



# EXHIBITOR PROSPECTUS

## 2026 NAELA ANNUAL CONFERENCE MILWAUKEE, WISCONSIN MAY 29 & 30, 2026



- Reach the nation's leading elder and special needs law attorneys
- Showcase your solutions
- Build relationships
- Drive results





**2026 NAELA  
ANNUAL  
CONFERENCE**  
**MILWAUKEE, WI**  
**MAY 29 & 30, 2026**



**NAELA**  
National Academy of Elder Law Attorneys

## We invite you to exhibit and sponsor at the National Academy of Elder Law Attorneys 2026 Annual Conference!

**Hyatt Regency Milwaukee**  
**May 29 & 30, 2026**

Limited spots available —  
Secure yours today

Take this opportunity to meet face-to-face with professionals from across the spectrum of elder and special needs law.



### WHY EXHIBIT?

- Meet new customers and strengthen existing relationships
- Reach decision-makers who drive purchasing
- Be at the center of the action in the exhibit hall — food, coffee, networking, and prize drawings keep traffic flowing
- Network at breaks and the welcome reception
- Showcase your brand and generate high-quality sales leads
- Give live demonstrations and launch new products
- Reinforce your presence as an industry leader
- Receive an attendee list with names and mailing addresses (emails not included)

### WHO ATTENDS?

Private attorneys, legal services attorneys, law professors, and other professionals in elder and special needs law

### WHO EXHIBITS?

- Health care providers; home health care; long-term care organizations; medical/health product companies
- Financial planning companies
- Government contracting agencies
- Nonprofit organizations
- Publishers; software and web-based services
- Professional services and more



### HOTEL & EXHIBITOR INFORMATION

#### Conference Hotel

Hyatt Regency Milwaukee  
333 West Kilbourn Avenue  
Milwaukee, WI 53203  
414-276-1234

#### Hotel Room Rate

\$189 plus taxes and fees

Exhibit Hall Move In/Move Out Schedule TBA

### SUPERCHARGE YOUR VISIBILITY WITH SPONSORSHIP

- Purchase a sponsorship package for more visibility, more traffic, more perks, and more success! All sponsorships include an exhibit table.
- There are sponsorship packages for every budget. If you are looking for something unique, we can create a custom package that fits your company's personality and goals. Contact Dannie Larkin at [dlarkin@naela.org](mailto:dlarkin@naela.org) or 703-942-5711 ext. 229.



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## Stand Out With an Exhibitor Sponsorship — More Visibility, More Traffic, More Success!

All sponsorship packages include one 6-foot exhibit table; two representative badges; access to conference breakfasts, lunches, coffee breaks, and the welcome reception; one complimentary conference registration (additional representatives \$250 each); recognition on the conference website; attendee list with names and mailing addresses (emails not included).

With more than 300 attendees expected, sponsorship is an excellent way to showcase your brand, make valuable connections, and stand out from the crowd. Looking for something unique? Contact Dannie Larkin at [dlarkin@naela.org](mailto:dlarkin@naela.org).



### 6 SPONSORED SPEAKING SESSIONS \$7,000 EACH

**SOLD**

- Traditional breakout session – application approved by committee

**To Submit a Proposal:** Contact Dannie Larkin at [dlarkin@naela.org](mailto:dlarkin@naela.org) to request a proposal form and to return the completed form. The deadline for proposals is 10/20/25. All sessions must meet CLE guidelines. NAELA will contact all individuals who have submitted a proposal as soon as the committee completes the review and selection process. Once you have been selected, you will have 30 days to submit payment.

### NAME BADGE SPONSOR \$5,000

**SOLD**

Your logo close to every heart — around the necks of all attendees, ensuring you are remembered with every connection made.

- Your logo on name badges
- Included in rotating slides between sessions

### BREAKFAST SPONSOR \$4,000

**1 LEFT**

Rise and shine! Kickstart everyone's day with the aroma of fresh coffee and fuel attendees' energy for learning and connecting.

- Your logo on coffee cups
- Additional signage

### LUNCH SPONSOR \$4,500

**2 AVAILABLE**

Lunchtime — where hunger and happiness collide. Our attendees will be thankful you put your money where their mouth is.

- Your logo on napkins
- Additional signage
- Let's dish it out: Join us at the lunch table to tackle challenges together (your solution to their problem)

### BREAK SPONSOR \$3,600

**3 AVAILABLE**

Embrace the pause. Your brand guides attendees to a moment of refreshment, helping them recharge and find their balance for the next session.

- Additional signage

### RECEPTION SPONSOR \$6,000

**1 AVAILABLE**

Step into the spotlight with a *signature drink* named in your honor. It's your chance to shine, and everyone will know your name! Plus, lots of other perks.

- 2-minute speaking opportunity in front of a general session
- 30-second elevator speech in a breakout session
- Included in rotating slides between sessions
- Additional signage

### WIRELESS SPONSOR \$5,000

**1 AVAILABLE**

Your name, their connection — power up the event with your brand front-and-center for all to see.

- Included in rotating slides between sessions
- Additional signage

### EXHIBITOR PASSPORT \$3,300

**SOLD**

Stamp and win — get attendees buzzing to exhibitor booths for a passport stamp and a chance to win big in the NAELA drawing.

- Your logo on passports

### #SNAPSHOT SPONSOR \$4,300

**SOLD**

Strike a pose and steal the show. NAELA provides the backdrop, you bring the fun with props, and attendees flock to you for photo ops. Ready for your close-up?

- Included in rotating slides between sessions

### ELEVATOR SPEECH \$3,000

**4 AVAILABLE**

Lights, camera, action — it's a clear, brief message about *you*.

- 30-second speaking opportunity in a breakout session

### CLE SPONSOR \$4,000

**2 AVAILABLE**

Make learning unforgettable — with your name on it.

- Your logo on certificates of attendance

### EXHIBIT TABLE \$2,500



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## **SPONSOR "A TASTE OF WISCONSIN"** **Friday Night Event, May 29**

### **THE NEW FASHIONED EXPERIENCE**

Join us for an unforgettable evening where food, fun, and networking come together! Attendees will experience a taste of Wisconsin with our local food and beverage partners, plus plenty of interactive games and entertainment.

This is your chance to sponsor the fun at different price points and stand out in front of NAELA's audience. **Contact Dannie Larkin at [dlarkin@naela.org](mailto:dlarkin@naela.org).**

### **Why Sponsor?**

- Build real relationships in a relaxed, fun setting
- Get extra recognition and signage throughout the event
- Be part of the action — sponsor a sport, activity, or beverages
- Treat your clients and potential clients — purchase a block of tickets and host them as your guests!

#### **MVP SPONSOR \$20,000**

You are the Top Cheese! As our one and only sponsor, you'll receive:

- Complete sponsorship of all games, food, and beverage
- Premium logo placement and signage throughout the venue
- Exclusive follow-up email to all attendees, sent the next morning under your name

#### **DECK CURLING \$3,000**

Game of Stones — a northern tradition reimaged with modern flair

#### **NEW FASHIONED BEVERAGE SPONSOR \$1,000**

Includes 30 drink tickets for raffle prizes or to share with clients



*Don't just attend — be  
a part of the fun that  
attendees will remember!*



#### **HYPERBOWLING \$3,000**

High-energy bowling meets video games — no gutter balls here!

#### **DARTBALL \$3,000**

Milwaukee's original darts + baseball mashup

#### **GET CREATIVE \$2,000**

Guided painting with Splash Studio artists

#### **PULL TABS \$2,000**

Classic Wisconsin fun with a chance to win

# TERMS AND CONDITIONS

## NAELA Exhibitor Rules and Regulations

The following rules and regulations have been designed for the benefit of all exhibitors. The National Academy of Elder Law Attorneys (NAELA) requests the full cooperation of exhibitors in their observance, and NAELA reserves the right to terminate the exhibitor's display privileges at any time for breach of any terms, rules, and regulations.

**NAELA Trademarks and Trade Names:** NAELA trademark and logo, and the meeting branded marks and logos, are the property of NAELA. Any use of these trademarks, marks, or logos without written authorization from NAELA is forbidden and a violation of state and federal law.

**Exhibit Space Assignments and Occupancy** are determined based on the floor plan of the venue and a first come/first served basis from the date the exhibitor application contract is submitted to NAELA. NAELA reserves the right to make changes as deemed necessary. Exhibitors should review the hotel site plan and exhibit floor plan ahead of the meeting to ensure proper planning for the exhibit. Exhibitors may not alter the location of exhibits without the written consent of NAELA staff prior to the meeting only. All exhibits must be staffed during regular exhibit hours. Exhibitors may not permit non-exhibiting companies' representatives in their exhibit area. All exhibitors must wear their name badges at all times. Exhibitors cannot transfer paid exhibit fee from one event to another. Only one company per exhibit table (including a double table) must be represented.

**Giveaways:** Exhibitors are solely responsible for shipping any giveaways directly to the recipient. NAELA will not be involved in shipping any exhibitor giveaway(s) to recipients. Exhibitors are responsible for all shipping and handling fees associated with their giveaways.

**General Standards of Conduct:** Exhibitors are to present their products and services, and their personnel, in a professional manner. Any activity or behavior that is disruptive, distracting, or undignified is prohibited. No recorded or live music may be played or performed in the exhibit space assignments, subletting, sharing, or apportioning of space is not permitted. An Exhibitor may not exhibit, advertise, or offer for sale goods or services other than those of the Exhibitor. No exhibition or solicitation is permitted outside of the Exhibitor's assigned space, including elsewhere in the hotel or surrounding geographic area. Exhibitors may not conduct any activity that would induce visitors to leave the hotel or other facility at which the exhibition is being held during regular business hours. Smoking is prohibited.

**Attendee Roster:** In lieu of providing attendee rosters NAELA markets on behalf of all exhibitors to attendees with information provided from the exhibitor form. Information will be included in emails going out to attendees prior to the event. NAELA does not provide a list of attendee's emails to exhibitors, only addresses.

**Exhibit Specifications:** All exhibits must adhere to the NAELA exhibit specifications listed below. Exhibitors desiring to use other than standard exhibit equipment or any signs, decorations or arrangements of display material conflicting in any way must seek prior approval from NAELA which should include a detailed sketch of the proposed layout and must receive written approval from NAELA prior to exhibiting.

- Each exhibit should be installed so that it will not project beyond the space allotted and obstruct or interfere with the other exhibits. Exhibit fixtures, components and identification signs will be permitted so as long as no component exceeds the allowed restriction.
- No nails or screws may be driven into the floor and no damage of any nature may be done to any part of the exhibit hall. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls, columns, or exhibit drape, or hang things from sprinkler pipes. Any signs or posters leaning against the walls must be properly padded so as not to cause damage.
- Fire Department Regulations and All Other Applicable Laws and Regulations must be complied with by Exhibitor. Display and packing material must be flame-retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.

**Harassment-Free Environment:** NAELA strives to provide an environment where attendees and exhibitors are able to meet comfortably and productively, free from harassment or discrimination. The Academy prohibits the harassment of, or discrimination against, any of its attendees, vendors or employees, regardless of whether that harassment is targeted specifically, based on an individual's race, sex, sexual orientation, religion, color, age, national origin, marital status, physical or mental disability, genetic information, military/veteran status, or other legally protected characteristics. Prohibited harassment may include, but is not limited to, verbal or physical conduct that denigrates or shows hostility or aversion toward any individual because of one of the characteristics listed above. Such conduct includes epithets, slurs, derogatory comments or jokes, intimidation, innuendo, negative stereotyping, threats, assault or any physical interference.

**Installation and Dismantling of Exhibits:** Exhibitors can begin setting up as prescribed by the timing allocated by NAELA. All shipping must be handled through the convention hotel staff. Packing of exhibits prior to the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time

and date. NAELA reserves the right to alter the convention hours in any manner in the best interest of NAELA. Exhibitor shall not cause any violation of the rules of the exhibit hall location. Exhibitors that plan to use outside contractors must notify NAELA in writing 60 days prior to the meeting. Outside contractors are required to supply verification of liability insurance coverage. All labor must have hotel or local union clearance. No empty boxes or crates may be stored in the booths. Provisions will be made for removal, storage and return of all packing materials. Exhibitors are advised to provide locked facilities within their own display for excess merchandise.

**Terms of Payment, Cancellation, and Refund:** Full payment for exhibit space is due with the exhibitor registration. Cancellations must be received in writing by email, fax, or mail 60 days prior to the meeting dates, less 25% of your exhibit table fee. If you cancel afterwards your entire exhibit fee will be forfeited. Any exhibitor that signs up 15 days prior to the meeting will not be eligible for a refund. NAELA reserves the right to deny exhibit space to companies that have overdue account balances with NAELA.

**Copyright or Other Intellectual Property Authorizations:** The exhibitor shall be solely responsible for any necessary licenses or consents regarding copyright, patent or other intellectual property or privacy right implicated by or arising from exhibitor's activities while at the meeting.

**Indemnification:** The Exhibitor shall indemnify and hold harmless NAELA and its officers, directors, agents and employees (collectively, "NAELA") from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including attorney's fees) on account of actual or alleged personal injury, death, or damage to or loss of property arising out of or contributed to by any actual or alleged act or omission of Exhibitor, its employees, agents, or contractors.

**Limitation of Liability:** Notwithstanding any other provision of these rules and regulations or any other document, under no circumstances shall NAELA be liable to the Exhibitor, its principals or owners for indirect or consequential damages, including lost profits, interference with business relations, or similar damage or harm. Further, any liability of NAELA for direct damages shall arise only to the extent caused by the gross negligence or willful misconduct of NAELA and shall be limited to the amount of the exhibit fee paid by the Exhibitor.

**Governing Law; Dispute Resolution:** This Agreement shall be governed by the laws of the Commonwealth of Virginia without regard to its conflicts principles. For any disputes solely between the parties that cannot be resolved through negotiation, the parties hereby submit to the exclusive jurisdiction of the state and federal courts in or for Fairfax County, Virginia, and further agree that they are subject to the personal jurisdiction of such courts in Virginia in any such dispute.

**No Assignment:** This Agreement may not be assigned by the Exhibitor absent the written consent of NAELA.

**Taxes, Licenses, Etc.:** The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implications arising from activities while an exhibitor at the meeting. Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, city, state, or national law applicable to Exhibitor's activity at the meeting. Exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that may become due to any government authority concerning exhibitor's activities at the meeting.

**Security and Insurance:** Exhibitors are expected to carry all risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their exhibits, as appropriate, at their own expense. All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry general liability insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition. Proof of insurance coverage shall be provided to NAELA upon request.

**Interpretations, Determinations, and Other Matters:** NAELA has full discretion in the interpretation and enforcement of these rules and regulations, and the decisions of NAELA shall be final. All matters and questions not covered by these rules and regulations are subject to the decision of NAELA. These rules and regulations may be amended at any time by NAELA, and all such amendments shall be binding on all parties affected.

**Conformity With Facility Requirements:** This agreement is subject to rules of the hotel, exhibit hall, or other facility in which the exhibition is being held.