



## EXHIBITOR + SPONSOR PROSPECTUS

### EXHIBIT HALL AND GALLERY

#### SET-UP AND TEAR-DOWN

##### SET-UP

**Thursday, October 18**

2:00 pm – 4:30 pm

Come to the Exhibit Hall and Gallery to set-up your booth. Early arrivals for Mountain Magic will be stopping by to pick up their registration materials.

Please note: This area will close promptly at 4:30 pm and will re-open Friday, October 19 at 8:00 am.

*All displays must be set-up no later than 10:00 am on Friday, October 19.*

##### TEAR-DOWN

**Saturday, October 20**

1:00 pm

##### QUESTIONS

Amy Page Smith

Membership & Development Director

amy@ncaj.com

800.688.1413

or 919.835.2811

Make plans today for a rewarding experience at Mountain Magic 2018, the North Carolina Advocates for Justice's annual fall conference in Asheville, NC. The conference is one of NCAJ's most anticipated events featuring nationally recognized speakers and attendees from across the state.

Our members see the conference's exhibitors and sponsors as an indispensable component of the cutting-edge information available at Mountain Magic; they come away with new ideas and relationships to enhance their practice. If your market focus is on plaintiff or criminal defense attorneys, then this fall weekend at the Omni Grove Park Inn in Asheville is a can't-miss event!

Attendees have access to all exhibitors in the Exhibit Hall & Gallery. The Exhibit Hall serves as the location for breakfast on Friday and Saturday and lunch on Friday. The Exhibit Gallery is the highly travelled area leading attendees into the Exhibit Hall. Due to overwhelming demand, the Exhibit Gallery space is reserved *exclusively* for NCAJ Partners.

Thank you for taking the time to view the Mountain Magic 2018 Exhibitor/Sponsor Prospectus. Contact Membership and Development Director Amy Smith at amy@ncaj.com or 919.835.2811 if you would like additional information or would like to discuss your participation at Mountain Magic. If you are ready to sign up, simply complete the registration form and fax it to 919.832.6361. **Act today as these spots fill up quickly and space is limited!**

### WHY SHOULD YOU EXHIBIT AT MOUNTAIN MAGIC?

- Build relationships and gain name recognition among some of North Carolina's most successful legal professionals
- Establish a statewide network of key decision-makers who are leaders in their fields and within NCAJ
- Meet approximately 200 prospects in an inviting environment
- Receive complete marketing coverage in NCAJ Mountain Magic event materials

Mountain Magic offers two exhibiting options:

1. Exhibit Gallery (high traffic area) \$1,000\*
2. Main Exhibit Hall (center of Mountain Magic) \$750

The exhibit fee includes one six-foot draped table, two chairs, name badges for your on-site staff, Mountain Magic attendee lists, continental breakfasts, lunch, all breaks and admission to the Sidebar Social on Thursday night at the Lexington Avenue Brewery, Sunset Social Reception on Friday night at the Omni Grove Park Inn, and the Saturday Night Party at Smoky Park Supper Club.

\* Due to overwhelming demand, the Exhibit Gallery space is reserved *exclusively* for NCAJ Partners.



## GENERAL INFORMATION

### DATE + LOCATION

#### MOUNTAIN MAGIC

**OCTOBER 18 – 21, 2018**

Omni Grove Park Inn  
Asheville, NC

#### FALL CONFERENCE for PARALEGALS

**OCTOBER 19, 2018**

Omni Grove Park Inn  
Asheville, NC

### SET-UP AND TEAR-DOWN

#### SET-UP

**Thursday, October 18**  
2:00 pm – 4:30 pm

#### TEAR-DOWN

**Saturday, October 20**  
1:00 pm

### EXHIBITING HOURS

**Thursday, October 18**  
2:00 pm – 4:30 pm

Traffic in the Exhibit Hall will be light during this period of time. You may arrive anytime between 2:00 pm and 4:30 pm.

**Friday, October 19**  
8:00 am – 1:30 pm

**Saturday, October 20**  
8:00 am – 1:00 pm



## MAXIMIZE YOUR EXPOSURE BY SPONSORING AN EVENT

Here's why you should consider sponsoring an event:

- Receive one complimentary Exhibit Hall booth (for sponsorships of \$1,800 or more)
- Increase your visibility and the awareness of your product/service
- Be announced as a sponsor by NCAJ leadership throughout Mountain Magic
- Get recognition as a sponsor through our prominently displayed signage

## SPONSORSHIP OPPORTUNITIES

A list of currently available sponsorship opportunities may be found on page 3, however, additional ideas are welcome! Please contact Amy Smith at 919.835.2811 or amy@ncaj.com if you have a new sponsorship idea. Exhibit Hall booth fees will be waived with a sponsorship of at least \$1,800.

## POSTERS, BANNERS AND SIGNS

Items may not be affixed to the walls in the exhibit areas. Please make sure you have another method for displaying posters, banners or signs.

## SHIPPING INFORMATION

Omni Grove Park Inn  
290 Macon Avenue  
Asheville, NC 28804  
Attn: NC Advocates for Justice Fall Conference  
Grove Park Shipping Contact: Christy Ball – 866.474.4947

## CANCELLATION POLICY

Cancellations received by Friday, September 7, 2018, will be refunded less a \$50 service charge. Refunds are not available after this date.

## HOTEL ACCOMMODATIONS

Room blocks have been reserved at the following locations. *Be sure to ask for the NC Advocates for Justice group rate!*

- Omni Grove Park Inn 800.438.5800 or 828.252.2711

Rooms may also be available at the following locations:

- Homewood Suites by Hilton 828.252.5400
- Renaissance Asheville Hotel 800.359.7951 or 828.252.8211
- Four Points by Sheraton 800.325.3535

## QUESTIONS?

Contact Membership and Development Director Amy Smith at 919.835.2811 or amy@ncaj.com

## SPACE IS LIMITED

Availability is on a first-come first-served basis. Please complete the registration form and return with payment to:

Fax 919.832.6361  
Email amy@ncaj.com  
Mail NCAJ, PO Box 10918  
Raleigh, NC 27605-0918

2018 *Mountain*  
MAGIC

OCTOBER 18-21 / OMNI GROVE PARK INN / ASHEVILLE, NC

**SPONSORSHIP OPPORTUNITIES**

If you are looking for an exceptional way to promote your company, reinforce your brand loyalty, increase your visibility, and boost your market share – become an official sponsor of Mountain Magic 2018!

Sponsorships of \$1,800 or more receive one complimentary exhibit booth in the Main Exhibit Hall! First right of refusal is guaranteed to our prior year's sponsors. If you have questions about availability or other ideas about an event you would like to sponsor, contact Amy Smith at 800.688.1413 or amy@ncaj.com.

OPPORTUNITY	BENEFIT	PRICE
Mountain Magic Wi-Fi	In this ever-connected day and age, Wi-Fi is a must have! Attendees will thank you for ensuring they are able to connect to their office (and social media!) throughout Mountain Magic. Don't miss this opportunity to get in front of EVERY attendee. Your homepage will serve as the landing page for everyone logging into Wi-Fi!	\$5,000
Sidebar Social Asheville	You can't afford NOT to be at the Sidebar Social! This is a great opportunity to see NCAJ Members from around Asheville and those registered for Mountain Magic. This event is always a great time for camaraderie and is held at Lexington Avenue Brewery, one of Asheville's most popular breweries!	\$4,000
Friday Morning Breakfast	After all of the fun on Thursday night, coffee and breakfast are in heavy demand on Friday morning! Don't miss this opportunity to provide attendees with the jumpstart they need for Friday!	\$3,000
Friday Luncheon & Speaker	The Friday Luncheon speaker is always one of the highlights of Mountain Magic! This year's speaker is being confirmed, but promises to be another highlight of Mountain Magic!	\$7,500
Section and Division Meetings	Mountain Magic is a great opportunity to get in front of your targeted audience. Sections and Divisions meet in the afternoon after the CLE to discuss Section Business. Why not sponsor refreshments at the Section and Division Meetings and spend five minutes sharing information about your services? Sections and Divisions available for sponsorship are: <ul style="list-style-type: none"> <li>- Auto Torts</li> <li>- Criminal Defense</li> <li>- Legal Assistants Division</li> <li>- Professional Negligence</li> <li>- Workers' Compensation</li> </ul>	\$1000/meeting
LAD Seminar Sponsorship	Are paralegals your target audience? There is no better way to get in front of them than this exclusive opportunity. This sponsorship includes a 3-5 minute introduction of your products and/or services before the seminar attendees head to lunch! This also includes the opportunity to distribute goodies for attendees at the Fall Paralegal Conference.	\$2,500
Friday Sunset Social Hour	There is no better way to end a day in the Mountains than with a Sunset Social on the Terrace at the Omni Grove Park (weather permitting). This reception is a great way to start a fun-filled Friday night!	\$4,000
Twilight Reception	Honor NCAJ's Leaders Forum, Circle of Advocates, President's Club, Benefactors, Sustaining Patrons, and Patron members at an invitation-only reception.	\$10,000
Saturday Morning Breakfast	Breakfast is the most important meal of the day! Make sure attendees get Saturday off to a great start with breakfast and plenty of coffee!	\$3,000
Saturday Night Party	Did you miss the party at Smoky Park Supper Club last year? You can't miss it again this year! The riverside ambiance is the perfect backdrop to an evening of laid-back dinner and fun with colleagues from around the state.	\$4,000
Saturday Night Party Band	No party is complete without a great band. Sponsor the band for the Saturday Night Party at Smoky Park Supper Club.	\$2,000
NCAJ Board of Governors Meeting	Is your target market attorneys from across the State who are involved in NCAJ leadership and are some of the most influential members of NCAJ? If so, then this opportunity is ideal for you! Join us for five minutes immediately before the October Board Meeting begins on Sunday, October 21, 2018 and let the Board members know about your services.	\$3,000

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email: \_\_\_\_\_

On-Site Representatives: If you choose to send more than two reps there is a \$50 fee per additional rep.

Rep Name #1: \_\_\_\_\_

Rep Name #2: \_\_\_\_\_

Rep Name #3: \_\_\_\_\_

Rep Name #4: \_\_\_\_\_

**METHOD OF PAYMENT**

Cancellations received by September 7, 2018 will be refunded less a \$50 service charge. There are no refunds thereafter.

Check Enclosed

Charge my:  VISA  Mastercard  AMEX

Acct.# \_\_\_\_\_

Exp. \_\_\_\_\_

Signature \_\_\_\_\_

*Return this form with payment to:*

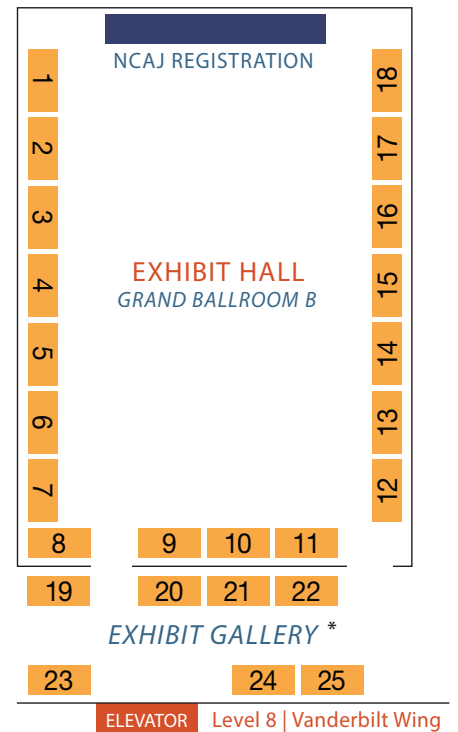
North Carolina Advocates for Justice  
Attn: Amy Page Smith  
PO Box 10918  
Raleigh, NC 27605-0918

or fax to 919.832.6361

Questions? 800.688.1413

FEES		
TYPE OF FEE	AMOUNT	BOOTH CHOICE (list 3 in order of priority)
Booth # 1-18	\$750	1)            2)            3)
Booth # 19-25	\$1000	1)            2)            3)
Sub-Total		
TYPE OF FEE	AMOUNT	EVENT TO BE SPONSORED
Sponsorship		
Add'l Sponsorship not Listed		
Sub-Total		
TYPE OF FEE	AMOUNT	AMOUNT ENCLOSED
Distribute Materials (without exhibiting)	\$300	
Distribute Materials (with exhibiting)	\$100	
Additional Reps	\$50	
Number of Outlets	included	# needed
Internet connection	included	
Sub-Total		
Total Amount Enclosed		

BOOTH  
 SPONSOR  
 EXTRAS



The Exhibit Gallery can not be locked. Do not leave valuables unattended.

\* Reserved for NCAJ Partners only