounds must not exceed 10' in height, including the sign, and must not protrude from the back wall more than a maximum of 36"; foregrounds must not extend more than 24" above the table height.

All measurements shown on the floor plan have been made as accurately as possible. However, NACDL reserves the right to make such modifications as may be needed, making equitable adjustments with the affected exhibitors. Floor plan updates will be sent to exhibitors no less than 10 days before event.

All exhibiting companies must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors. Inspections of the exhibits will be made during set-up time by both NACDL Management and Fire Marshal and an effort made to advise the exhibitor of any deviation from the exhibit rules. Canvassing or distributing advertising matter outside of the exhibitor's rented space is not permitted and is grounds for removal from the exhibit hall and permanent banishment from future NACDL exhibitions.

Electrical or other mechanical apparatus must be muffled for noise and positioned so as not to interfere with other exhibits. X-ray equipment may not be operated. Volatile or flammable liquids, gases, unprotected picture film, other explosive or flammable matter or material (including uncertified table skirting or draping provided by the exhibitor), or any substance prohibited by City laws or insurance carriers, are not permitted on the premises.

All demonstrations or other promotional activities including the distribution of circulars must be confined to the limits of the exhibit space. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the sound resulting from the demonstration will neither annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. It is strictly prohibited to publicize and/or maintain any extracurricular activities, inducements, or demonstrations away from the exhibition area during the exhibit hours.

Exhibiting companies who desire to engage in prize drawings, giveaways, or other promotional activity within their exhibit space must receive permission from Exhibit Manager and submit their intention in writing 30 days prior to the opening of the exhibit space. The use of live models, performers, and other similar persons, and those other than regular full-time staff members of the exhibiting firm or organization, within the exhibit area for demonstrations, performances, etc. shall be subject to the approval of Exhibit Management.

No balloons or other helium-inflated items can be used within the exhibit hall unless approved in advance and in writing by NACDL.

Nothing can be adhered to hotel/exhibit space walls.

Liability

The Exhibitor assumes entire responsibility and agrees to protect, indemnify, defend and save NACDL and the hotel and its employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. In addition, it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. The Exhibitor further agrees that it will not exhibit its products, accessories, supplies, or equipment in such a manner as to cause injury to any person on the premises or to any other property and NACDL reserves the right of final review and exhibit display onsite.

It is the responsibility of the exhibitor to obtain full comprehensive insurance coverage, and to secure materials. NACDL will make every effort to protect the exhibit space (its contents and occupants) by providing security guards; however, NACDL, and the facility do not guarantee or protect the exhibitor against loss or damage of any kind. It is the sole responsibility of the exhibitor to protect their personal property. It is also the responsibility of the exhibitor to rent any sort of electric, audio/visual or internet for their booth.

CANCELLATION

Refund and Cancellation Policy for Exhibits — Notice of cancellation must be made in writing (no exceptions) and sent to Jason Hawthorne Petty, Exhibits Manager, at jpetty@nacdl.org. Cancellations received 30 business days prior to event will be refunded 50% of the cost of the booth, cancellations made after that time will not receive any refund. After the signing of the Rental Agreement, a decrease in exhibit space is considered to be the equivalent of a cancellation. Exhibitors will be held responsible for the original terms of the agreement.

Refund and Cancellation Policy for Sponsors — Notice of cancellation must be made in writing (no exceptions) and sent to Jason Hawthorne Petty, Exhibits Manager, at jpetty@nacdl.org. Cancellations made for sponsorships will not receive any refund. After the signing of the Rental Agreement, a decrease in sponsorship is considered to be the equivalent of a cancellation.

NACDL reserves the right to cancel the contract for any reason. In case of cancellation the sole liability of NACDL is limited to a refund of the Exhibitor fee.

Force Majeure — Neither party shall be responsible for failure or performance due to acts of God, labor disputes, shortage of commodities, accidents, government regulation, disaster, civil disorder, curtailment of transportation facilities, or emergency making it impossible or illegal to provide facilities or hold said meeting.

Amendment to Contract Regulations — Any and all points not covered specifically are subject to the decision of NACDL. NACDL may, in its sole discretion, make reasonable changes, amendments, or additions to contract regulations. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein.