

Venture North To Alaska-The Last Frontier

**National Federation of Paralegal Associations
2012 Convention • September 27-30 • Anchorage, AK**



Exhibitor and Sponsor Prospectus



The National Federation of Paralegal Associations, Inc. (NFPA) invites you to participate as an exhibitor and/or sponsor at our 2012 Annual Convention and Policy Meeting—*Venture North to Alaska—The Last Frontier* hosted by the *Alaska Association of Paralegals*. Join us September 27-30 at the Sheraton Anchorage Hotel & Spa in Anchorage, Alaska.

Who is NFPA?

Founded in 1974, 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. It is comprised of more than 50 member associations and represents approximately 10,000 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.

Why Exhibit at the 2012 Annual Convention and Policy Meeting?

It is an opportunity for you to meet and build relationships with potential new clients and to reacquaint yourself with existing clients who use your products and services.

Among the NFPA members who are expected to attend this Annual Convention are key decision makers representing the paralegal profession.

By exhibiting and/or sponsoring at this Annual Convention, you will:

- Create new customer and client relationships with decision makers from across the nation;
- Strengthen and build upon existing customer and client relationships;
- Increase visibility for your company/organization in a targeted market;
- Promote and market your products and services;
- Reach prime target market segments for your products and services; and
- Demonstrate your commitment to promoting quality services to the paralegal profession.

Convention Location & Hotel

Sheraton Anchorage Hotel & Spa
401 E. 6th Avenue
Anchorage, AK 99501
Phone: 907-276-8700

The convention room rate is \$147 plus a nightly room occupancy tax. Room reservations deadline is September 7, 2012.

Exhibit Dates

Thursday, September 27, 2012
Friday, September 28, 2012



Assignment of Exhibit Booths

NFPA Corporate Partners are given first choice for booth space assignments. Non-Corporate Partner exhibit space will be assigned on the basis of full payment and first come-first served. A floor plan with booth numbers will be provided online for your reference. Exhibitors are encouraged to submit their applications as soon as possible to assure the best possible placement in the Exhibit Hall.

Exhibit Package and Pricing

The exhibit package is \$875 for early bird registration and \$1125 for late registration and consists of an 8'x10' area, including pipe and drape, one six-foot draped table, a wastebasket, two chairs, and a booth identification sign. Additional equipment can be rented. Please call NFPA Headquarters at 425-967-0045 for additional information.

Sponsorship Pricing

NFPA Convention Exhibitors can enhance the visibility of their company by also becoming a Convention Sponsor. Sponsors are recognized by different opportunities outlined in this brochure and are acknowledged in the Convention program and on the NFPA website. Reinforce your company's message among an elite group of decision makers and make a commitment to secure one of the sponsorship opportunities.

Advertising Opportunities

Your company will be visible to attendees and other members by placing an ad in the Convention program. Advertising opportunities are outlined in this brochure and are an affordable way to ensure your message reaches each Convention attendee.

NFPA Trade Show

Reception

The Convention Trade Show Reception is one of the more memorable events at the Convention since it provides a time for exhibitors to interact with Convention attendees. The Trade Show Reception will be held Thursday, September 27.

Registration

Rental of each 8'x10' space includes a company listing in the official Convention program and a copy of the Convention attendee list. Guest tickets for Convention, individual meal functions and special events may be purchased at the published rates.

Cancellation Policy

Cancellation or reductions in space and refunds are subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to Convention, total registration less a 25% cancellation fee will be refunded to Exhibitor. No refunds will be allowed for any cancellation less than 60 days prior to the Convention, and NFPA reserves the right to re-sell the space.





Exhibitor/Sponsorship Opportunities

Convention Luncheons-\$2500

These are event-filled programs in which Convention attendees participate. Keynote speakers will present during designated luncheons. Sponsors may request, at an additional cost, enhancement of the basic event with food and beverage upgrades and table and/or room décor.

Breaks-\$400

Throughout the Convention, morning and afternoon breaks, complete with beverages and snacks, are provided. The sponsorship includes napkins with your company logo and signage in the Exhibit Hall. *(Sponsorship must be secured prior to August 1 for imprinted napkins.)*

Convention Bags-\$2500

Every attendee receives a Convention bag containing all of their materials. The usual upscale bag is used well beyond the Convention itself and each one displays the Convention logo and the logo of the sponsor.

Convention Program Advertising

Full Page	7"x10"	\$250
Half Page (H)	7"x4.75"	\$135
Half Page (L)	3.375"x10"	\$135
Quarter Page	3.375"x4.875"	\$85
Business Card	3.5"x2"	\$45

Convention Program Books-\$2500

The program book contains all of the Convention information needed for attendees. It is distributed to all Convention attendees and it is used as a reference for many years after Convention. 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 ad.

Event Signage-\$1000

This sponsorship is a terrific way to increase your visibility with Convention attendees. The signage sponsor will have their company logo displayed on all Convention signage.

Exhibitor Booth

Industry Exhibitor

\$875 before July 1, 2012

\$1125 on or after July 1, 2012

Non-Industry/Retail Exhibitor

\$250 before July 1, 2012

\$500 on or after July 1, 2012

Trade Show Reception-\$3000

This traditional event includes scrumptious food, beverages and fun. By associating your company with this event, you will be able to name a signature cocktail. *(Sponsorship must be*

secured prior to August 1 for signature cocktail.)

Imprinted Hotel Key Cards— \$1500, plus direct costs

Enjoy added exposure as the Hotel Key Cards are distributed to all NFPA hotel guests. Sponsorship includes logo and website on key card. *(Sponsorship must be secured by July 1, 2012.)*

Social Event-\$3000

The social event is dedicated to bringing together paralegal professionals in a relaxed atmosphere offering great exposure to the sponsor. Sponsorship includes admission for two company representatives.

Student Event - \$700

This event plays a vital part in the education of students joining the paralegal profession, and helping students discover this challenging yet satisfying profession. Students will also have the chance to speak directly

To coordinate sponsorship arrangements that best meet your needs, contact:

NFPA Headquarters
email: dana@paralegals.org
phone: 425-967-0045

Exhibitor/Sponsorship Contract/Registration



Organization Name: _____

Primary Contact: _____ **Email:** _____

Address: _____

City, State, Zip: _____ **Phone:** _____

Sponsorship Opportunities:

- Convention Luncheon \$2500
- Breaks \$400
- Convention Bags \$2500
- Convention Program Advertising (mark choice to the right)
- Convention Program Books \$2500
- Event Signage \$1000
- Exhibitor Booth Industry \$875 (Prior to July 1, 2012. After July 1, price increases to \$1,125)
- Exhibitor Booth Non-Industry/Retail \$250 (Prior to July 1, 2012. After July 1, price increases to \$500)
- Reception \$3000
- Hotel Key Cards \$1500
- Social Event \$3000
- Student Event \$700

Advertisement Opportunities:

- Full Page Ad \$250
- Half Page Ad \$135
- 1/4 Page Ad \$85
- 1/8 Page Ad \$45

To coordinate sponsorship arrangements that best meet your needs, contact:

NFPA Headquarters
email: dana@paralegals.org
phone: 425-967-0045

Method of Payment:

- Check
- Charge: Master Card Visa American Express

Credit Card# _____ Exp. Date: _____

Name as it appears on Card: _____

I understand that this Application becomes a binding contract upon acceptance of 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 company listed on this application.

Authorized by: _____

Please send this application & method of payment directly to:

NFPA, PO Box 2016, Edmonds, WA 98020

dana@paralegals.org or call 425-967-0045

For more information, go to our website at www.paralegals.org



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, September 27, 2012 at 7:30am. Exhibits cannot be dismantled until after 3:00pm on Friday, September 28, 2012.

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 backwall, 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 “Scotch”, masking, or duct tapes, or any other adhesive-type material on painted surfaces. The exhibitor agrees to reimburse Management and/or Sheraton Anchorage Hotel & Spa 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 obstructing 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 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 or character that might be objectionable to the Exhibit Hall or Management.

ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, REGULATIONS AND FIRE MARSHALL 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 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 Tradeshow 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** - Each exhibitor shall indemnify NFPA, its Management Company, and Sheraton Anchorage Hotel & Spa 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, each exhibitor expressly and unequivocally agrees to indemnify and hold NFPA, its Management Company, and the Sheraton Anchorage Hotel & Spa 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 which the trade show is held. Additionally, each exhibitor will hold NFPA, its Management Company, and Sheraton Anchorage Hotel & Spa 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 Sheraton Anchorage Hotel & Spa for allowing the exhibitor to place on display any food items or products having any defect. It is agreed that each 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 any 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 Sheraton Anchorage Hotel & Spa maintain insurance covering the exhibitor’s/lessee’s property and it is the sole responsibility of the exhibitor to obtain such insurance.

COMPLETE AGREEMENT - The 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 contract, shall be deemed to exist or to bind any of the parties hereto.

About NFPA

Since 1974, the National Federation of Paralegal Associations has been the *Leader of the Paralegal Profession*® serving paralegals. NFPA has over 10,000 members.

NFPA Mission Statement

The National Federation of Paralegal Associations, Inc. promotes a global presence for the paralegal profession and leadership in the legal community.

What Does NFPA Do For Individual Paralegals?

Individual paralegals benefit because NFPA actively addresses and responds to issues affecting the entire paralegal profession.

Positions and Issues

Recommending its position on the preferred form of regulation; filing amicus briefs with judicial bodies in response to court actions; filing position papers in response to legislative and bar association actions; and exploring options to increase access to justice, and expand the role of paralegals in the delivery of legal services.

Development of the Profession

Developing an exam to test the skill and competency of the advanced paralegal— PACE, as well as the entry-level exam—PCC; having a member on the American Bar Association's Approval Commission for paralegal education programs; and having a member on the ABA Commission for Non-Lawyer Practice.

NFPA Contacts

Dana Murphy-Love, CAE

Managing Director

National Federation of Paralegal Associations, Inc.

PO Box 2016

Edmonds, WA 98020

(425) 967-0045

Fax: (425) 771-9588

dana@paralegals.org