

60TH ANNUAL MEETING

# EXHIBITOR PROSPECTUS

 **ADLA**  
ALABAMA DEFENSE LAWYERS  
ASSOCIATION



Tennessee Defense  
Lawyers Association

**JUNE 12-15, 2025**

PERDIDO BEACH RESORT  
ORANGE BEACH, ALABAMA

# ABOUT THE ALABAMA DEFENSE LAWYERS ASSOCIATION

**T**he 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 Southeast market.

**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 12-15, 2025, at the Perdido Beach Resort in Orange Beach, Alabama. Make hotel reservations by calling (800) 634-8001 and refer to ADLA Booking ID #18807. In order to book the room nights and type of your choice, we strongly recommend calling to make your hotel reservation. Discounted room rates apply for three 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 12, 2025. Exhibit space sold on first come first serve basis.

## EXHIBIT SPECS, SETUP & BREAK DOWN

Exhibit space includes one six-foot draped display table, two chairs and trashcan. Setup will be Thurs., June 12th from 3-5 p.m. Exhibits may be removed after the morning break on Sat., June 14th. Setup time is subject to change and is controlled by the hotel.

## 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 standalone or large exhibit displays will fit. Please use the Perdido Beach Resort Vendor Kit to order electrical and other items needed for your booth. We are happy to fulfill requests if we are able.

## 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, 2025.

## 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 \$375 per representative. Golfers 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. **NEW THIS YEAR!** To attend the Saturday night family dinner, exhibitors must register and pay for guests in advance. Tickets or wristbands will be distributed, and these will be required for entry to the dinner.

## 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) Alabama Defense Lawyers Association Annual Meeting
- 2) On Site Contact Name (Indicate name of company representative)
- 3) Attention Catering or Event Services Manager: Jennifer McIntire
- 4) Date of Function: June 12-15, 2025
- 5) Cell number of on site company representative

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 resort's 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.

## **EXHIBIT BEST OF SHOW EXHIBIT HALL CONTEST-SPY 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 at the Saturday night family dinner on the beachside pool deck, or via email if unable to attend. A cash prize will be awarded to the First Place booth winner!

**Top Secret**



# 2025 ANNUAL MEETING

**SPONSORSHIPS ARE IN ADDITION TO  
PURCHASING AN EXHIBIT BOOTH**

# SPONSORSHIP OPPORTUNITIES

**EXCITING NEW ENHANCEMENTS THIS YEAR!**

## **\$3,500 SUMMER PARTY - SATURDAY FAMILY NIGHT EXCLUSIVE DINNER SPONSOR**

- > Social Media Mentions on Twitter leading up to & during Annual Meeting
- > Signage during event
- > Specialty drink cups with company logo
- > Recognition in attendee materials & conference slideshow
- > Recognition during Sat. announcements
- > Recognition in conference promotion & Fall Journal
- > Special exhibit booth placement\* (Limited to 1 sponsor)

## **\$3,200 FRIDAY NIGHT EXCLUSIVE RECEPTION SPONSOR**

- > Signage at event
- > Specialty drink cups with company logo
- > Social Media Mentions on Twitter leading up to & during Annual Meeting
- > Recognition in attendee materials & conference slideshow
- > Recognition in conference promotion & Fall Journal
- > Recognition during Fri. announcements
- > Recognition in conference promotion & Fall Journal
- > Special exhibit booth placement\* (Limited to 1 sponsor)

## **\$2,900 ATTENDEE BEACH BAG OR COOLER SPONSOR**

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

## **\$2,500 BEACH BONFIRE - THURSDAY EVENING RECEPTION SPONSOR**

- > Signage at event
- > Recognition in attendee materials & conference slideshow
- > Recognition during Fri. announcements
- > Recognition in conference promotion & Fall Journal (Limited to 2 sponsors)

## **\$2,500 WILD HEARTS CATAMARAN BOURBON & WINE TASTING CRUISE- EXCLUSIVE SATURDAY AFTERNOON SPONSOR**

- > Event open to company sponsor and regular attendees only; boat capacity is 49
- > Includes up to 2 company reps to attend event
- > Recognition in attendee materials & conference slideshow
- > Recognition during announcements
- > Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

## **\$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 materials & conference slideshow
- > Recognition during announcements
- > Representatives announce tournament winners at during Saturday night dinner
- > Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

## **\$2,000 BEACH CHAIRS & UMBRELLAS- SATURDAY AFTERNOON SPONSOR**

- > Includes 12 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 materials & conference slideshow
- > Signage on beach that notes private gathering with company logo
- > Recognition during announcements
- > 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)

## **\$1,900 MIMOSAS 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
- > Recognition in attendee materials & conference slideshow
- > Recognition in conference promotion & Fall Journal (Available Friday or Saturday; limited to 1 sponsor each day)



### **\$1,900 BLOODY MARY COCKTAIL 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
- > Recognition in attendee materials & conference slideshow
- > Recognition in conference promotion & Fall Journal (Available Friday or Saturday; limited to 1 sponsor each day)

### **\$1,900 ATTENDEE NAME BADGE LANYARD SPONSOR**

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

### **\$1,500 PROGRAM JUMP DRIVE SPONSOR**

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

### **\$1,500 ANNUAL MEETING WIFI SPONSOR**

- > Custom Wifi password during conference in the General Session meeting room only
- > Recognition in attendee materials & conference slideshow
- > Recognition during announcements
- > Recognition in conference promotion & Fall Journal (Limited to 1 sponsor)

### **\$1,500 BREAKFAST SPONSOR**

- > Signage during breakfast
- > Recognition in attendee materials & conference slideshow
- > Recognition during announcements
- > Recognition in conference promotion & Fall Journal (Unlimited sponsors allowed Fri. & Sat)

### **\$1,000 SATURDAY NIGHT KIDS GAMES & ENTERTAINMENT SPONSOR**

- > Children's games and entertainment
- > Signage during event
- > Giveaway for kids with company logo
- > Recognition in Sat. announcements
- > Recognition in attendee materials & conference slideshow
- > Recognition in conference promotion & Fall Journal (Limited to 3 Sponsors)

### **\$800 BREAK SPONSOR**

- > Signage during break
- > Recognition in attendee materials & conference slideshow
- > Recognition during announcements
- > Recognition in conference promotion & Fall Journal. (Unlimited sponsors allowed)

### **\$500 HOSPITALITY SUITE SPONSOR**

- > 1 1/2 hours use of onsite Hospitality Suite
- > Sponsor will provide their own alcohol and food or order through hotel directly
- > Early access for setup
- > Recognition in attendee materials & conference slideshow
- > Recognition during announcements
- > Recognition in conference promotion & Fall Journal (Limited to 3 sponsors)



# 2025 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: \_\_\_\_\_

Gold, Silver or Bronze Webinar Sponsor  Comped

### EXHIBITOR REPRESENTATIVE(S) INFORMATION

Registration deadline for Annual Conference is May 1, 2025 \_\_\_\_\_ \$1,750

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: \_\_\_\_\_ \$375

4th Attending Rep's Name: \_\_\_\_\_

Email: \_\_\_\_\_ Cell: \_\_\_\_\_ \$375

Spouses & Adult Guests Name(s): \_\_\_\_\_ \$150

Name badge grants access to nightly events each

### TICKETED EVENT

Friday - Golfer Name(s) and Handicap(s): \_\_\_\_\_

\$150 each - Includes box lunch & beverages \_\_\_\_\_ 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.

Summer Party Saturday Night Dinner* .....	\$3,500
Friday Night Reception* .....	\$3,200
Attendee Beach Bags/Coolers .....	\$2,900
Beach Bonfire Thursday Evening Reception* .....	\$2,500
Wild Hearts Catamaran Cruise-Exclusive Saturday Afternoon Sponsor* .....	\$2,500
Golf Tournament Friday Afternoon.....	\$2,250
Beach Chairs & Umbrellas Saturday (All day) .....	\$2,000
Mimosas Bar Break Friday or Saturday Morning .....	\$1,900
Bloody Mary Cocktail Bar Break Friday or Saturday Morning.....	\$1,900
Attendee Name Badge Lanyards.....	\$1,900
Golf Tournament Beverage Cart Friday Afternoon.....	\$1,700
Program Jump Drive with Company logo .....	\$1,500
Conference Center Wifi .....	\$1,500
Breakfast with Exhibitors Friday Morning .....	\$1,500
Breakfast with Exhibitors Saturday Morning .....	\$1,500
Kids Games & Entertainment Saturday Night.....	\$1,000
Break Friday Morning .....	\$800
Break Saturday Morning .....	\$800
Hospitality Suite Sponsor.....	\$500
<b>Exhibit and Sponsorship Grand Total.....</b>	<b>\$.....</b>

## EXHIBIT BEST OF SHOW EXHIBIT HALL CONTEST- SPY 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! Winner will be announced during the dinner on the beachside pool deck or by email. Cash prize will be awarded to 1st place winner.

## 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 a 6-foot table and two chairs.

\_\_\_ 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

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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 \_\_\_\_\_

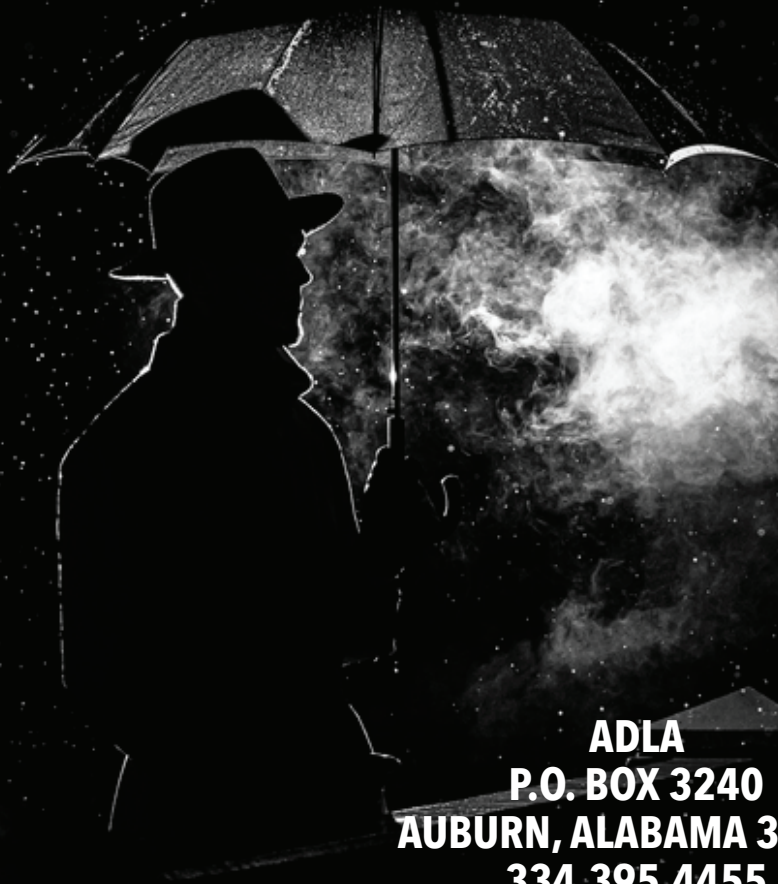
### **PAYMENT OPTIONS**

To pay by check, return signed Exhibitor Registration Form (pages 7, 8 & 9) 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](mailto:adla@adla.org) and note that payment will follow under a separate cover.

Or, to pay by credit card, email Exhibitor Registration Form (pages 7, 8 & 9) to [adla@adla.org](mailto:adla@adla.org) and submit a request for a credit card link. There is a 3% processing fee for all credit card payments.

ADLA Tax ID#:63-0779651



**ADLA**  
**P.O. BOX 3240**  
**AUBURN, ALABAMA 36831**  
**334.395.4455**  
**WWW.ADLA.ORG**