We invite you to sponsor or exhibit at the 2020 National Aging and Law Conference (NALC). NALC brings together attorneys, advocates, policy experts, and legal service development and delivery experts from across the country. The thing that sets NALC apart from other conferences on law and aging is a focus on advocates that help low to moderate income older adults.

The 2020 National Aging and Law Conference will be held October 22 to 23, 2020 at the Hilton Crystal City in Arlington, Virginia. This is the seventh year that the ABA Commission on Law and Aging has hosted the conference. The agenda will feature at least 30 workshops and four plenary sessions — please visit the Conference website to see the agenda. This venue allows us to grow to 300 attendees.

The 2019 National Aging and Law Conference was a success with over 250 registered attendees from 40 states.

Because our audience is primarily legal aid, non-profit, and government staff, we work to keep the cost of attendance as low as possible. Sponsors and exhibitors help us cover the actual costs of hosting the program and keep registration fees as low as possible. Your participation in NALC as a sponsor or exhibitor helps make the conference possible.

Please direct sponsorship inquiries to:
David Godfrey
Senior Attorney, ABA Commission on Law and Aging
david.godfrey@americanbar.org
202-662-8694
Sponsorship Opportunity Levels

Platinum Sponsorship – $15,000
- Logo recognition in the registration brochure, conference program and marketing collateral.
- Logo recognition on signage at the registration area, at the networking reception, and in conference slideshows.
- Logo and organization description in course materials
- Three conference registrations.
- 10% discount on each additional registrant from your organization for up to five registrants.

Gold Sponsorship – $10,000
- Logo recognition in the registration brochure, conference program and marketing collateral.
- Logo recognition on signage at the registration area and at the reception on Thursday evening.
- Logo and organization description in course materials
- Two conference registrations allowing participation by your representatives in all conference programs and networking events.
- 10% discount on each additional registrant from your organization for up to five registrants.

Silver Sponsorship – $7,500
- Name recognition in the registration brochure, conference program, program webpage and marketing collateral.
- Logo recognition on signage at the registration area and at the networking reception.
- Logo and organization description in course materials.
- One conference registration
- 10% discount on each additional registrant from your organization for up to five registrants.

Bronze Sponsorship – $5,000
- Name recognition in the registration brochure, conference program and marketing collateral.
- Name recognition on signage at the registration area and at the networking reception.
- Logo and organization description in course materials
- One conference registration
- 10% discount on each additional registrant from your organization for up to five registrants.

Snack Sponsorship (for afternoon break; one each day) - $5,000
- Bronze level benefits

Wi-Fi Sponsorship- $5000
- Bronze level benefits

Exhibitor ($995)
- Name recognition in the registration brochure, conference program, program webpage and marketing collateral.
- Name recognition on signage at the registration area and at the networking reception.
- Logo and organization description in course materials.
- One conference registration.
- 10% discount on each additional registrant from your organization for up to five registrants.
- Display table in the registration area.

Name Badge Holder Sponsorship- $1,495
- Imprint on badge holder plus
- Exhibitor level benefits
# 2020 National Aging and Law Conference Sponsorship Commitment Form

## Step 1: Select Your Sponsorship Level

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>$15,000</td>
</tr>
<tr>
<td>Gold Sponsorship</td>
<td>$10,000</td>
</tr>
<tr>
<td>Silver Sponsorship</td>
<td>$7,500</td>
</tr>
<tr>
<td>Bronze Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Snack Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Wi-Fi Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Exhibitor</td>
<td>$995</td>
</tr>
<tr>
<td>Name Badge Holder Sponsorship</td>
<td>$1,495</td>
</tr>
</tbody>
</table>

## Step 2: Sponsor Information

- Contact Name
- Organization (as it should be publicized)
- Address
- Suite/Apt
- City
- State
- Zip code
- Telephone
- Email
- Signature

## Step 3: Payment Information

Enclosed is a check made payable to the American Bar Association for the amount marked above.

## Step 4: Form Return

Please return this form by mail to:

David Godfrey  
ABA Commission on Law and Aging  
1050 Connecticut Ave NW, Ste. 400  
Washington, DC 20036  
David.Godfrey@americanbar.org

Please email a high resolution logo image to David Godfrey for inclusion in the conference program.

* Sponsors can receive a receipt as a charitable donation or as a Public Relations advertising expense. Let us know which you would like.