

# Sponsorship Prospectus

# NACA 2022 Spring Training

Sheraton Grand  
Wild Horse Pass, Arizona  
May 12–14, 2022



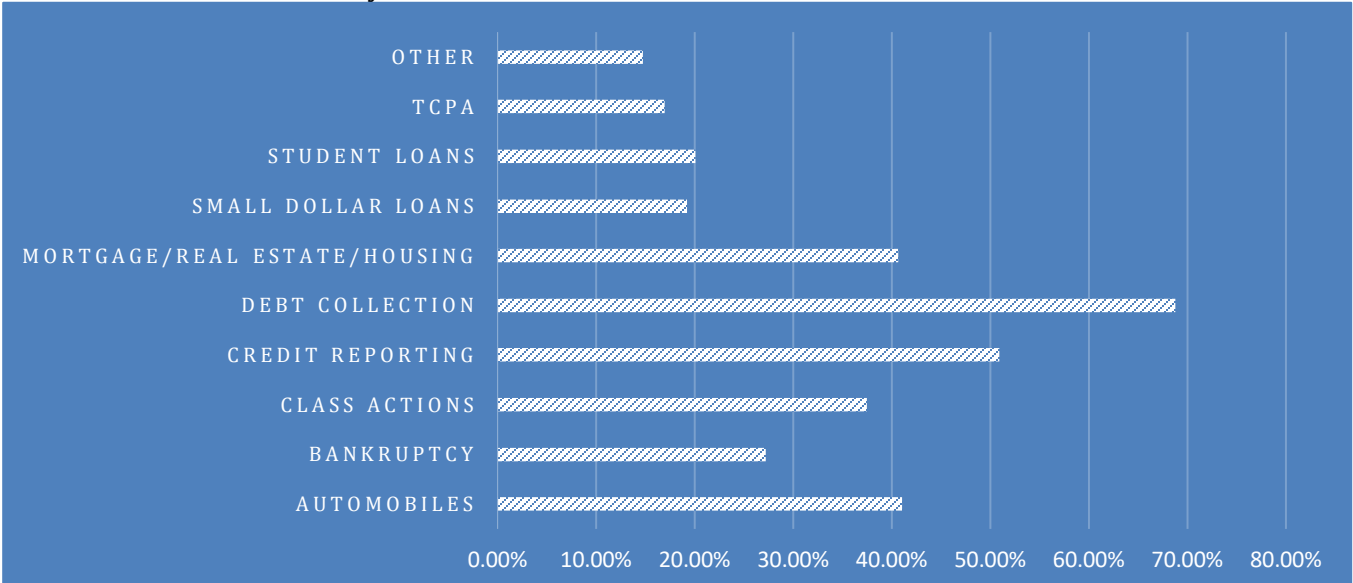
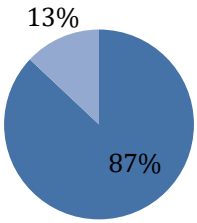
# NACA Spring Training

The National Association of Consumer Advocates is introducing a new conference for 2022 that will be our largest and most comprehensive.

We expect approximately 350 consumer attorneys to join us in Arizona for a three-track conference that is preceded by two days of pre-conference workshops, including a new Class Action workshop and followed by a new Masters' Session for fifty experienced members.

This will be different from other NACA conferences because of its size, its new three-track format, and its focus on offering more networking opportunities for attendees. There are more opportunities for sponsors to have meaningful exchanges with attendees.

# NACA Spring Training by the Numbers

<p><b>ATTENDEES EXPECTED</b></p> <p><b>350+</b></p>	<p><b>PRACTICE SETTINGS</b> Based on 2019 Member Survey</p> <p><b>70% Private Attorney</b></p> <p><b>20% Legal Service</b></p> <p><b>6% Public Interest</b></p> <p><b>4% Other</b></p>																						
<p><b>PRACTICE AREAS</b> Based on 2021 Member Survey</p>  <table border="1"> <thead> <tr> <th>Practice Area</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>OTHER</td> <td>15%</td> </tr> <tr> <td>TCPA</td> <td>18%</td> </tr> <tr> <td>STUDENT LOANS</td> <td>20%</td> </tr> <tr> <td>SMALL DOLLAR LOANS</td> <td>20%</td> </tr> <tr> <td>MORTGAGE/REAL ESTATE/HOUSING</td> <td>41%</td> </tr> <tr> <td>DEBT COLLECTION</td> <td>70%</td> </tr> <tr> <td>CREDIT REPORTING</td> <td>52%</td> </tr> <tr> <td>CLASS ACTIONS</td> <td>38%</td> </tr> <tr> <td>BANKRUPTCY</td> <td>28%</td> </tr> <tr> <td>AUTOMOBILES</td> <td>41%</td> </tr> </tbody> </table>		Practice Area	Percentage	OTHER	15%	TCPA	18%	STUDENT LOANS	20%	SMALL DOLLAR LOANS	20%	MORTGAGE/REAL ESTATE/HOUSING	41%	DEBT COLLECTION	70%	CREDIT REPORTING	52%	CLASS ACTIONS	38%	BANKRUPTCY	28%	AUTOMOBILES	41%
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<p><b>PAST CONFERENCE ATTENDEES</b></p> <div style="display: flex; justify-content: space-between;"> <div data-bbox="240 1543 722 1764">  <p>13% 87%</p> <ul style="list-style-type: none"> <li>■ Member</li> <li>■ Nonmember</li> </ul> </div> <div data-bbox="776 1528 1079 1801"> <p><b>EXPERIENCE LEVEL</b></p> <p><b>31% Advanced</b></p> <p><b>38% Intermediate</b></p> <p><b>31% Beginner</b></p> </div> </div>																							

# Sponsorship Opportunities

Sponsorship opportunities are limited; secure your spot today! For additional questions, please email Leslie Taylor at [Leslie@consumeradvocates.org](mailto:Leslie@consumeradvocates.org).

	<b>Sold</b>	<b>Sold</b>		<b>Sold</b>	<b>Sold</b>			<b>Sold</b>				
	Platinum Sponsor	Plenary Lunch Host	Networking Lounge Sponsor	So You Want to be a Class Action Attorney Sponsor	Opening Reception	Networking Lunch Sponsor	FCRA Workshop Sponsor	Master's Session Sponsor	Women's Networking Event	Sponsor All Refreshment Breaks	Breakfast Sponsor	Wi-fi Sponsor
Cost	\$10,000	\$5,000	\$5,000	\$4,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,000	\$3,500	\$2,500	\$2,000
Number of Sponsorships Available	1	1	1	1	1	1	1	1	1	1	1	1
Address Attendees During Event	◆	◆		◆								
Verbal Recognition During Event	Plenary Lunch	Plenary Lunch	Plenary Lunch	Workshop	Reception	New to Consumer Law Lunch	Workshop	Workshop	Event			
Logo on Conference Community Site	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Logo on Promotional Materials	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Complimentary Conference Registrations	4	2	2	2	1	1	1	1	1	1		
Skirted Exhibit Table and Four Chairs in the Registration Area	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆		
Ad in Online Conference Program Book	Full Page	Full Page	Full Page	Half Page	Half Page	Half Page	Half Page	Half Page	Half Page	Half Page	Half Page	Quarter Page
Onsite Signage Recognition	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Logo on Conference Webpage	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆
Recognition in Online Program Book	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆	◆

# Other Sponsorship Opportunities

## **SPONSOR-BRANDED ITEM—\$1,000**

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Sponsor provides branded tote, lanyard, notepad, thumb drive, water bottle, or similar item to be distributed to every conference attendee at registration. Sponsors will need to receive approval from NACA staff for item and supply at least 375 items, to be shipped to NACA or to the conference location ahead of the conference.

## **SCHOLARSHIP SPONSOR—\$250+**

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Many of our legal aid attorneys or private attorneys struggling financially are not able to attend without some level of support. Your sponsorship of one or more attendees will allow some to attend who wouldn't have been able otherwise to afford the conference registration.

## **CUSTOMIZED SPONSOR OPPORTUNITY—\$TBD**

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Work with NACA staff to develop a sponsorship opportunity that meets the needs of your company or firm. All sponsors will be recognized in the conference book. Some possible ideas include:

- Mimosa or Bloody Mary bar for Saturday's breakfast
- Off-property event/outing on Friday night

# Other Information

Sponsors eligible to post an advertisement in the conference book must send materials to NACA by April 1, 2022. Sponsorships received after April 1, 2022 will only be recognized online and verbally onsite.

**Contact: Leslie Taylor, Senior Director of Membership & Communications 202.452.1989, ext.104 or [Leslie@consumeradvocates.org](mailto:Leslie@consumeradvocates.org).**