

**FOR THE RECORD...**  
**AAfPE'S GOT THE BEAT!**



**AAfPE**   
Leaders in legal and paralegal education

**38th National Conference**



**November 6 - 9, 2019**  
The Westin Book Cadillac Detroit  
Detroit, Michigan





# 38th National Conference

November 6 - 9, 2019  The Westin Book Cadillac Detroit  Detroit, Michigan

Dear Exhibitor,

AAfPE will welcome nearly 300 paralegal and legal studies educators to Detroit for the Association's 38th National Conference, November 6-9, 2019. Attendees will utilize the exhibit program at this annual event to look for new products and services to take back to their students, classrooms and law offices.

One of the critical components of paralegal and legal studies education in the 21st century is teaching technology in the law office. Technology is a critical component to modern legal practices – and paralegals tend to be heavily invested in the use of law firm computer applications and often become the decision makers for their firms when acquiring software. AAfPE is actively working to provide our students the opportunity to train on some of the best software available. This is your opportunity to place your products and services in front of the decision-makers with purchasing power.



Since 1981, AAfPE has been the only national organization serving educators and institutions that offer paralegal and legal studies programs. AAfPE has almost 300 member institutions.

## AAfPE Mission Statement

Recognizing the need to increase and improve access to the legal system, AAfPE promotes quality paralegal and legal studies education, develops educational standards and encourages professional growth, in order to prepare graduates to perform a significant role in the delivery of legal services.

The goals that AAfPE strives to accomplish:

- Promote high standards for paralegal and legal studies education and the paralegal profession
- Provide a forum for professional improvement for paralegal and legal studies educators
- Promote research and disseminate information on the paralegal profession
- Cooperate with organizations interested in paralegal and legal studies education
- Assist members who seek to achieve and maintain ABA approval status

## CONTACTS

Exhibits/Sponsorship/  
Advertising  
Lindsey Leahy, CMP  
Meeting Planner  
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## BENEFITS OF EXHIBITING

By exhibiting before this talented group of professionals, you will put your company in a position to:

- Capture qualified sales leads
- Increase brand awareness and market share
- Educate customers and prospects about your latest innovations
- Announce new products or services
- Give your prospects a reason to buy your products and services
- Cement existing relationships with your customers
- Differentiate your products and services from your competition
- Position your company as an industry leader

## WHO EXHIBITS?

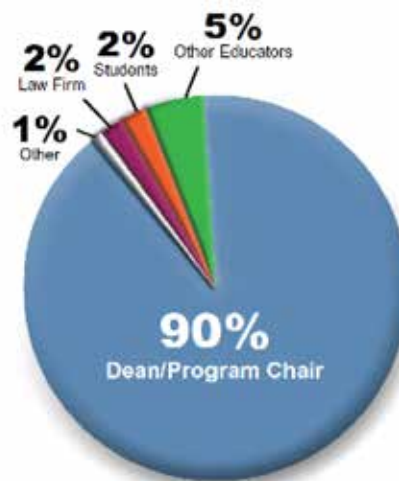
Exhibitors eager to reach key professionals who are looking for products and services, including, but not limited to:

- Textbooks
- Teaching Materials
- Computer Assisted Legal Programs
- Software
- Legal Support Services
- Industry Magazines/Newsletters

## WHO ATTENDS?

The AAFPE National Conference attracts the upper echelon of the paralegal and legal studies education profession. These men and women are shaping paralegal and legal studies education programs across the country, including curriculum, software and standards.

Over 90% of the AAFPE attendees have decision-making power over purchases for their departments, universities and offices.





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## HOTEL INFO & EXHIBITOR SCHEDULE



### HOTEL ACCOMMODATIONS

The 38th National Conference will take place at The Westin Book Cadillac Detroit, Detroit, MI. The guaranteed AAFPE room rate for the conference is \$179.00 single/double occupancy plus applicable state and local taxes. To make your reservations, call 888-627-7150.

Please identify yourself as attending the AAFPE Conference. Hotel reservations must be made by Tuesday, October 1, 2019, to receive the conference rate and are based on availability. Reservations made after October 1 will be based on availability at the hotel's prevailing rates.

### TENTATIVE EXHIBIT SCHEDULE (SUBJECT TO CHANGE)

#### Wednesday, November 6, 2019

- 12:00 PM - 5:00 PM Exhibitor Set-up
- 5:15 PM - 6:15 PM Welcome Reception / Exhibit Hall Grand Opening

#### Thursday, November 7, 2019

- 10:30 AM - 11:00 AM Break in Exhibit Hall
- 12:00 PM - 1:30 PM Awards Luncheon and Exhibitor Appreciation
- 2:30 PM - 3:00 PM Break in Exhibit Hall
- 5:00 PM - 5:30 PM Vendor Demo

#### Friday, November 8, 2019

- 8:00 AM - 9:00 AM Continental Breakfast with the Exhibitors
- 11:10 AM - 11:30 AM Break in Exhibit Hall
- 3:30 PM - 4:00 PM Break in Exhibit Hall
- 4:00 PM Exhibitor Tear-down

## PAST EXHIBITORS

- Abacus Data Systems
- California University of PA
- Carolina Academic Press
- CaseSoft
- Cengage Learning
- Center for Computer-Assisted Legal Instruction (CALI)
- Charta Course
- Clio
- Clustify/Hot Neuron LLC
- Deadlines On Demand
- DepoNet
- EGUMPP/Safran Publishing Company
- HeinOnline
- LNC Resource, Inc
- Law Red Wizard
- LexisNexis
- Marlen Hill Publishing
- McGraw-Hill Higher Education
- NALA - The Paralegal Association
- NALS...the association for legal professionals
- National Society for Legal Technology
- National Federation of Paralegal Associations
- National Association of Legal Assistants
- Parasec
- Pearson
- SetDepo
- SoffPro
- The Brain Garden
- Thomson Reuters
- Thomson South-Western
- Thomson West/Foundation Press
- VillaJulie College
- West Academic
- West, a Thompson Reuters Business
- Westlaw Paralegal
- Wolters Kluwer Law & Business

### Location

The Westin Book Cadillac Detroit  
1114 Washington Blvd.  
Detroit, MI 48226

### Assignment of Space

Exhibit space is assigned by show management. First choice space assignments are reserved for AAFPE members. The total number of years a company has exhibited, whether or not an Exhibitor sponsors one or more Conference functions, and whether the Exhibitor is an advertiser in *The Legal Educator*, are considered when assigning space.

No space will be assigned until payment has been received (see Payment Terms). Exhibitors are encouraged to submit their applications as soon as possible to assure the best possible placement in the exhibit hall. Applications will be accepted until all space is sold.

### Exhibit Package

Exhibit space consists of a six-foot draped and skirted table, a wastebasket, two chairs, and a name placard.

### Registration

Each exhibit space includes one full conference registration. Registration includes scheduled meal events (excluding ticketed events), and a listing in the conference program. An additional Exhibitor representative will be charged \$75 each to attend. Guest tickets for individual meal functions and special events may be purchased at the published rate.

### Payment Terms

Applications for Exhibit Space require payment in full.

### Cancellation Policy

Cancellation or reductions in space and refund are subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 60 days prior to the opening of the show and show management reserves the right to re-sell space.



## TARGETED SPONSORSHIP & OPPORTUNITIES: PRICING VALUE

All Targeted Sponsorship Opportunities (except Program Advertising) include the following in addition to the listed benefits: recognition in printed program and conference app, signage at specialized opportunity, and verbal acknowledgement from AAfPE leadership during at least one conference activity.

### Sponsorships

**Wednesday Exhibit Hall Welcome Reception - \$8,500 (exclusive)/ \$5,000 (co-sponsorship – 2 available)**

- VIP table reserved for your company representatives
- Marketing table at Reception

**Networking Luncheon Sponsor - \$8,500 (exclusive)/ \$5,000 (co-sponsorship – 2 available)**

- VIP table reserved for your company representatives
- Marketing table at Luncheon

**Internet for Attendees Sponsor - \$8,500 (exclusive)/ \$5,000 (co-sponsorship – 2 available)**

- Company logo/link to company website on the Wi-Fi splash page for all event days
- Company logo on Wi-Fi password card handed to all attendees

**Conference AV - \$8,500 (exclusive)/ \$5,000 (co-sponsorship – 2 available)**

- Recognition in all PowerPoint Presentations

**Networking Social Event Sponsor - \$7,000 (exclusive)/ \$4,000 (co-sponsorship – 2 available)**

- VIP table reserved for your company representatives
- Marketing table at event

**Closing Ceremony Brunch - \$7,000 (exclusive)/ \$4,000 (co-sponsorship – 2 available)**

- VIP table reserved for your company representatives
- Marketing table at Brunch

**“Meet the Candidates” Breakfast Sponsor - \$7,000 (exclusive)/ \$4,000 (co-sponsorship – 2 available)**

- VIP Table for your company representatives at Breakfast
- Opportunity to introduce the candidates during the “Meet the Candidates” Breakfast

**Charging station - \$3,000 (exclusive)**

- Company logo on the charging station
- Charging station placement by company’s exhibit space

**Refreshment break - \$3,000 (4 available)**

**“Coffee and Donuts” Breakfast Sponsor - \$3,000 (exclusive)**

### A La Carte

**Conference notebooks - \$1,500**

- Company provided notebooks distributed to all attendees

**Vendor Demo - \$1,250 (limited number available)**

- 30-minute opportunity to demonstrate your product or service

**Lanyards - \$1,000 - SOLD**

**Conference pens - \$1,000**

- Company provided pens distributed to all attendees

**Teaching Competition Sponsor - \$750 (exclusive)**

- Company recognition on all promotional material

**Conference App landing page - \$500**

- Company logo with link to Sponsor website on app Landing Page

**Scrolling banner - \$350 (limited quantities available)**

- Scrolling Banner at bottom of conference app

**Notification alerts - \$250 (limited quantities available)**

- Notification alerts through conference app

**Registration Kit Inserts - \$150**

- Sample inserts must be submitted to AAfPE for review and approval
- Only one-page, 8-1/2” x 11” inserts or the equivalent are allowed
- Inserts may be one- or two-sided

**Program Advertising**

- Full page (full color, 7-1/2” x 10”) - \$1,000
- Half page (full color, 3-5/8” x 10 or 7-1/2” x 4-7/8”) - \$750
- Quarter page (full color, 3-5/8” x 4-7/8”) - \$500
- High resolution .jpg, .tiff, .eps, (fonts converted to outlines) or PDF files are accepted.



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## SPONSORSHIP LEVELS

	Diamond Sponsor \$8,500	Platinum Sponsor \$7,000	Gold Sponsor \$5,000	Silver Sponsor \$4,000	Bronze Sponsor \$3,000	Exhibitor \$1,250
Exhibit set-up including a six-foot, draped and skirted table, waste-basket, chairs, and name placard	✓	✓	✓	✓	✓	✓
Exhibitor personnel registrations including all scheduled meal events	4	2	2	2	2	1
Pre- and post-show attendee list (digital)	✓	✓	✓	✓	✓	✓
Complimentary listing in printed conference program	✓	✓	✓	✓	✓	✓
Recognition by the AAFPE Leadership during conference activities	✓	✓	✓	✓	✓	✓
Company logo on all exhibitor recognition material	✓	✓	✓	✓	✓	✓
Complimentary ad in printed conference program	Full Page	Half Page	QuarterPage	Business Card	Business Card	
Sponsorship Opportunities (based on availability) Please check first (1) and second (2) choice	Exclusive <input type="checkbox"/> Welcome Reception <input type="checkbox"/> Networking Luncheon <input type="checkbox"/> Internet for Attendees Sponsor <input type="checkbox"/> Conference AV Sponsor	Exclusive <input type="checkbox"/> Networking Social Event Sponsor <input type="checkbox"/> "Meet the Candidates" Breakfast <input type="checkbox"/> Closing Ceremony Brunch	Co-sponsorship <input type="checkbox"/> Welcome Reception <input type="checkbox"/> Networking Luncheon <input type="checkbox"/> Internet for Attendees Sponsor <input type="checkbox"/> Conference AV Sponsor	Co-sponsorship <input type="checkbox"/> Networking Social Event <input type="checkbox"/> "Meet the Candidates" Breakfast <input type="checkbox"/> Closing Ceremony Brunch	<input type="checkbox"/> One Refreshment Break <input type="checkbox"/> Charging Station Sponsor <input type="checkbox"/> "Coffee & Donuts" Breakfast	



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## SPONSOR/EXHIBITOR APPLICATION & CONTRACT

Please reserve exhibit space for the company listed below at AAfPE 38th National Conference to be held at The Westin Book Cadillac Detroit. This application becomes valid only after being signed by Exhibitor and a confirmation of space has been issued with a receipt of payment acknowledged by Exhibit Management.

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ST \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

WEBSITE \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

E-MAIL \_\_\_\_\_

CONTACT PERSON WHO SHOULD RECEIVE ALL ADDITIONAL  
CORRESPONDENCE (Confirmation Letter, Badge Request, Marketing  
Information) IF DIFFERS FROM ABOVE \_\_\_\_\_

E-MAIL \_\_\_\_\_

Please attach representatives name, city/state, and email address to this application.

### PAYMENT

Important: We are enclosing with this application full payment of the total booth price for each booth requested. If using a credit card, please complete section below.

Cancellation or reductions in space and refund are subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 60 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.

### ACCEPTANCE OF BINDING CONTRACT FOR COMMERCIAL SUPPORT

We agree to all of the Rules and Regulations (located on page 9) for this event. This application is made by the undersigned, an authorized signatory of the above-listed company, and constitutes a binding contract with AAfPE.

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

\*No space will be assigned without the required payment. AAfPE will provide a name placard, six-foot skirted table, wastebasket, and two chairs for each exhibitor.

### EXHIBITORS

- Standard Exhibitor..... \$1,250  
Additional rep \_\_\_\_\_ \$75 each ..... \$\_\_\_\_\_
- Local Non-Industry Exhibitor.....\$75

### EXCLUSIVE SPONSORSHIPS

- Diamond Sponsor ..... \$8,500  
Choose:  Welcome Reception  Networking Luncheon  
 Internet  AV
- Platinum Sponsor ..... \$7,000  
Choose:  Networking Social  Breakfast  
 Closing Brunch
- Bronze Sponsor ..... \$3,000  
Choose:  Refreshment Break  Charging Station  
 "Coffee & Donuts"

### CO-SPONSORSHIPS

- Gold Sponsor..... \$5,000  
Choose:  Welcome Reception  Networking Luncheon  
 Internet  AV
- Silver Sponsor ..... \$4,000  
Choose:  Networking Social  Breakfast  
 Closing Brunch

### A LA CARTE

- Conference Notebooks ..... \$1,500
- Vendor Demo..... \$1,250
- Lanyards (SOLD)..... \$1,000
- Conference Pens..... \$1,000
- Teaching Competition ..... \$750
- Conference App Landing Page ..... \$500
- Scrolling Banner ..... \$350
- Notification Alerts..... \$250
- Registration Kit Inserts ..... \$150

### PROGRAM ADVERTISING

- Full Page ..... \$1,000
- Half Page..... \$750
- Quarter Page..... \$500

TOTAL:..... \$\_\_\_\_\_

## RESERVE BY AUGUST 1 AND SAVE 10%

PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS DRAWN ON A U.S. BANK TO:

AAfPE

For Credit Card Payments:  Visa  MasterCard  AmEx

Account # \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Amount \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

City/St/Zip \_\_\_\_\_

AAfPE

Lindsey Leahy, 222 S. Westmonte Dr., Ste. 111, Altamonte Springs, FL 32714 • (407) 774-7880 • FAX: (407) 774-6440 • l Leahy@kmgnet.com





## EXHIBITOR RULES & REGULATIONS

- Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and AAfPE, the show sponsor.
- Exhibit Space Description:** Packages include a 6' draped and skirted table, two chairs, a wastebasket, a name placard, and one representative name badge. All additional Exhibitor representatives will be charged \$75.00 each to attend. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or with other exhibits. If additional space is needed for display purposes, additional fees will apply.  
As per AAfPE rules, all additional charges incurred, including but not limited to electrical and shipping, are at the Exhibiting Company's expense.
- Space Assignment:** Table locations will be assigned at the sole discretion of show management. Placement will be made based on receipt of payment in full, exhibit package level, order in which contracts were received, electrical needs and, if possible, separation of direct competitors. Management reserves the right to rearrange the floor plan without notice when necessary to facilitate a successful traffic flow.
- Adherence to Schedule:** Exhibitor understands that no move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. In the event that AAfPE incurs additional expenses as a result of Exhibitor's failure to adhere to the move-in/move-out schedule, Exhibitor agrees to reimburse AAfPE for any such additional expenses. It is imperative that exhibits be properly manned during the posted hours. Exhibit space is subject to modification prior to the Conference to adapt to necessary changes in Conference session times; however, all exhibitors will receive adequate notice should this be necessary.
- Exhibit Hours and Disclaimer:** The Exhibit Hall is currently scheduled to be open Wednesday, November 6: 5:30 pm - 7:30 pm; Thursday, November 7: 9:15 am - 4:00 pm; and Friday, November 8: 8:00 am - 4:00 pm. Exhibit space must be occupied during all exhibit hours of the Conference. This agreement is for the rental of the exhibit space only. AAfPE has not made and does not make any warranty of representation whatsoever, either expressed or implied, including but not limited to (1) the level of attendance at the Conference, (2) the number of meeting attendees who will visit any of the exhibits, or (3) whether any exhibit will be seen by persons having the authority to procure or commit to procure products or services being exhibited. Final hours to be sent prior to show.
- Unoccupied Space:** AAfPE reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space. Any person, partnership, or corporation engaging space who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of assigned space, and AAfPE shall have the right to dispose of such space in such a manner as it may consider to its interest without liability on the part of AAfPE.
- Payments and Refunds:** Cancellation or reductions in space and refund are subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received more than 60 days prior to show opening, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellation less than 60 days prior to the opening of the Show and SHOW MANAGEMENT reserves the right to re-sell space.
- Food Service:** AAfPE reserves the right to provide food and beverage service during certain hours in the exhibit area. Exhibitor fees include the continental breakfasts, and refreshment breaks. Tickets must be purchased for all other events.
- Noisy and Obnoxious Equipment:** The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted. AAfPE reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of AAfPE is detrimental to or distracts from the general order of the exhibits.
- Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or materials of any nature prohibited by city fire regulations or insurance carriers may be used at any table. All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times.
- Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Site caused by exhibitor and shall indemnify and hold harmless AAfPE, its employees, agents, officers, and directors and the Site for all liability ensuing from any cause whatsoever, that directly or indirectly involved exhibitor including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of exhibitor, its agents or employees. All exhibit materials, equipment, and property of any kind belonging to or under the control of the exhibitors that may be on licensed premises of the Site shall be the SOLE risk of the Exhibitor. In the event that any Exhibitor's property is stolen, lost, destroyed or damaged, no part of such loss or damage is to be charged or borne by AAfPE or the Site unless AAfPE or site had direct involvement in such loss or damage. In addition, exhibitor acknowledges that AAfPE and the Site do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Proof of liability insurance must be submitted with space agreement. Reasonable care should be exercised to protect all exhibits.
- Damage to Property:** Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard exhibit space equipment, or to other Exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard exhibit space equipment.
- Public Policy:** Exhibitors are charged with the knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs, and public safety while participating in this show. Compliance with such laws is mandatory for Exhibitors and is the responsibility of the Exhibitor.
- Use of Exhibit Space:** Exhibitors shall reflect their company's highest standards of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of AAfPE.
- Pre-Shipping Materials:** Items can be shipped to The Westin Book Cadillac Detroit for arrival no earlier than Monday, November 4, 2019. Material shipped earlier than this date will incur storage fees. Please remember that AAfPE cannot be held liable for your shipment. Upon receipt of your completed Exhibitor Application, you will receive an email from AAfPE headquarters confirming your company's registration along with the necessary paperwork to order electrical/AV services.
- AAfPE reserves the right to limit any company, organization or individual from exhibiting at the AAfPE 38th National Conference for any reason whatsoever.