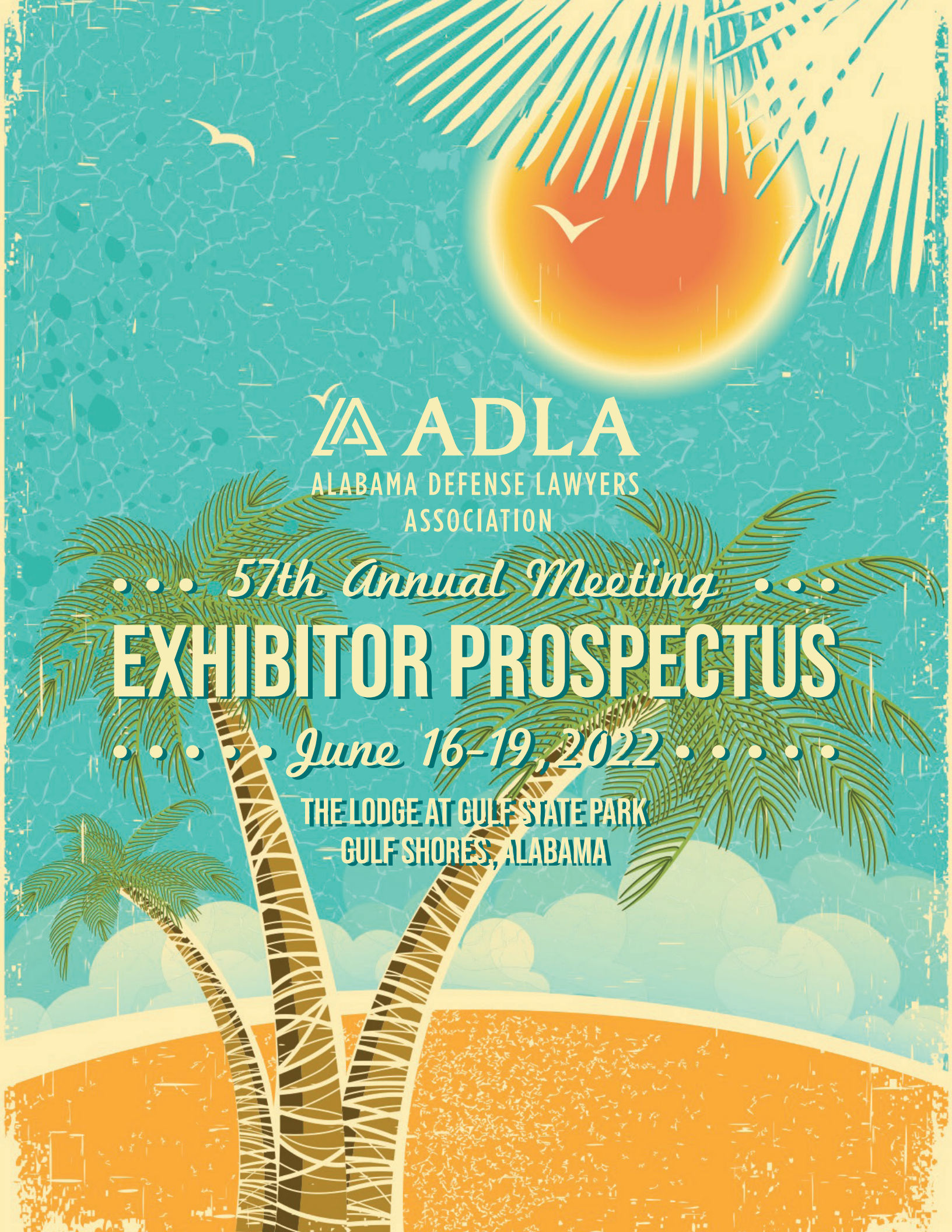
ADLA
ALABAMA DEFENSE LAWYERS ASSOCIATION
57th Annual Meeting
EXHIBITOR PROSPECTUS
June 16-19, 2022
THE LODGE AT GULF STATE PARK
GULF SHORES, ALABAMA

ABOUT THE ALABAMA DEFENSE LAWYERS ASSOCIATION

The Alabama Defense Lawyers Association is the State membership organization of all lawyers involved primarily in the defense of civil litigation. The purpose of this association shall be to bring together by association, communication and organization by:

- Valuing the perspectives and varied experiences, which are found only in a diverse membership;
- Provide for the exchange of information, ideas and techniques of procedures among members;
- Encouraging an environment of life long learning and professional development; and Implementing technological advances in our member benefits.

The Association's members gather for continuing learning education at our Annual Conference where companies may exhibit and/or sponsor events, such as breakfast, breaks, receptions, and other conference events outlined in the prospectus.

We encourage the participation of our corporate partners to allow our members to learn more about your products and services, and give you an opportunity to introduce new items into the Alabama market.

KEYNOTE SPEAKER

Dr. Kevin Elko

AUTHOR, CONSULTANT & SPEAKER

Dr. Elko has consulted with various successful NFL teams including The Pittsburgh Steelers, The Dallas Cowboys, The Philadelphia Eagles, The Miami Dolphins and The New Orleans Saints. In college sports, Dr. Elko has worked with seven BCS National Championship Football Teams including The University of Miami, L.S.U., The University of Alabama and Florida State University.

New This Year!

EXHIBIT BEST OF SHOW EXHIBIT HALL CONTEST- LUAU THEME

The Best of Show contest generates excitement with attendees and offers exhibitors a way to elevate the overall effectiveness of their exhibit and product/service presentation. Exhibitors are automatically entered into the Best of Show Contest. Conference attendees will vote on who had the best exhibit booth- so be creative! Winners will be announced during the Saturday night Luau on the Dunes Terrace. Cash prizes will be awarded to 1st, 2nd, and 3rd prize winners.

IF YOU HAVE QUESTIONS ABOUT THE CONFERENCE AND MARKETING OPPORTUNITIES, PLEASE CONTACT JENNIFER HAYES AT (334) 395-4455 OR BY E-MAIL AT adla@adla.org.

EXHIBITOR GUIDELINES

MEETING DATE & LOCATION

The Annual Meeting will be held, June 16-19, 2022, at The Lodge at Gulf State Park, 21196 E Beach Blvd, Gulf Shores, Alabama 36542. Make hotel reservations by calling (800) 618-4350 and refer to the ADLA Group. Discounted room rates begin at $275 and apply for two (2) days before and after the conference, based on availability. We expect rooms to sellout, so book your room early. Room block cut off date is May 16, 2022. **Exhibit space sold on irst come irst serve basis.**

EXHIBIT SPECS, SETUP & BREAK DOWN

Exhibit space includes one (1) 6'x30" linen-less display table, two chairs and trashcan. *Setup will be Thurs., June 16th from 2:30-5:30 p.m. Exhibits may be removed after the morning break on Sat., June 18th. *Setup time is subject to change and is controlled by the hotel.

LINEN

All Banquet & Meeting tables at The Lodge are custom, linen-less tables in support of their sustainability initiatives. This includes Meal Tables, Classroom set ups and Exhibit Tables. Exhibit tabletop covers can be used but must be provided by the exhibitor.

SPECIAL REQUESTS & ELECTRICAL

If you have a special request for booth placement in the Exhibit Hall to accommodate pop-up displays or other media, please let us know on the registration form. Due to limited space, we cannot guarantee stand-alone or large exhibit displays will fit. We are happy to fulfill requests if we are able. Please use the Property Operations Service Request Form in this packet to order electrical and other items needed for your booth. ADLA is not responsible for power accommodations in the Exhibit Hall.

NEW LOCATION IN 2022! THE LODGE AT GULF STATE PARK IN GULF SHORES ALABAMA

The Lodge at Gulf State Park, A Hilton Hotel is a unique destination on the Alabama Gulf Coast where nature is at your doorstep. It is located inside the naturally beautiful 6,150-acre Gulf State Park. This unique destination stands out from other Gulf Coast destinations because of its size and the diversity of its preserved ecosystems. During your stay, you'll connect with the outdoors on a whole new level. And in doing so, you'll be helping in our conservation efforts to restore and maintain the beauty of this truly distinctive property. Learn more here: https://lodgeatgulfstatepark.com/

COMPANY RECOGNITION & DUE DATE

In order to ensure your company's recognition is printed in meeting materials, your completed registration form and payment must be received no later than May 1, 2022.

EXHIBIT REPRESENTATIVES & EVENT ATTENDANCE

Exhibit registration includes attendance for up to two (2) company representatives, display time, meals and social events. Please update ADLA staff as soon as possible if there is a change in your representative(s). Additional representatives are welcome to attend all conference events for an additional fee of $275 per representative. Golfers & fishermen must be registered representatives. The dress code for all events is resort casual and nightly events are family friendly. Exhibitor spouses & adult guests are invited to enjoy nightly events for $150. This includes nightly activities, food, and open bar. Kids under 18 are free.

CONCURRENT EVENTS

No exhibitor may hold any event at the same time as any ADLA-sponsored event as set forth on the agenda. However, there are no restrictions on exhibitors that would like arrange a gathering with conference attendees – on or off site.

BOOTH SHARING

No subletting or sharing exhibit space by more than one company or organization, and who also promotes the same product, will be permitted. Two companies who desire to exhibit together must pay for two booths. Upon request, ADLA staff will make every effort to place companies next to each other in the Exhibit Hall.

SHIPPING BOOTH AND EXHIBIT MATERIALS

Exhibitors must make arrangements with host hotel for receiving and shipping of exhibit materials. ADLA staff will not be liable for storing, transporting or retrieving any exhibitor materials to or from the hotel or other facility. At the end of the event, please make sure you have made arrangements for your booth materials before you leave the venue. ADLA will not be responsible for anything left in the Exhibit Hall at the end of the day. ADLA is not responsible for any shipping or storage charges.

HOST HOTEL DRAYAGE INSTRUCTIONS

Packages may be delivered to the Hotel three (3) working days prior to the date of the function. The following information must be included on all packages to ensure proper delivery:

1) Name of Organization
2) On Site Contact Name
3) Attention Catering or Event Services Manager (indicate name)
4) Date of Function
5) Cell number of on site contact

Fees do apply based on size and weight of deliveries and will be applied to your billing account. For your convenience and safety, we ask that all deliveries made on your behalf to Hotel be made through the designated loading and unloading area. Please review the Drayage Instructions and Pricing form for further details.

CANCELLATION POLICY

The deadline to cancel exhibit space is 30 days prior to the date of the event. Cancellations must be in writing by mail or e-mail and will not be accepted by telephone. If a company fails to cancel by the 30-day cut-off, it will be listed as a “no- show” and the company will not receive a refund.

SUITCASING POLICY

Suitcasing is the action of soliciting business during the ADLA conference, including another company’s booth, the conference facility lobby, or general meeting and event areas. Please note that while all meeting attendees are invited to the Exhibit Hall, any person(s) who HAVE NOT paid for an exhibit booth at the conference that is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, or is in violation of any portion of the Exhibit Policy, will be asked to leave immediately.

2022 ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsorships are in addition to purchasing an exhibit booth

Exciting New Enhancements This Year!

$4,500 LUAU – SATURDAY NIGHT EXCLUSIVE SPONSOR

- Outdoor seated dinner on Dunes Terrace (weather permitting) w/Open Bar
- Entertainment by Light Travelers Band
- Island Hula Dancer for Kids
- Karaoke for the Grown-ups
- Social Media Mentions on Twitter leading up to & during Annual Meeting
- Signage during event
- Specialty drink cups with company logo
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal
- Special exhibit booth placement* (Limited to 1 sponsor)

$3,500 TIKI PARTY – FRIDAY NIGHT EXCLUSIVE SPONSOR

- Heavy apps w/Open Bar
- Specialty drink cups with company logo
- Signage during event
- Social Media Mentions on Twitter leading up to & during Annual Meeting
- Recognition in attendee packets
- Recognition in conference promotion & Fall Journal
- Recognition during announcements & conference slide show
- Special exhibit booth placement* (Limited to 1 sponsor)

$3,000 BEACH BONFIRE & FIRE DANCER – THURSDAY NIGHT SPONSOR

- Fire Dancer
- Steel Drum Performer
- Balloon Artist for Kids
- Bonfire with Smores
- Light Apps w/ Open Bar
- Signage at event
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 2 sponsors)

$2,500 ATTENDEE BEACH BAG OR COOLER SPONSOR

- Company logo and ADLA logo imprinted on quality beach bag/cooler for all registered attendees
- Recognition in attendee packets
- Recognition in conference promotion & Fall Journal
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$2,500 DEEP SEA FISHING TOURNAMENT – FRIDAY SPONSOR

- 4 hour trolling trip, 3-9 miles offshore
- Up to two company representatives to fish
- Company logo on boxed lunches
- Company representative(s) to present top winners with cash prizes during Sat. Night Luau
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- If boat captain cancels trip, a refund will be issued minus box lunch cost for all registered boat passengers.
- (Limited to 1 sponsor, boat capacity is 20 passengers)

$2,250 GOLF TOURNAMENT – EXCLUSIVE FRIDAY SPONSOR

- Company logo on golf towels for pre-registered golfers
- Up to 2 company representatives to play golf
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Representatives announce tournament winners at during Saturday night Luau
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$2,000 RESORT ROOM KEY SPONSOR

- Company logo printed on resort room keys provided to all conference guests staying on property at check-in
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal

$2,000 WHISKEY & WINE TASTING – EXCLUSIVE SATURDAY NIGHT SPONSOR

- Ticketed event
- Includes up to 2 company reps to attend event
- Signage during event
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$1,900 KIDS BLACK LIGHT & DJ BLOWOUT PARTY – FRIDAY NIGHT SPONSOR

- DJ & Black Light Party
- Neon Face Painter
- Bounce House
- Kid's buffet
- Signage during event
- Giveaway for kids with company logo
- Recognition during announcements & conference slide show
- Recognition in attendee packets
- Recognition in conference promotion & Fall Journal (Limited to 2 Sponsors)

$1,900 KEYNOTE SPEAKER SPONSOR

- Photo Op with Kevin Elko
- Signage during event
- Recognition in attendee packet
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$1,800 FROZEN PINA COLADA TIKI BAR BREAK SPONSOR

- Bar placed beside or in close proximity to exhibit booth
- Corresponding beverage novelty with company logo
- Signage during event
- Recognition during announcements & conference slide show
- Recognition in attendee packets
- Recognition in conference promotion & Fall Journal (Available Friday or Saturday; limited to 1 sponsor each day)

$1,800 HAWAIIAN COCKTAIL TIKI BAR BREAK SPONSOR

- Bar placed beside or in close proximity to exhibit booth
- Corresponding beverage novelty with company logo
- Signage during event
- Recognition during announcements & conference slide show
- Recognition in attendee packets
- Recognition in conference promotion & Fall Journal (Available Friday or Saturday; limited to 1 sponsor each day)

$1,800 BEACH CHAIRS & UMBRELLAS SPONSOR – SATURDAY AFTERNOON

- Includes 16 sets of beach chairs with umbrellas grouped together exclusively for conference attendees and family members only
- Setup is for entire day subject to rental chair company hours
- Includes two sets for company representative to use
- Recognition in attendee packets
- Signage on beach that notes private gathering with company logo
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal
- **Food and beverages available at an extra expense, arrange with ADLA if you are interested (Limited to 1 sponsor)

$1,800 ATTENDEE NAME BADGE LANYARD SPONSOR

- Company logo & ADLA Annual Meeting logo printed on program lanyards
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$1,700 GOLF TOURNAMENT BEVERAGE CART- FRIDAY EXCLUSIVE SPONSOR

- Includes 1 company representative to play golf
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$1,700 PROGRAM JUMP DRIVE SPONSOR

- Company & ADLA logo imprinted on jump drives that contain all attendee conference materials
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$1,500 ANNUAL MEETING WIFI SPONSOR

- Company name used as Wifi password during conference in Grand Sandestin Conference Center
- Recognition in attendee packet
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

$1,500 BREAKFAST SPONSOR

- Signage during breakfast
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Unlimited sponsors allowed Fri. & Sat)

$750 BREAK SPONSOR

- Signage during break
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal. (Unlimited sponsors allowed)

$500 SAND CASTLE UNIVERSITY 101 – SATURDAY AFTERNOON SPONSOR

- Private one hour class with professional sculptress recently featured at the Siesta Key Sand Sculpting Festival
- All materials to build are provided, recommended for all ages
- Signage on beach with company logo noting private event
- Event is for conference attendees and family members only
- Company rep welcome to participate
- Recognition in attendee packets
- Recognition during announcements & conference slide show
- Recognition in conference promotion & Fall Journal (Limited to 1 sponsor, event capacity is 20 participants)

2022 ANNUAL MEETING EXHIBITOR REGISTRATION FORM

COMPANY INFORMATION *Please Print Clearly*

Exhibiting Company Name to appear in promotions: _____

Company Contact: _____

Primary Phone: _____ Alternate Phone: _____

Company Address: _____

City/State/Zip: _____

Company Twitter Handle for Promotions _____

EXHIBITOR REPRESENTATIVE(S) INFORMATION

Registration deadline for Annual Conference is May 1, 2022 _____**$1,200**

1st Attending Rep's Name: _____

Email: _____ Cell: _____

2nd Attending Rep's Name: _____

Email: _____ Cell: _____

Additional Representatives are welcome for $275 each

3rd Attending Rep's Name: _____

Email: _____ Cell: _____ _____$275

4th Attending Rep's Name: _____

Email: _____ Cell: _____ _____$275

Spouses & Adult Guests Name(s): _____ _____$150 each
Wristband grants access to nightly events

TICKETED EVENTS

Friday - Golfer Name(s) and Handicap(s):_____

$150 each - Includes box lunch & beverages _____Qty. _____Amt.

Friday - Deep Sea Fishing- Name(s) & Ages if under 15 _____

$150 each - Includes box lunch & water _____Qty. _____Amt.

Saturday - Whiskey & Wine Tasting Name(s)_____

$60 each - Private one hour event prior to Saturday night Luau _____Qty. _____Amt.

SPONSORSHIP OPPORTUNITIES

Expand your brand outside the Exhibit Hall by sponsoring an event or item with your company logo. Select sponsors* receive priority booth placement. Sponsorships are available on a first come first serve basis and are in addition to purchasing an exhibit booth. Please read sponsorship descriptions for specific details. New options added this year.

Luau Saturday Night*	_____	$4,500
Tiki Party Friday Night *	_____	$3,500
Beach Bonfire & Fire Dancer Thursday Night*	_____	$3,000
Attendee Beach Bags/Coolers	_____	$2,500
Deep Sea Fishing Tournament Friday Afternoon	_____	$2,500
Golf Tournament Friday Afternoon	_____	$2,250
Resort Room Key Cards with Company Logo	_____	$2,000
Whiskey & Wine Tasting Saturday Night	_____	$2,000
Kids Night! Black Light & DJ Blowout Party Friday Night	_____	$1,900
Keynote Speaker Sponsor	_____	$1,900
Frozen Pina Colada Tiki Bar Break Friday or Saturday Morning	_____	$1,800
Hawaiian Cocktail Tiki Bar Break Friday or Saturday Morning	_____	$1,800
Beach Chairs & Umbrellas Saturday All Day	_____	$1,800
Attendee Lanyards	_____	$1,800
Golf Tournament Beverage Cart Friday Afternoon	_____	$1,700
Program Jump Drive with Company & ADLA logo	_____	$1,700
Breakfast with Exhibitors Friday Morning	_____	$1,500
Breakfast with Exhibitors Saturday Morning	_____	$1,500
Conference Center Wifi	_____	$1,500
Break Friday Morning	_____	$750
Break Saturday Morning	_____	$750
Sand Castle University 101 Saturday Afternoon	_____	$500

Exhibit and Sponsorship Grand Total ..... $_____

NEW-EXHIBIT BEST OF SHOW EXHIBIT HALL CONTEST- LUAU THEME

The Best of Show contest generates excitement with attendees and offers exhibitors a way to elevate the overall effectiveness of their exhibit and product/service presentation. Exhibitors are automatically entered into the Best of Show Contest. Conference attendees will vote on who had the best exhibit booth so be creative! Winners will be announced during the Saturday night Luau on the Dunes Terrace. Cash prizes will be awarded to 1st, 2nd, and 3rd prize winners.

EXHIBITOR DOOR PRIZES

Companies are encouraged to bring a door prize, but it's not required. Representatives will have the opportunity to draw a winner during the Exhibit Hall break as set forth on the conference agenda. Companies who provide a door prize description by May 18th will be included in the attendee materials.

_____ Check here if you will be providing a door prize.

EXHIBIT PLACEMENT

Exhibit space allows for (1) 6'x30" display table and two chairs. Exhibit tables are LINEN-LESS, so please bring a tablecloth if you wish to cover your booth.

_____ Check here if you need additional space for a large display or equipment and provide exhibit details. Our staff will contact you for details.

List Competitors NOT to be located near, we will do our best to accommodate

_____

_____

Your signature acknowledges that exhibitors assume all responsibilities and agree to protect against all claims, losses and damages to persons or property; and guarantees payment in full as indicated on this form. ADLA shall not be held responsible for any claims, losses and/or damages to persons or property. ADLA reserves the right to reject a company or agency as an exhibitor without explanation.

Signature:_____Date _____

PAYMENT OPTIONS

To pay by check, return signed Exhibitor Registration Form (pages 9, 10 & 11) with a check payable to:
ADLA, P.O. Box 3240, Auburn, AL 36831

To pre-reserve your booth (recommended), email registration to adla@adla.org and note that payment will follow under a separate cover.

Or, to pay by credit card, email Exhibitor Registration Form (pages 9, 10 & 11) to adla@adla.org and submit a request for a credit card link.

ADLA Tax ID#:63-0779651