

# Exhibitor & Sponsor Prospectus



**2018** National Federation of  
Paralegal Associations, Inc.  
**Annual Convention and Policy Meeting**

*Proudly Hosted by the  
Washington State Paralegal Association*



## WHO IS NFPA?

Founded in 1974, the National Federation of Paralegal Associations, Inc. (NFPA) was the first national paralegal association. Created as a non-profit federation, NFPA is an issues-driven, policy-oriented professional association directed by its membership. NFPA represents thousands of individual members reflecting a broad range of experience, education and diversity. NFPA's Mission Statement and Core Purpose delineate its dedication to the advancement of the paralegal profession and leadership in the legal community.

## October 25–28, 2018

Seattle Airport Hilton  
Seattle, Washington

### EXHIBIT DATES

Thursday, October 25, 2018  
Friday, October 26, 2018

### PROGRAM-AT-A-GLANCE

#### Thursday, October 25, 2018

Continuing Legal Education Seminars, Vendor Booths, Trade Show Reception, Keynote Luncheon, NFPA Board Meeting

#### Friday, October 26, 2018

Region Meetings, Networking Luncheon, Vendor Booths, Evening Social Event

#### Saturday, October 27, 2018

Policy Meeting, Awards Luncheon, Region Dinners

#### Sunday, October 28, 2018

Policy Meeting, NFPA Board Meeting



### EXHIBIT HALL HOURS

**Thursday, October 25, 2018**  
**7:30am-7:30pm**

Breakfast and Breaks will be dedicated exhibit times with food and beverage functions in the Hall during these times. The Exhibitor Reception will be held in the Exhibit Hall in the early evening.

**Friday, October 26, 2018**  
**7:30am-1:00pm**

Breakfast and Breaks will be dedicated exhibit times with food and beverage functions in the Hall during these times. NFPA will conduct the Exhibitor give-aways in the Exhibit Hall prior to Lunch on Friday. Attendees must be present to win.

**Previous NFPA exhibitors enjoy being at NFPA's convention because the attendees are prepared, ready to ask questions and influencers or decisions makers at their firms and companies.**



# EXHIBITOR/SPONSORSHIP OPPORTUNITIES

## WHY EXHIBIT?

It is an opportunity for you to meet and build relationships with potential new clients and to reinforce your relationship with existing clients. The 250+ NFPA delegates and members who attend this convention are key decision-makers representing the profession. By participating, your business will create new customer relationships; strengthen and build upon existing customer relationships; increase visibility; promote your product/services; reach prime market segments for your products; and demonstrate your commitment to promoting quality services.

<b>Social Event: \$1,000 (5 available)</b>	<b>Convention Bags: \$2,000</b>	<b>Convention Luncheons: \$2,500</b>											
<p>The Social Event is dedicated to bringing together paralegal professionals in a relaxed atmosphere offering great exposure to the sponsor. Sponsorship includes admissions for two representatives and full page ad in the Program.</p>	<p>Every attendee receives a Convention bag containing all of their materials. The bag is used well beyond the Convention and displays the convention logo and sponsors logo. The sponsor also received a full page ad in the Program.</p>	<p>Keynote Speaker, Networking, and Award Ceremony lunch sponsors will receive two complimentary lunch tickets and a full page ad in the Program.</p>											
<b>Convention Program: \$2,000</b>	<b>Trade Show Reception: \$1,000 (3 available)</b>	<b>Breaks: \$400</b>											
<p>The Program book is distributed to all attendees and contains all of the Convention information needed. This item may be suitable for those in the printing and reproduction industry as it can be printed in-house. The sponsor of this publication is provided with the full page back cover.</p>	<p>This traditional event includes scrumptious food and beverages. You will be able to name a signature cocktail and your logo will be displayed on signage in the Exhibit Hall. Sponsorship also includes a full page ad in the Program.</p>	<p>Throughout the Convention, morning and afternoon breaks with beverages and snacks, are provided. This sponsorship includes signage in the Exhibit Hall and a business card ad in the Program.</p>											
<b>Other Opportunities:</b>	<b>Exhibitor Booth:</b>	<b>Convention Program Advertising</b>											
<ul style="list-style-type: none"> <li>Awards and Scholarships</li> <li>Student Event</li> <li>CLE Event</li> <li>Attendee Welcome Gifts</li> <li>Breakfast</li> </ul>	<p><b>Standard Industry Exhibitor</b>  <b>\$1,000</b> before June 30, 2018  <b>\$1,250</b> on/after July 1, 2018</p> <p><b>Premier Package</b>  <b>\$1,500</b> before June 30, 2018  <b>\$1,750</b> on/after July 1, 2018</p> <p><b>Non Industry/Retail Standard</b>  <b>\$300</b> before June 30, 2018  <b>\$500</b> on or after July 1, 2018</p>	<table border="1"> <tr> <td><b>Full Page:</b></td> <td>7"x10"</td> </tr> <tr> <td><b>Half Page:</b></td> <td>(H) 7"x 4.75"</td> </tr> <tr> <td><b>Half Page:</b></td> <td>(L) 3.375"x 4.875"</td> </tr> <tr> <td><b>Quarter Page:</b></td> <td>3.375"x 4.875"</td> </tr> <tr> <td><b>Business Card:</b></td> <td>3.5"x 2"</td> </tr> </table>		<b>Full Page:</b>	7"x10"	<b>Half Page:</b>	(H) 7"x 4.75"	<b>Half Page:</b>	(L) 3.375"x 4.875"	<b>Quarter Page:</b>	3.375"x 4.875"	<b>Business Card:</b>	3.5"x 2"
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**Standard Exhibit Package:** Exhibitors will have a comfortable 8 x 10 area to display their products during both exhibit days. The package will include a six-foot draped table, two chairs and signage. Additional equipment can be rented.

**Premier Package:** All items in the Standard Package, plus placement of promotional items in attendee's convention tote bag, one ticket to the Thursday and Friday luncheons, access to the education sessions of your choice and an opportunity to present a giveaway item during a luncheon.

**Sponsors:** Recognized by different opportunities in the Convention Program, NFPA's and WSPA's websites. Reinforce your company's message among an elite group of decision makers.

**NFPA Trade Show Reception:** This event is memorable and provides a fun time for exhibitors to interact with all of the Convention attendees.

**Advertisement Opportunities:** Your company will be visible to attendees and other members by placing an ad in the Convention Program.

**RSVP online:**  
<https://www.paralegals.org/i4a/pages/index.cfm?pageID=3719>

Cancellation Policy and refunds are subject to conditions.



# EXHIBIT & SPONSORSHIP CONTRACT

Organization Name (as to be listed): \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Email to be listed: \_\_\_\_\_ Phone to be listed: \_\_\_\_\_

### Exhibiting Pricing:

- Exhibitor Booth Industry—Standard—\$1,000  
(by June 30,2018; after \$1,250)
- Exhibitor Booth Industry—Premier—\$1,500  
(by June 30,2018; after \$1,750)
- Retail Marketplace—Standard—\$300  
(by June 30, 2018. After \$500)

### Advertisement Opportunities:

- Full Page Ad—\$250
- Half Page Ad—\$150
- 1/4 Page Ad—\$100
- Business Card Ad—\$75
- News You Can Use Banner Ad-\$100
- Convention Website Banner Ad-\$500

*\*\*All ads should be in black and white and submitted as jpg with a minimum 300 DPI or a high-resolution press ready PDF.*

<b>Full Page:</b>	7"x10"
<b>Half Page:</b>	(H) 7"x 4.75"
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<b>Quarter Page:</b>	3.375"x 4.875"
<b>Business Card:</b>	3.5"x 2"

### Sponsorship Opportunities:

- Convention Luncheon—\$2,500 (3 available)
- Tradeshow Reception—\$1000 (3 available)
- Friday Social Event—\$1,000 (5 available)
- Convention Tote Bags—\$2,000
- Convention Program Books—\$2,000
- Breakfasts - \$600 (4 Available)
- Student Event—\$500
- Breaks—\$400 (6 available)
- CLE Sessions - \$300

### Awards:

- Association Pro Bono Award—\$1,500  
\*Includes \$500 donation to winner's choice of Charity
- Individual Pro Bono Award—\$1,500  
\*Includes \$500 donation to winner's choice of Charity
- Outstanding Local Leader Award—\$1,000
- Certification Ambassador Award—\$1,000
- PACE or PCCE Scholarship—\$1,000
- Paralegal of the Year Award—\$1,500
- William R. Robie Leadership Award—\$1,500



# EXHIBIT & SPONSORSHIP CONTRACT

## Booth Assignments:

Booths will be assigned after July 16, 2018 and exhibitors notified via email. An Exhibitor Service Kit will be sent to you containing all the necessary information for exhibitor services. A Booth Representative Form will be sent to the contact on file after booths are assigned.

Please send the following for a complete listing in the Convention Program no later than Wednesday, August 1, 2018:

- Your logo as a jpg with a minimum 300 DPI in black & white and color
- Contact Information - Company Name, Address, Web Address, Email Address, Phone
- 25-word description of your business

Please send all materials to [exhibitsales@paralegals.org](mailto:exhibitsales@paralegals.org) by Wednesday, August 1, 2018 or reserve online at RSVP online: <https://www.paralegals.org/i4a/pages/index.cfm?pageID=3719>.

## Method of Payment:

Check      Charge:    Master Card    Visa    American Express

Credit Card# \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address for Credit Card (include zip) \_\_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

I understand that this agreement becomes a binding contract upon acceptance by NFPA and incorporated into this agreement are conditions, policies and regulations. I certify that I am authorized to sign this agreement on behalf of the organization listed on this agreement.

## Please send this application & method of payment directly to:

NFPA, 9100 Purdue Road, Ste 200, Indianapolis, IN 46268 or via email to [exhibitsales@paralegals.org](mailto:exhibitsales@paralegals.org) or call 317-454-8312.



**EXHIBIT HOURS** - The National Federation of Paralegal Associations, Inc. ("NFPA" or "Management") shall determine and publicize the exhibit hours the Exhibit Hall will be open to attendees during the Convention. All exhibits must be open on Thursday, October 25, 2018 at 7:30am. Exhibits cannot be dismantled until after 12:00pm on Friday, October 26, 2018.

#### **RULES FOR USE OF DISPLAY SPACE -**

**a)** No signs, partitions, apparatus, shelving, etc. may extend more than 8 feet above the floor along the rear of an exhibit. A piece of equipment or a product that is an integral part of the display, but not part of the booth, may extend above the back wall, as approved by Management.

**b)** The Exhibitor is entirely responsible for the space rented by it and shall not injure, mar, or deface the premises. The Exhibitor shall not drive, nor permit to be driven, any pins, nails, hooks, tacks, or screws in any part of the Exhibit Hall area. Furthermore, Exhibitors shall not affix to the walls or windows of the Exhibit Hall advertisements, signs, etc., or use cellophane, masking, or duct tapes, or any other adhesive-type material on hotel surfaces. The Exhibitor agrees to reimburse Management and/or the Hilton Seattle Airport hotel for any loss or damage occurring to the premises or equipment.

**c)** The aisles, passageways, and overhead spaces remain under the control of Management, and no signs, decorations, banners, advertising matter, or exhibits will be permitted in those areas except by written permission of Management.

**d)** Exhibitors and their personnel must remain within the confines of their own space. No Exhibitor will be permitted to erect signs or display products which obstruct the view, or disadvantageously affect the display of other Exhibitors. Exhibitors are required to have their space neat and orderly at all times.

**e)** The space contracted for is to be used by the Exhibitor whose name appears on the contract and no portion can be sublet or assigned. The Exhibitor shall forfeit its right to the space, all prepaid registration, and upon demand pay any balance owing to Management if it fails to occupy or use its space, or to have its exhibit completed and in place by the opening of the Exhibit Hall.

**ALCOHOLIC BEVERAGES** - Exhibitors and their employees, agents and guests shall not consume any alcoholic beverages, except in designated areas. Violation shall be grounds for removing Exhibitor and its exhibit from the Exhibit Hall without refund.

**RESTRICTIONS** - Management reserves the right to restrict or remove exhibits, without refund, that have been falsely entered, that are deemed by Management as unsuitable or objectionable, or that have not met agreed upon dates. This restriction applies to, but is not limited to, noise, PA systems, persons, animals, birds, things, conduct, printed matter, or anything of character that might be objectionable to the Exhibit Hall or Management.

**ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, REGULATIONS AND FIRE MARSHAL INSTRUCTIONS. FOR INFORMATION, CONTACT THE APPLICABLE OFFICE.**

#### **MISCELLANEOUS TERMS AND CONDITIONS -**

**a) Cancellation of Contract** - If this agreement is cancelled by Exhibitor for any reason, or by Management because of Exhibitor's default or violation of this agreement, monies paid to Management by Exhibitor shall be retained as follows: If cancellation occurs within 60 days of the show, total registration less a 25% cancellation fee will be refunded to the Exhibitor. No refunds will be allowed for any cancellation less than 60 days prior to Convention. The retained registration fee shall be liquidated damages for the direct and

indirect costs incurred by Management for organizing, setting up and providing space for Exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal, including reletting the space. All cancellations must be in writing.

#### **b) Rights of Management in the Event Convention is Not Held -**

Management shall not be liable for any damages or expense incurred by Exhibitor in the event the Convention is delayed, interrupted or not held as scheduled. If for any reason beyond the control of Management the Convention is cancelled, Management may retain a portion of the amount paid by Exhibitor as is necessary to defray expenses already incurred by Management.

**c) Security of Rental** - Failure of Exhibitor to pay registration as specified herein shall entitle Management to take possession of all merchandise, materials, and exhibit displayed by Exhibitor and to retain the same as security for such unpaid registration. Management shall have the right to dispose of same without notice to Exhibitor in such manner as it deems appropriate whether by sale or otherwise. Any sale proceeds shall be retained by Management in payment of expenses incurred in disposing of any property and in payment of unpaid registration.

**d) Indemnification** - The Exhibitor shall indemnify NFPA, its Management Company, and the Hilton Seattle Airport hotel, and hold them harmless from any and all claims, actions, suits, and proceedings, costs and expenses, damages and liabilities, including attorney's fees, arising out of or connected with or resulting from the activities of said Exhibitor, including, without limitation, the manufacture, selection, delivery, possession, use, operation, sale or return of said exhibit space and displays used therein. Without limiting the generality of the preceding sentence, the Exhibitor expressly and unequivocally agrees to indemnify and hold NFPA, its Management Company, and the Hilton Seattle Airport hotel harmless from any and all claims, actions, suits and proceedings, costs and expenses, damages and liabilities, including attorney's fees, arising out of or relating to any alleged negligent acts of the Exhibitor in the Exhibit Hall or premise in which the Convention is held. Additionally, each Exhibitor will hold NFPA, its Management Company, and the Hilton Seattle Airport hotel harmless from any claim for negligent acts arising out of or related to any strict liability in tort or any claim of strict liability in tort, imposed upon NFPA, its Management Company or the Hilton Seattle Airport allowing the Exhibitor to place on display any food items or products having any defect. It is agreed that the Exhibitor shall inspect all food and products and remedy such defect.

**e) Attorney's Fees** - If a civil action arises between the parties out of this agreement or to enforce any of its provisions, the losing party shall pay the attorney's fees of the prevailing party as the trial court may adjudge reasonable. If an appeal is taken from any judgment of the trial court, the losing party shall pay the amount the appellate courts shall adjudge reasonable as the prevailing party's attorney's fees on appeal.

**f) Licenses** - Any and all City, County, State, or Federal licenses, inspections or permits required by law of the Exhibitor in the installation of or operation of its display shall be obtained by the Exhibitor at its own expense prior to the opening of the Convention.

**g) Insurance** - Exhibitor understands that neither NFPA nor the Hilton Seattle Airport maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

**COMPLETE AGREEMENT** - This agreement contains all terms and conditions agreed to by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this agreement, shall be deemed to exist or to bind any of the parties hereto.