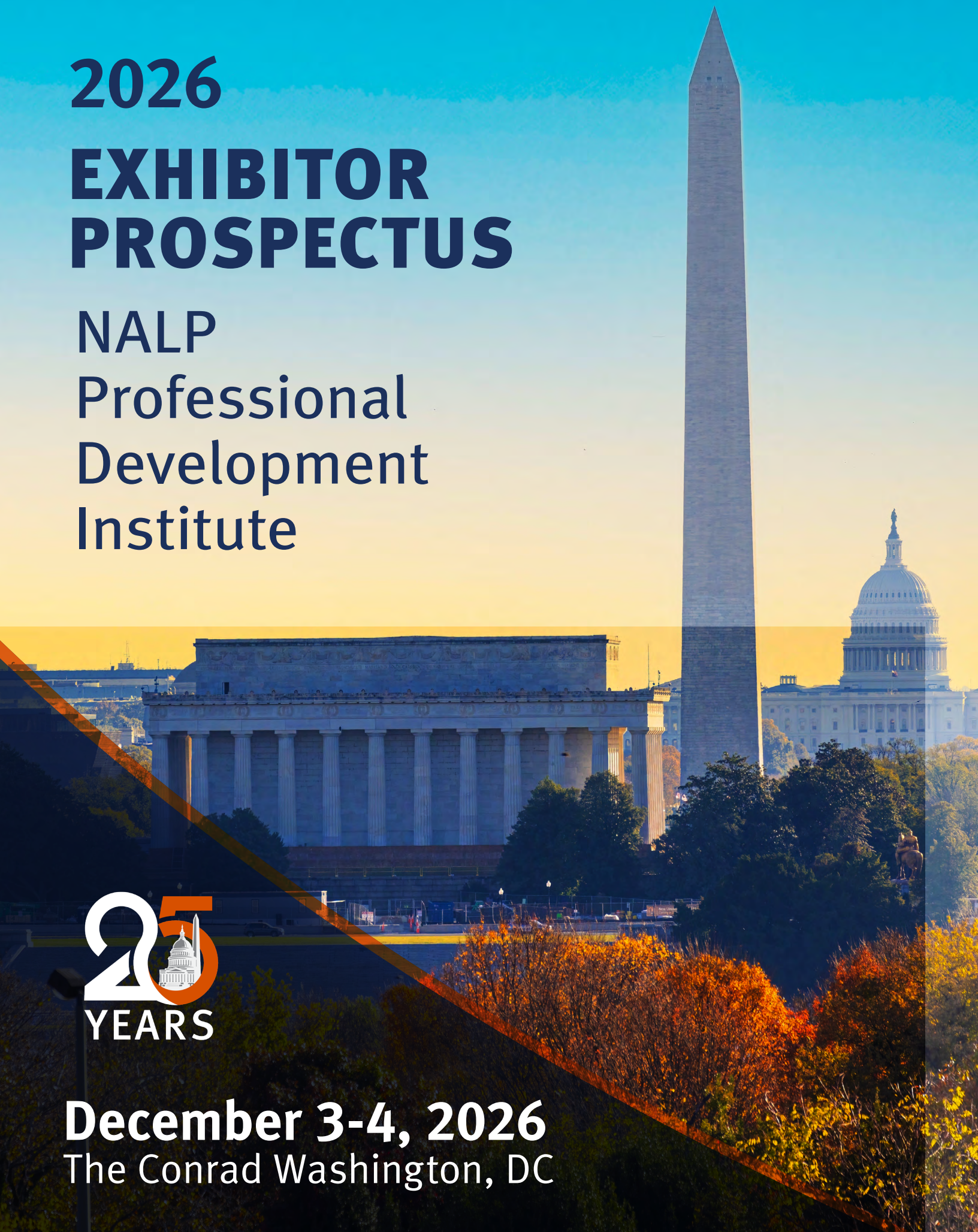
2026
EXHIBITOR PROSPECTUS

NALP Professional Development Institute



25 YEARS

December 3-4, 2026
The Conrad Washington, DC

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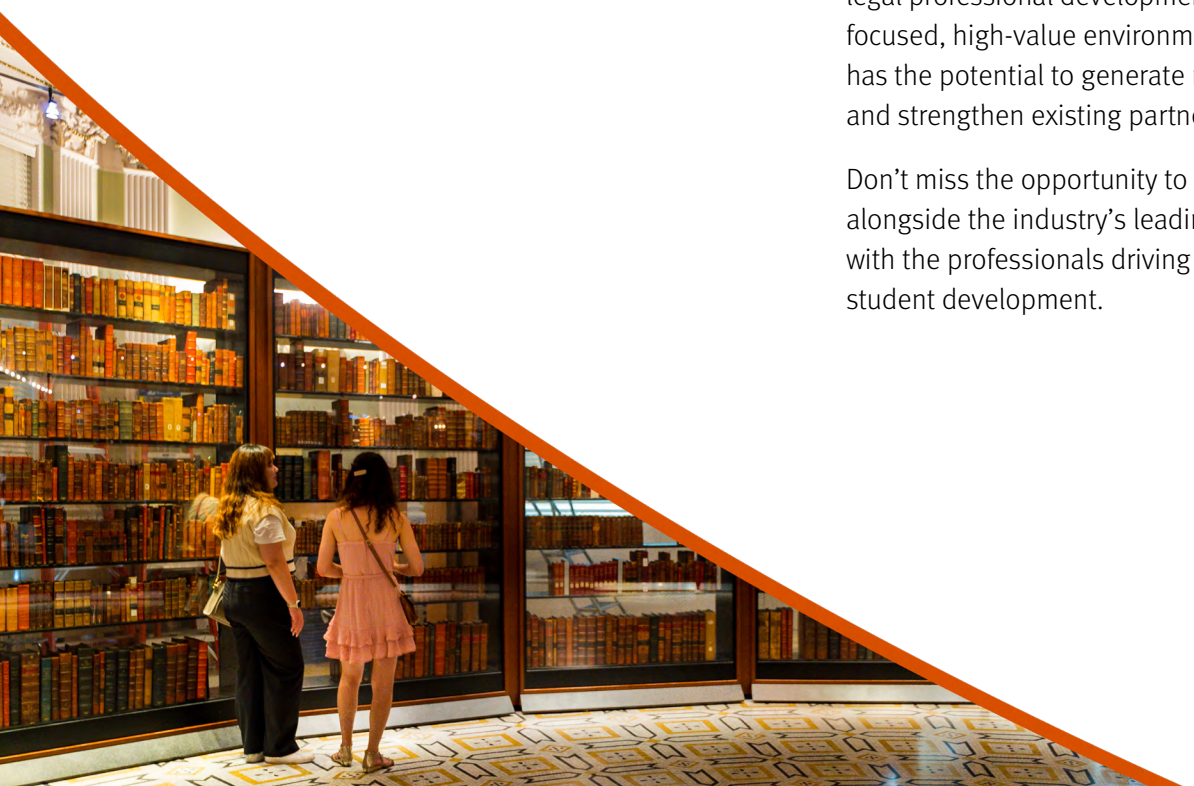
PDI 25 YEARS

Why Exhibit?

Plan now to be a part of an event targeting lawyer and law student training and development professionals. The Professional Development Institute equips attendees to help their organizations, lawyers, and law students succeed in today's challenging environment. Join us in **Washington, DC on December 3-4, 2026 at The Conrad Washington DC** for this must-attend event!



Exhibiting at PDI gives your organization the opportunity to:

- Connect directly with influential buyers and decision-makers responsible for lawyer and law student training and development.
- Showcase your products, services, and expertise to a highly targeted audience actively seeking innovative solutions.
- Build meaningful relationships with current and prospective clients through face-to-face conversations.
- Increase brand visibility and reinforce your company's reputation as a trusted partner in the legal professional development community.
- Demonstrate your commitment to advancing the future of legal talent and professional excellence.

As the leading annual event dedicated exclusively to legal professional development, PDI offers exhibitors a focused, high-value environment where every interaction has the potential to generate new business opportunities and strengthen existing partnerships.

Don't miss the opportunity to position your organization alongside the industry's leading providers and engage with the professionals driving the future of lawyer and law student development.

PDI 25 YEARS

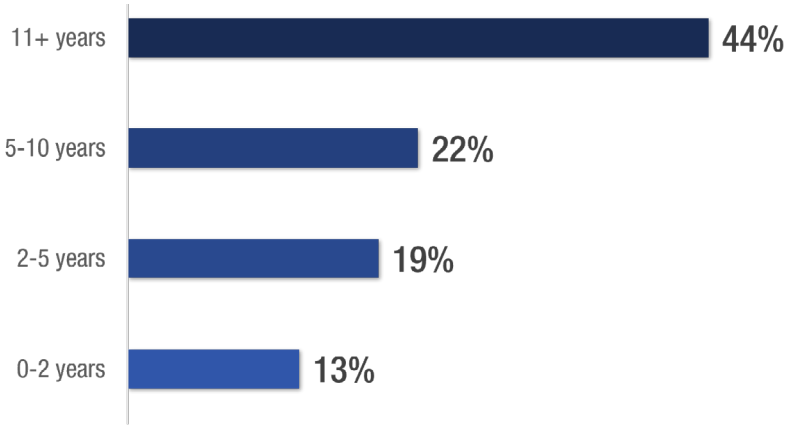
Attendee Profile

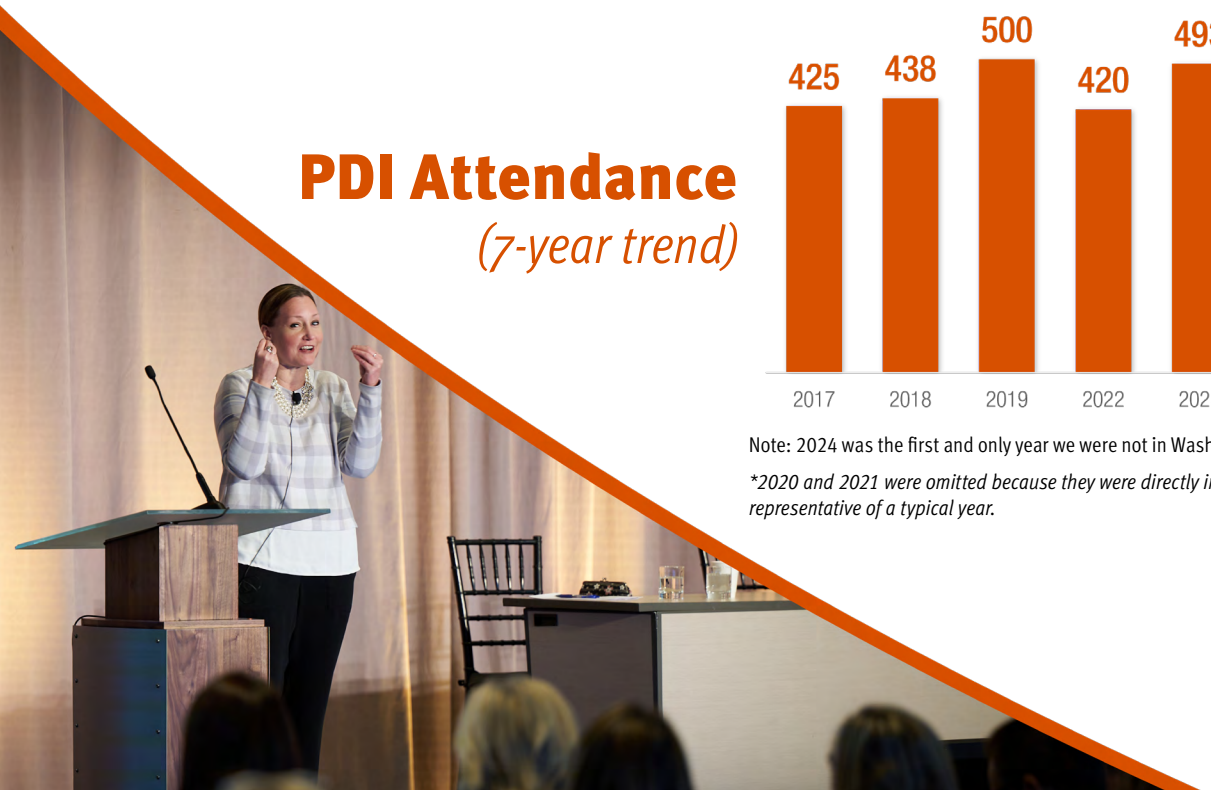
Who are the Attendees?*

- ✓ Learning Development, Professional Development, and Attorney Development Managers/Directors
- ✓ Chief Officers *(Talent, HR, Recruiting, People)*
- ✓ Diversity Equity & Inclusion Mangers/ Directors
- ✓ Hiring Partners
- ✓ Legal Recruiting Managers/ Directors
- ✓ Associate Deans
- ✓ Law School Professionals *(Career Services, Professional Development, Student Engagement)*
- ✓ Coaches
- ✓ Consultants

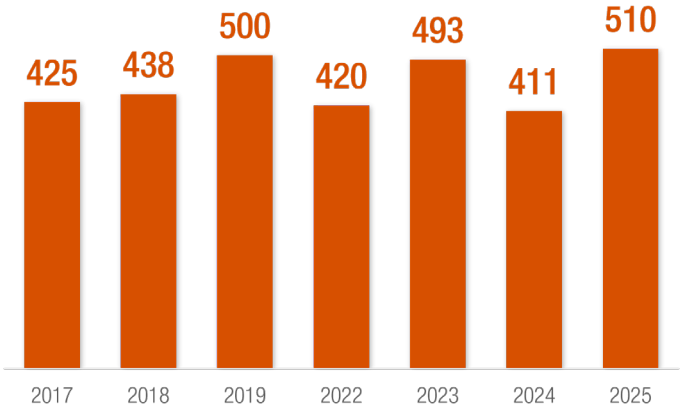
*based on 2025 registration details

Years of Experience in Lawyer PD





PDI Attendance
(7-year trend)



Note: 2024 was the first and only year we were not in Washington, DC.

**2020 and 2021 were omitted because they were directly impacted by COVID-19 and aren't representative of a typical year.*

PDI 25 YEARS

Conference Agenda *(Tentative)*

WEDNESDAY, DECEMBER 2

1:30-5:30 pm	**Management Foundations for PD Professionals**
5:00-6:00 pm	**Wellness Power Hour**
5:30-6:30 pm	**Welcome Reception**

THURSDAY, DECEMBER 3

8:00 am – 4:00 pm	**Registration**
8:15-9:15 am	**Wellness Power Hour**
9:30-10:30 am	**Opening Plenary**
11:00 am-12:00 pm	**Concurrent Sessions**
12:00-1:15 pm	**Networking Lunch**
1:15-2:15 pm	**Concurrent Sessions**
2:45-4:00 pm	**Concurrent Sessions**
4:00-5:00 pm	**Law School Roundtable & Lawyer PD Section Meeting**
4:30-6:00 pm	**Networking Reception**

FRIDAY, DECEMBER 4

7:30 am-3:30 pm	Registration
9:00-10:15 am	Plenary
10:45-11:45 am	Concurrent Sessions
11:45 am – 12:45 pm	Networking Lunch
12:45 – 1:45 pm	Concurrent Sessions
2:00 – 3:00 pm	Concurrent Sessions

Premium Sponsorship Opportunities

Platinum Sponsorship $25,000

Platinum Sponsorship for the Professional Development Institute provides significant pre-conference, on-site, post-conference promotional opportunities and the Thursday Evening Reception. This premier and comprehensive package provides sponsors with additional exposure over the one-day sponsorship package and includes sponsorship for two issues of NALP*now!* and *the Bulletin+*

Benefits include:

- ✓ Complimentary two-day exhibit table
- ✓ Sponsorship recognition in promotional materials
- ✓ Prominent on-site recognition
- ✓ Pre- and post-attendee mailing list
- ✓ Full-page advertisement in two issues of the *NALP Bulletin+*
- ✓ NALP*now!* (e-newsletter) sponsorship for two issues
- ✓ Up to 10 event registrations
- ✓ Thursday Evening Reception or Wednesday Reception
- ✓ Use of small meeting space for client meetings

Gold Sponsorship $14,000

Gold Sponsorship for the Professional Development Institute provides significant pre-conference, on-site, and post-conference promotional opportunities. This premier and comprehensive package provides sponsors with additional exposure over the one-day sponsorship package and includes sponsorship for two issues of NALP*now!*

Benefits include:

- ✓ Complimentary two-day exhibit table
- ✓ Sponsorship recognition in promotional materials
- ✓ Prominent on-site recognition
- ✓ Pre- and post-attendee mailing list
- ✓ Full-page advertisement in one issue of the *NALP Bulletin+*
- ✓ NALP*now!* (e-newsletter) sponsorship for two issues
- ✓ Up to 6 event registrations
- ✓ Placement of logo in the conference app
- ✓ App banner advertisement
- ✓ Use of small meeting space for client meetings

Event Sponsorship $8,500

A sponsorship at the Professional Development Institute provides you with a number of promotional opportunities.

Benefits include:

- ✓ Complimentary two-day exhibit table (New This Year)
- ✓ Sponsorship recognition in promotional materials
- ✓ Prominent on-site recognition
- ✓ Pre- and post-attendee mailing list
- ✓ Full-page advertisement in one issue of the *NALP Bulletin+*
- ✓ Up to 4 event registrations
- ✓ Logo and link placement on event registration webpage
- ✓ App banner advertisement

At-a-Glance Schedule $3,000

A favorite resource among attendees, the NALP At-a-Glance Schedule is a convenient pocket-sized guide that fits right inside the conference badge. Attendees rely on it throughout the conference to find meeting rooms, select sessions, and navigate their day.

Sponsorship of the At-a-Glance Schedule includes prominent sponsor recognition on related signage and materials, as well as a small advertisement featured directly within the At-a-Glance Schedule.

PDI 25 YEARS

Sponsorship Opportunities

Plenary $7,500

Help support our educational programming by sponsoring one of our Plenaries. You will have the opportunity to present a **60-90 second video** at the beginning of the session. Special signs remind attendees who to thank. It's a great way to add more visibility for your company throughout the day. The sponsoring company name and logo will also be displayed during the session and during other parts of the event.

Plenary 1 (Thursday): *Triumph Through Challenges: Cultivating Resilience in Life and Work*

Plenary 2 (Friday): *Stop the Fear, Embrace the Help: Use AI as Your Personal Well-Being Guide*

Benefits include:

- ✓ On-site recognition
- ✓ Sponsorship recognition in promotional materials
- ✓ Post-attendee mailing list
- ✓ Up to 2 event registrations
- ✓ Promotional material can be distributed to attendees
- ✓ 60-90 second promotion video played at the beginning

Coffee Break $4,500

Re-energize attendees between sessions as they network while enjoying refreshments. Put your brand in the hands of conference attendees with branded napkins at all meals and breaks.

Wellness Power Hours $2,000

The Wellness Power Hour is a dedicated conference experience designed to help attendees focus on their own health, well-being, and personal success. While much of the conference centers on supporting the development of others, these sessions provide an opportunity for participants to invest in themselves. Topics for PDI Include: Perimenopause, Menopause, & Manopause and Optimizing Energy, Productivity, and Performance in Legal Practice. Sponsoring one of these events gives you **recognition in materials** and a chance to make **brief remarks before the session**.

Bulletin+ Full-Page Ad $750

Extend your visibility before or after PDI with a **full-page ad in NALP's *Bulletin+***. This ad is in addition to any advertising included with your sponsorship package and provides another opportunity to keep your organization in front of NALP members.

Sponsored Content Email $750

Reach NALP members directly with a **sponsored content email** sent on your organization's behalf. NALP will distribute your message to **more than 3,000 members**, with the email clearly identified as sponsored content.

Scheduling is subject to availability and will be coordinated around NALP's existing email communications calendar.

Client Meeting Space $500 per hour

Based on availability

Need a convenient place to connect with clients during PDI? NALP can provide a **private meeting room** for your organization to host client meetings during the conference. Space is available on an hourly basis and is subject to availability.

Consent to Use of Photographic, Video, and/or Audio Materials

Registration and attendance at, or participation in, NALP meetings and other activities constitutes an agreement by the registrant to allow NALP to use and distribute (both now and in the future) the registrant or attendee's image or voice in photographs, video recordings, electronic and print reproductions, and audio recordings of such events and activities.

NALP's Open Meeting Policy

NALP is committed to the free exchange of information and open meetings at its conferences, and we recognize that there will be differences of opinion during sessions. We rely on our attendees to respect each other and our invited guests and speakers, and to honor the conventions of civil discourse. Disrespect for any speaker will not be tolerated. In addition to member participants, NALP opens registration to non-members, including program speakers, vendors, and members of the press.

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Sponsor Rules & Regulations

Exhibitor Access to Members. Sponsors are invited to attend educational sessions except those noted in the conference materials as designated for members only. NALP requests that private exhibitor events such as receptions, dinners, or private parties, be registered with NALP to ensure that staff have correct and timely information to respond to member inquiries and that such events be clearly denoted as not being sponsored by NALP. Except for such events, sponsors may not solicit member business outside of the exhibition area. Sponsors agree not to host events during NALP's educational, business or networking programming.

In accordance with NALP's wellness initiatives, Sponsors are encouraged to responsibly limit alcohol at any private event they may host.

Table Representatives. Sponsors will be allotted badges based on the sponsorship type. All Sponsors and their registered representatives must be at least 18 years of age as of the time of the event. Only those registered as Sponsors may work at the table.

The conference is limited to Sponsors and their registered representatives.

Eligible Exhibits. Exhibits will be limited to the company listed in the NALP Contract/ Space Application. Only the sign of the company whose name appears on the Contract may be placed at the table or appear on any printed list of Sponsors. No exhibits, advertising, or any other promotion will be allowed beyond the perimeters of the table without NALP's specific permission. The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by NALP, all money will be returned to the applicant.

Subletting of Space. Sponsors may not assign, sublet or apportion the whole or any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the normal course of business.

Non-endorsement. The exhibiting of products or services in the exhibitor space does not constitute an endorsement by NALP. Sponsors are not permitted to represent that their products or services have been endorsed by NALP unless NALP has specifically provided express written endorsement.

Non-solicitation. Solicitation is allowed only in the designated exhibitor space. No organization or individual without assigned exhibit space, sponsorship endorsement, or NALP approval will be permitted to solicit business or distribute promotional materials during the 2025 NALP Professional Development Institute.

Space Assignment. Allocation of table space will be made by NALP on a first-come, first-served basis. No final assignment will be made until NALP has received a completed contract with the required deposit. NALP will confirm table space and/or sponsorship in writing.

Table Regulations and Attendants. Exhibits must remain fully intact and staffed during open exhibit viewing hours. All business demonstrations shall be confined to the sponsors' own table(s).

Give-aways MUST be in good taste and consistent with the goals of NALP. Excessive audible/visual attention-getting devices or effects and offensive odors from exhibits are prohibited. Sound effects are discouraged. Music in any form (live or recorded) is prohibited. The distribution of books or the hosting of book signing events are prohibited unless advance written permission has been granted by NALP. The dispensing of substantial food and beverage, including substantial amounts of candy, may require special handling under local, venue, or union rules. Sponsors who are considering giveaways that include substantial food or beverage are encouraged to contact Jay Richards, NALP's Senior Director for Operations, Member Services, and Meetings, at jrichards@nalp.org or 202-835-1001 to discuss any special handling that may be required. NALP reserves the right to evict, without notice, Sponsors who, because of noise, conduct of personnel, methods of operation, or for any other reason detract from the general educational character of the Professional Development Institute. In such circumstances, NALP will not issue a refund.

Orders may be taken for later delivery, but direct sales where merchandise is delivered at the exhibition for either cash, credit card, or invoice are NOT permitted.

Table Set up. NALP will provide a standard six-foot table and two chairs.

NALP retains sole discretion and authority in the placement, arrangement, and appearance of all displays.

All displays and booth attendants must be behind the table. No parts of the booth, bookcases, chairs, etc should be in front of the table.

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Security. Every reasonable precaution will be taken to protect property during the Exposition. However, neither NALP, nor the Official Service Contractor, nor the management of the Conrad Washington, DC is responsible for the safety of the property of Sponsors from theft, damage by fire, accident, vandalism or other causes. It is strongly advised that Sponsors carry additional insurance for theft or damage to their displays or other personal property while such property is located at or is in transit to or from the exhibition site. While NALP provides security guards, this is solely as an accommodation to Sponsors, and NALP assumes no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless NALP, its management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space.

Storage. Neither NALP nor the Conrad Washington, DC is able to accept or store display materials or empty crates. An Exhibitor must make its own arrangements for shipment, delivery, receipt, and storage of such materials and empty crates.

Fire and Safety Laws. All applicable fire and safety laws must be strictly observed by the Exhibitor. Cloth decorations must be flameproof. Wiring for both table construction and electronic equipment must comply with local Fire Department and Underwriters' Rules (3 wire only). Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, wrapping materials, etc. are to be removed from the floor and may not be stored under tables or behind the exhibit. Flammable fluids and materials must be kept in safety containers. Open flames, butane gas, and oxygen tanks are not permitted without permission of the local Fire Marshal. All hazardous items used in displays must be properly safeguarded, protected, registered, or avoided in accord with applicable city, state, and federal regulations. No balloons or helium inflated items can be used within the exhibit hall unless approved in advance by NALP. Smoking is not permitted in the exhibit hall.

Cancellation or Postponement of the Event. If NALP cancels all or a portion of the Professional Development Institute for any reason, it is mutually agreed that this exhibitor contract will be automatically terminated and that NALP is released from any and all claims for damages that may arise in consequence thereof, including lost profits. In such an event, NALP management will determine an equitable basis for a refund of a portion or all the exhibit fees, after due consideration of expenditures and commitments already made.

Damage to Conrad Facility. In the event that any part of the exhibit facility is damaged or if circumstances make it impossible for NALP to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then the Exhibitor will be charged for space only for the time space was or could have been occupied. NALP is released from any and all claims for damages that may arise in consequence thereof, including lost profits.

Refunds. If the Exhibitor cancels the contract before or on November 13, 2026, NALP will retain $150 for handling and processing charges and return all other fees. If the Exhibitor cancels between November 13, 2026 and the event, NALP will retain 50% of the total table fees (which equals the deposit). If the Exhibitor cancels after November 13, 2026, no refund for any space will be made. Cancellations must be made in writing.

Limitation of Damages. In no event will NALP be liable to the Exhibitor, whether in contract or in tort, for any amount greater than the fees the Exhibitor has paid under this contract in relation to any damage, including lost profits, arising out of or relating to the Professional Development Institute, the rental of exhibit space, the conduct of NALP, any breach of this Agreement, or any other act, omission, or occurrence.

Interpretation and General Amendments. These rules and regulations are to be construed as part of all space contracts. All interpretations as well as answers to questions and matters not specifically covered by these rules and regulations will be decided by NALP. NALP reserves the authority to establish penalties in the event of violation of these rules. These rules and regulations may be amended or added to at any time by NALP and will be equally binding on all parties affected. Written notification of any such amendments will be forwarded to exhibiting companies. Under unusual circumstances, and at its own discretion, NALP may also make specific exceptions to, or changes in, the rules without necessarily establishing a precedent or applying the modifications beyond the specific cases involved.

WEB SPONSORSHIP GUIDELINES

Sponsorship logos that appear on NALP's website are subject to the Department of Treasury regulation §1.513-4(c)(2). Use or acknowledgment of the name or logo or product lines of the sponsor's trade or business may include: exclusive sponsorship arrangements; logos and slogans that do not contain qualitative or comparative descriptions of the sponsor's products, services, facilities or company; a list of the sponsor's locations, telephone numbers, or internet address; value neutral descriptions, including displays or visual depictions of the sponsor's product lines or services; and the sponsor's brand or trade names and product or service listings. NALP reserves the right to deny any web sponsorship request that does not meet this federal regulation.

Retain a copy of these regulations for your reference. Please return your completed contract as soon as possible to finalize your reservation.

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Contact Information

Contact Name _____ Title _____

Organization _____

Organization/Company Name As It Should Appear in Sponsorship Listings _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Direct Dial Phone _____ Fax _____

Website _____ Email _____

Lead Contact Name *(if different from Contact Name above)* _____

Lead Contact Email _____

SPONSORSHIP PACKAGES

☐ Platinum Sponsorship	$25,000
☐ Gold Sponsorship	$14,000
☐ Event Sponsorship	$8,500
☐ Plenary Sponsorship	$7,500
☐ Coffee Break Sponsorship	$4,500
☐ At-a-Glance Schedule Sponsorship	$3,000
☐ Wellness Power Hours Sponsorship	$2,000
☐ *Bulletin+* Full-Page Ad Sponsorship	$750
☐ Sponsored Content Email Sponsorship	$750
☐ Client Meeting Space Sponsorship	$500

NOTES

FEES

A deposit of 50% of the total fee must accompany the contract before a table or sponsorship assignment can be made. Affiliate members may subtract $50 from sponsorship fee from their total due. Make checks payable to NALP. Final payments are due no later than 30 days prior to the first day of the event. No exhibitor will be allowed to set up without full payment.

CONTRACT

Return signed contract with deposit to the address below. Keep a copy of the contract and rules for your records; an executed copy of the contract will be returned to you.

Jay Richards, Senior Director of Operations, Member Services, and Meetings
NALP
1220 19th Street NW, Suite 510
Washington, DC 20036
P (202) 835-1001 | F (202) 835-1112
jrichards@nalp.org

Sponsorship and Exhibition Total:	
50% Deposit Amount:	
Less any Discount(s):	
Total Amount Due:	

FOR OFFICE USE ONLY

Name (printed): _____ Signature: _____

Accepted by NALP: _____ Date: _____

PAYMENT INFORMATION

☐ A check is enclosed (payable to NALP). Check # _____ Please charge to: ☐ Visa ☐ MasterCard ☐ American Express

Card #: _____ Expiration Date: _____

Name on Card (printed): _____ Authorized Signature: _____