Sponsor and Exhibitor Brochure
National Aging and Law Conference

October 25-26, 2018
Crowne Plaza Old Town
Alexandria
901 N. Fairfax Street
Alexandria, VA  22314
We invite you to sponsor or exhibit at the 2018 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 issues impacting low to moderate income clients and the advocates that provide services to them. NALC is the only national conference that focuses on poverty elder law.

The 2017 National Aging and Law Conference will be held October 25-26 at the Crowne Plaza Old Town in Alexandria, Virginia. This is the fifth year that the ABA Commission on Law and Aging has hosted the conference. The agenda will feature 30 workshops and four plenary sessions — please visit the Conference website to see the agenda. This venue allows us to grow to 350 attendees.

Sponsors and exhibitors will be comfortably accommodated in a large, bright foyer area adjoining the general session room. All meeting spaces and the registration and exhibitor areas are on the same floor. Registration price remains the same as last year, and the hotel room rate is a low $165 per night.

The 2017 National Aging and Law Conference was a success with over 260 registered attendees from 39 states. About 80% of the attendees in 2017 were employed by legal aid, non-profit, and government agencies. Reviews from the Conference are overwhelmingly positive.

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
NALC@americanbar.org
202.662.8694
## Sponsorship Opportunity Levels

### Platinum Sponsorship – $15,000
- Logo recognition in the registration brochure, conference program, program webpage 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 (full page).
- Three complimentary full 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.

### Gold Sponsorship – $10,000
- Logo 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 (full page).
- Two complimentary full 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 (full page).
- One complimentary full registration allowing participation by your representative in all conference programs and networking events.
- 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, 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 (half page).
- One complimentary full registration allowing participation by your representative in all conference programs and networking events.
- 10% discount on each additional registrant from your organization for up to five registrants.

### 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 (half page).
- One conference registration.
- 10% discount on each additional registrant from your organization for up to five registrants.
- Display table in the registration area.

### Networking Reception or Lunch – $1,500
- This event is co-sponsored with other organizations.
- Name recognition on the program webpage.
- Name recognition on signage at the reception on Thursday evening.
- Name recognition in course materials.
- One conference registration.
- 10% discount on each additional registrant from your organization for up to five registrants.

### Break Sponsor - $995
- Name recognition on signage in registration/break area.
- Name recognition in course materials.
- One conference registration.
- 10% discount on each additional registrant from your organization for up to five registrants.
# 2018 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 • $15,000</td>
<td>Exhibitor • $995</td>
</tr>
<tr>
<td>Gold Sponsorship • $10,000</td>
<td>Networking Reception or Lunch • $1,500</td>
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<td>Break Sponsor • $995</td>
</tr>
<tr>
<td>Bronze Sponsorship • $5,000</td>
<td></td>
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</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

Please Enclose a check made payable to the American Bar Association for the amount indicated above.

## Step 4: Form Return

Please return this form with payment by mail to:

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

To ensure inclusion in conference materials, we request that you submit your signed response by August 15, 2018.

Exhibitor space is limited.