

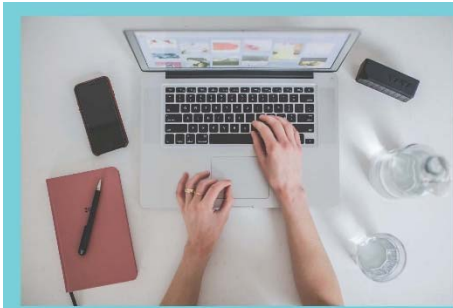
PARALEGAL ASSOCIATION OF FLORIDA, INC.

PAF 2020 ANNUAL "VIRTUAL" SEMINAR

"Paralegals in the New Era"

SPONSOR & EXHIBITOR OPPORTUNITIES

OCTOBER 16, 2020



Paralegal Association of Florida, Inc.

2020 Annual "Virtual" Seminar

Inspiring professional growth...one paralegal at a time. ®

October 16, 2020

- Professionalism
- Litigation
- Ethics
- Technology



The Paralegal Association of Florida, Inc. 2020 Annual Seminar is one of the most empowering events targeted specifically to paralegals throughout the State of Florida. By sponsoring at the PAF 2020 Annual Seminar, you will gain a competitive edge in the legal industry. Your company will be introduced to 100+ paralegal professionals attending the Annual Seminar. We hope you will be a part of this dynamic experience!

This Sponsor & Exhibitor Opportunities package provides details on enrolling your company as a Sponsor, as well as additional ways your company can increase exposure to paralegals with our sponsorship and advertising promotions. These sponsorship and advertising opportunities present valuable introduction and incentive to extend your reach to these professionals.

Thank you for your support of PAF and we look forward to having you partner with us at our first virtual seminar this October.

Jennifer M. Heape, CP, FCP, FRP
PAF First Vice President



Inspiring professional growth...one paralegal at a time. ®

IMPORTANT DEADLINES

SEPTEMBER 18, 2020

Deadline for Exhibitor/Sponsor Application cancellation with refund

SEPTEMBER 25, 2020

Advertisement artwork, company description for virtual program,
and submission of Exhibitor/Sponsor Application due to PAF Headquarters



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SPONSOR & EXHIBITOR BENEFITS

This year's sponsorships are limited and only available on first come/first served.

OPPORTUNITIES	Mega \$2,000	Diamond \$1,125	Platinum \$850	Exhibitor \$500	Friend of PAF \$200
	<i>Limited to 2 sponsors</i>	<i>Limited to 3 sponsors</i>	<i>Limited to 3 sponsors</i>	<i>Limited to 2 sponsors</i>	
Exclusive Host for 1-hour seminar social event on self-generated virtual platform.	√				
Full-page color ad in digital seminar program	√				
3-minute pre-recorded commercial time slots		√			
Full-page black and white ad in digital seminar program		√			
2-minute pre-recorded commercial time slots			√		
Half-page color ad in digital seminar program			√		
1-minute pre-recorded commercial time slots				√	
Business Card size black and white ad in digital seminar program				√	√
Company Logo and Link marketed on PAF's 4 Social Media platforms prior to event (<i>time permitting</i>)	√	√	√	√	√
Option to participate in PAF's Seminar Facebook "Exhibitor Challenge"	√	√	√	√	√
Receipt of electronic PAF 2020 Annual Seminar attendee email list (for those who opt-in)	√	√	√	√	
Company logo and link on PAF website (after PAF 2020 Annual Seminar for 120 days)	√	√	√	√	

If you are interested in providing an in-kind donation ONLY, please contact Jennifer Heape, PAF First Vice President, at JHeape@sdlitigation.com or (904) 483-5386.



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SPONSORSHIP INFORMATION

SPONSORSHIP FEE INCLUDES

Admission of 2 representatives to view virtual conference and admission of 2 representatives to Facebook private group.

ADDITIONAL REPRESENTATIVES

Additional representatives may register at the discounted rate of \$75 per person.

CONTACT INFORMATION

Jennifer M. Heape, CP, FCP, FRP
Paralegal Association of Florida, Inc.
P.O. Box 43
Tallahassee, FL 32302
Phone: (904) 483-5386
JHeape@sdlitigation.com

ADMINISTRATIVE FEE

A refund less a \$75 processing fee will be available for sponsorship cancellations if received at PAF Headquarters by September 18, 2020. No refunds will be available for sponsorship cancellations received after September 18, 2020.

CAN-SPAM PRIVACY LAWS

In compliance with CAN-SPAM privacy laws set forth by the Federal Trade Commission, PAF is required to give attendees the option to "opt-out" of the attendee list during the registration process. Those individuals who choose to opt-out are not included in any meeting attendee listings.



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SPONSORSHIP RULES & REGULATIONS

- 1. Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Sponsor) and his/her employees and the Paralegal Association of Florida, Inc. (PAF).
- 2. Scheduling Assignment:** Assignment in the schedule will be assigned at the sole discretion of PAF. Priority will be made based on receipt of payment in full, extent of sponsorship, order in which contracts were received, and, if possible, separation of direct competitors.
- 3. Adherence to Schedule:** Sponsors understands that no changes will be permitted other than in accordance with the schedule set forth in the schedule of events.
- 4. Sponsorship Disclaimer:** PAF 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 PAF 2020 Annual Seminar, (2) the number of meeting attendees who will participate in the Exhibitor Challenge, or (3) whether any postings will be seen by persons having the authority to procure or commit to procure products or services being exhibited.
- 5. Lack of Participation:** PAF reserves the right, should any sponsor not participate or provided the materials in conjunction with their sponsorship to proceed without recognition of their sponsorship. Any person, partnership, or corporation who shall fail to make payment as herein provided shall thereby and thereupon forfeit all rights in and to the use of their assigned timeslot, and PAF shall have the right to dispose of such timeslot in such a manner as it may consider to its interest without liability on the part of PAF.
- 6. Administrative Fee:** The total amount for sponsorship is due upon the signing of the order form. In the event a sponsor cancels their sponsorship, PAF must be notified in writing for refunds to be made. There will be a \$75.00 administration fee assessed for all cancellations received by September 18, 2020. No refunds will be issued for cancellations after September 18, 2020.
- 7. Indemnification:** The Sponsor shall be liable and shall insure, indemnify fully and effectively hold PAF, its employees, agents, officers and directors for this virtual event harmless against any and all costs, claims demands, losses, liabilities, charges, actions and expenses which any of them may be subject to or may incur or which may be made, claimed or instituted against them or any of them as a result of any act, breach of any of the terms of this Sponsorship Agreement, omission, conduct or failure of the Sponsor or its directors, officers, agents, servants, invitees or independent contractors. The Sponsor's aforesaid indemnity shall extend to cover all losses or injuries caused to any persons or property howsoever caused by the Sponsor or the Sponsor's personnel, or otherwise arising while the said persons are under virtual demonstration.
- 8. Liability Limitations:** Sponsor acknowledges that PAF does not maintain insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor to obtain business interruption and property damages insurance covering any and all losses incurred during this PAF virtual event.
- 9. Sponsorship Participation:** Sponsors shall reflect their company's highest standards of professionalism while participating at the PAF 2020 Annual Seminar.
- 10. Force Majeure:** In the event of a hurricane, fire, strikes, or other uncontrollable circumstances, PAF shall determine the amount of Sponsor fees to be refunded.



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DON'T MISS THE OPPORTUNITY

Heighten Your Visibility – Advertise in the PAF 2020 Annual Seminar Digital Program Advertising in the digital program gives your company high visibility during the PAF 2020 Annual Seminar. For additional information on advertising in the digital program, please contact Jennifer Heape at (904) 483-5386 or JHeape@sdlitigation.com. PAF has the right to refuse or edit an ad copy. Ink color is at the discretion of the publisher.

Copy deadline: **SEPTEMBER 25, 2020**

ON-SITE PROGRAM ADVERTISING RATES

Second Page	\$500
Last Page	\$250
Full Page	\$200
Half Page	\$150
Business Card	\$75

High resolution .jpg, .tiff, eps. (fonts converted to outlines), and .pdf files are acceptable. Email the files to JHeape@sdlitigation.com
 Deadline for electronic files to be submitted: **SEPTEMBER 25, 2020**



PARALEGAL ASSOCIATION OF FLORIDA, INC.

2020 SEMINAR SPONSORSHIP/ADVERTISING ORDER FORM

Company: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Email: _____
 Website: _____
 Business Category: _____

Contact Information for Questions Regarding this Order

Person: _____
 Phone: _____
 Email: _____

PAYMENT METHOD

- Check (TOTAL AMOUNT ENCLOSED \$ _____)
- Credit Card (TOTAL AMOUNT TO CHARGE \$ _____)
 - Visa
 - Mastercard
 - American Express
 - Discover

Card Number: _____
 Exp. Date: _____ CVV: _____
 Cardholder Name: _____

Credit Card Billing Address Same as Above, If Not Please List Address Here:

Address: _____
 City/State/Zip: _____
 Signature: _____

**Return completed form with payment to: Paralegal Association of Florida, Inc.,
 P.O. Box 43, Tallahassee, Florida 32302 or via email to: JHeape@sdlitigation.com**

PLEASE SELECT:

Sponsorship/Exhibitor

Mega \$5,000

Diamond \$1,125

Platinum \$850

Exhibitor \$500

Friend of PAF \$200

Program Advertisement

Second Page \$500

Last Page \$250

Full Page \$200

Half Page \$150

Business Card \$75

Additional Charges

**# of additional reps/
\$75 per person**

TOTAL: \$ _____

Please note that once the completed Order Form is submitted, your requested sponsorship level will be pending until the Order Form is processed and approved. Once the Order Form is approved, a welcoming email will be sent providing details of instructions and deadlines.