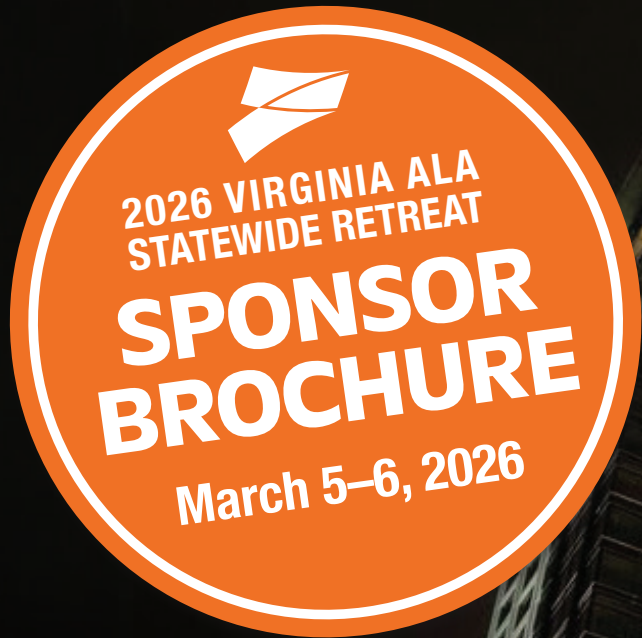




LEADERS AT THE HELM



**HILTON NORFOLK
THE MAIN**

100 E. Main Street
Norfolk, VA 23510



JOIN US AT HILTON – THE MAIN FOR THE 2026 RETREAT

- \$176 room rate (through Feb. 10, 2026)
- Beautiful waterfront property
- Rooftop beer garden & lounge with firepits, billiards & darts
- State-of-the-art tiered classroom
- Indoor pool & fitness center

HOTEL REGISTRATION HERE!

(GROUP CODE: ALA)

FAQS

1. How do I determine if I need to pay the oversized exhibit table fee?

Our general exhibit table is 6x2 with an anticipated similarly sized backdrop for most exhibitors. However, if you exceed this size with equipment around your booth such as inflatable devices, light towers, or other additional displays that exceed this size, the fee of \$300 should be paid. If you are uncertain if your display is oversized, we recommend sending us a photo in advance, so a determination can be made.

2. My sponsorship states that I get tickets for two attendees. Can I buy more?

Yes, tickets for extra attendees are \$250 per attendee; however, we have a maximum limit of 4 attendees from any one company due to space limitations. If your sponsorship allows for 4 attendees, you cannot purchase additional tickets.

3. As a Business Partner, what time should I arrive on Thursday?

Remember, the Retreat has moved to a Thursday/Friday event. The exhibit hall will open for setup at 11 a.m. on Thursday, March 5; however, the first agenda item for Business Partners is the optional BP Orientation at 2:30 pm or the cocktail reception at 5:00 pm. Therefore, if you can set up your exhibit table relatively quickly, you don't need to arrive until later in the afternoon on Thursday.

4. Does the Virginia ALA Retreat allow Business Partners to give away a booth prize?

Yes, most of our Business Partners bring a gift to give away, such as gift cards, gift baskets, electronics, or premium liquor, but it is optional. We raffle off the prizes a bit differently than other expos and have the prizes drawn from a master bowl. More about our prize drawing will be shared closer to the event.

TENTATIVE SCHEDULE OF EVENTS

Thursday, March 5, 2026

- 10:00 a.m. – 3:00 p.m. ALA Check-in
- 10:30 a.m. – 11:30 a.m. Member Idea Exchange
- 11:00 a.m. – 3:00 p.m. Exhibitor Setup
- 1:00 p.m. – 3:00 p.m. Afternoon Break
- 1:15 p.m. – 2:30 p.m. Education Session I
- 2:30 p.m. – 3:00 p.m. Business Partner Orientation (optional)
- 3:00 p.m. – 4:30 p.m. Education Session II
- 5:00 p.m. – 7:00 p.m. Cocktail Reception in Exhibit Hall
- 7:15 p.m. – 8:30 p.m. Dinner, Dessert, and Open Bar
- 8:30 p.m. – 11:00 p.m. After Dinner Party: DJ Bobby B



Friday, March 6, 2026

- 8:00 a.m. – 9:00 a.m. Networking Breakfast Buffet
- 9:00 a.m. – 10:15 a.m. Education Session III
- 10:15 a.m. – 11:45 a.m. Exhibit Hall
- Hotel Check-out (by 11 a.m.)
- 11:45 a.m. – 12:30 p.m. Exhibitor Breakdown /
Conclusion for BPs
- 11:45 a.m. – 12:00 p.m. Member Break
- 12:00 p.m. – 1:30 p.m. Education Session IV
- 1:30 p.m. Conclusion for Members

TESTIMONIALS FROM PAST RETREAT SPONSORS



"The Virginia ALA Statewide Retreat is my favorite ALA event each year. The sessions are consistently insightful even as a business partner. It's a compact event but never feels hurried, and as a business partner I get meaningful time with ALA members in a few different settings, which makes all the difference. I also love the chance to explore different parts of the state; each location brings its own charm. The more I attend, the more relationships I create, and the more enjoyable it becomes!"

—Joe Loving, Actionstep

"The 2025 Statewide Retreat was an outstanding two-day event filled with meaningful connections and insightful conversations. From the moment it began, the energy was collaborative and engaging — offering incredible networking opportunities with peers from across the state. The education sessions sparked thoughtful dialogue, and the relaxed setting made it easy to share ideas and learn from one another. If you're part of the legal administrative community in Virginia, this retreat is a must-attend!"

—Brian Monahan, All-Covered



"Attending the Virginia ALA Statewide Retreat was an incredible experience. As a business partner, I found the environment welcoming, collaborative, and full of meaningful conversations. The retreat offers a unique opportunity to connect directly with legal administrators and decision-makers from across the state in a setting that encourages real engagement—not just surface-level networking. The 2025 retreat was especially impactful, combining insightful sessions with plenty of time to build genuine relationships. I'm grateful to have been a part of it and highly recommend the Virginia ALA Retreat to any business partner looking to grow within the legal industry. I can't wait for 2026!"

—Nick Gorski, Creative



"As a sales leader, I attend numerous networking events and conferences every year, and my favorite event, by far, is the Virginia ALA Statewide Retreat. I keep coming back year after year due to the excellent and relevant educational content, along with the intentional and sincere opportunities to network with the membership and other business partners. I feel valued as a trusted advisor and a true business partner to the membership. Finally, this event is roaring good fun where I look forward to seeing friends, clients, business partners, and more. Don't miss your opportunity to join us!"

—Diana Dunnivant, USI Affinity

2026 SPONSORSHIP OPPORTUNITIES

DINNER SPONSOR—\$2,500 each

(Three Sponsorships Available)

- Exhibit table is included FREE with this sponsorship
- Electricity to your table is included FREE with this sponsorship
- Full-page company ad in Retreat Final Brochure
- Opportunity to give 2-minute overview of your company at dinner
- Large sign with company logo in dinner area
- Four (4) tickets to all Thursday evening events and breakfast on Friday



COCKTAIL RECEPTION SPONSOR—\$2,300 each

(Two Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$100
- Half-page company ad in Retreat Final Brochure
- Opportunity to give 2-minute overview of company at dinner
- Sign with company logo displayed on bars during cocktail reception
- Four (4) tickets to all Thursday evening events and breakfast on Friday

DINNER BAR SPONSOR—\$2,000 each

(Three Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$150
- Recognition from podium during dinner
- Large sign with company logo next to bar area
- Three (3) tickets to all Thursday evening events and breakfast on Friday

ENTERTAINMENT SPONSOR—\$1,800 each

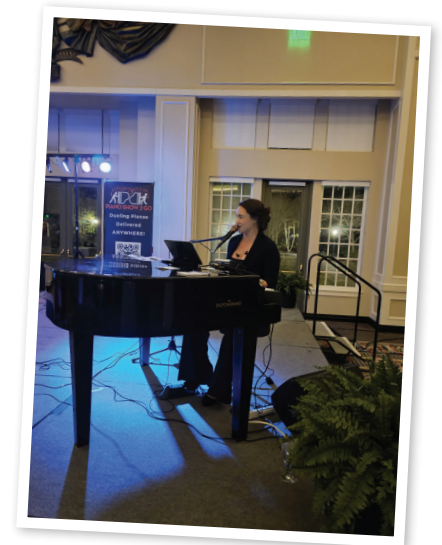
(Two Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$200
- Recognition from DJ during after-dinner event
- Large sign with company logo at after-dinner event
- Three (3) tickets to all Thursday evening events and breakfast on Friday

HOTEL KEY CARD SPONSOR*—\$1,750

(One Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$300
- Company logo printed on all hotel room key cards for 2026 retreat attendees
- Two (2) tickets to all Thursday evening events and breakfast on Friday



**Company logo must be provided in EPS format for all sponsorships requiring the reproduction of logos (hotel key card, name badge, tote bag, coffee, and Polo shirts).*

NAME BADGE SPONSOR*—\$1,600

(One Sponsorship Available)

- Exhibit table is not included in sponsorship but can be added for \$300
- Company logo printed in one color on all name badge lanyards
- Two (2) tickets to all Thursday evening events and breakfast on Friday

TOTE BAG SPONSOR*—\$1,600

(One Sponsorship Available)

- Exhibit table is not included in sponsorship but can be added for \$300
- Company logo printed on one side of all tote bags to be given to each member upon check-in
- Two (2) tickets to all Thursday evening events and breakfast on Friday



MIMOSA & BLOODY MARY BAR SPONSOR—\$1,500 each

(Three Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$300
- Recognition from podium at breakfast
- Beverages in exhibit hall to include mimosas, Bloody Marys, bottled water, and sodas
- Large sign with company logo in exhibit hall
- Two (2) tickets to all Thursday evening events and breakfast on Friday

SPEAKER SPONSOR—\$1,300 each

(Four Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$400
- Opportunity to give 3-minute overview of company in classroom
- Opportunity to introduce the speaker to the classroom
- Opportunity to place company swag at each seat in classroom
- Large sign with your company logo in front of classroom
- Two (2) tickets to all Thursday evening events and breakfast on Friday



WI-FI SPONSOR—\$1,200

(One Sponsorship Available)

- Exhibit table is not included in sponsorship but can be added for \$400
- Event Wi-Fi password will be chosen by this sponsor
- Recognition from podium during the event
- Large sign with company logo in registration area
- Two (2) tickets to all Thursday evening events and breakfast on Friday

**Company logo must be provided in EPS format for all sponsorships requiring the reproduction of logos (hotel key card, name badge, tote bag, coffee, and Polo shirts).*

BREAKFAST SPONSOR—\$1,100 each

(Two Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$400
- Opportunity to put company swag/literature on breakfast tables
- Recognition from podium during breakfast
- Large sign with company logo in breakfast area
- Two (2) tickets to all Thursday evening events and breakfast on Friday



COFFEE SPONSOR*—\$1,000

(One Sponsorship Available)

- Exhibit table is not included in sponsorship but can be added for \$450
- Company logo printed on disposable coffee cups placed at exhibit hall coffee station
- Recognition from podium during exhibit hall
- Large sign with company logo in exhibit hall near coffee station
- Two (2) tickets to all Thursday evening events and breakfast on Friday

BREAK SPONSOR—\$800 each

(Four Sponsorships Available)

- Exhibit table is not included in sponsorship but can be added for \$450
- Recognition from podium during classroom sessions on Thursday and Friday
- Large sign with company logo in break area; break to include sodas, bottled water, and snacks
- Two (2) tickets to all Thursday evening events and breakfast on Friday

EXHIBIT TABLE ONLY—\$1,000 (Reg.) or \$1,300 (Large)

(50 Sponsorships Available)

- Table-top exhibit “booth” space (6' x 2' table with linen drape & two chairs)
- Displays that exceed the standard size of 6' x 2' will incur an additional fee. This fee should be paid at registration or will be charged at time of setup.
- Choice of exhibit table space from available inventory upon payment
- Two (2) tickets to all Thursday evening events and breakfast on Friday
- Electricity provided to any exhibit table for \$45 additional charge

POLO SHIRT SPONSOR*—\$500 each

(Six Sponsorships Available)

- Exhibit table is not included in sponsorship
- Company logo to appear on the back of retreat Polo shirts to be worn by committee members during the day events on Thursday and Friday
- Company logo to appear in single color
- Placement of logo will be at Retreat Committee's discretion



**Company logo must be provided in EPS format for all sponsorships requiring the reproduction of logos (hotel key card, name badge, tote bag, coffee, and Polo shirts).*

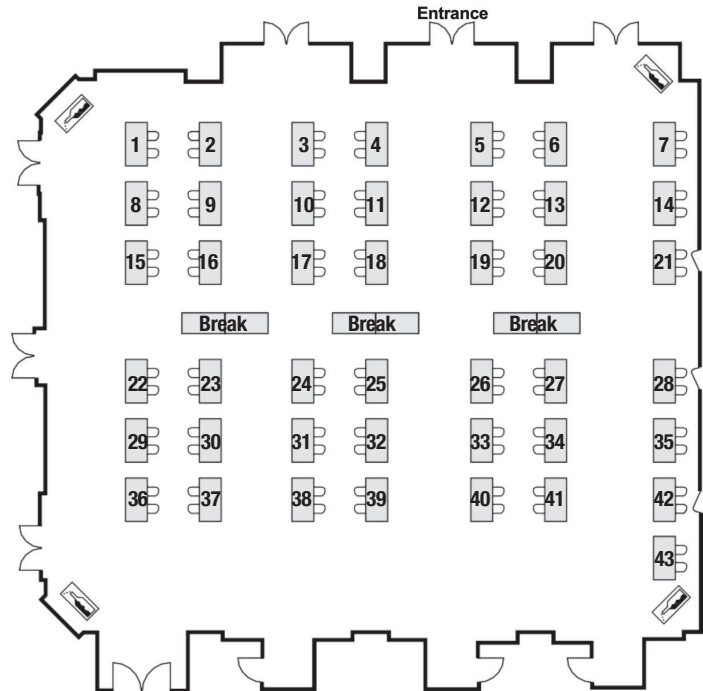
EXHIBIT HALL INFORMATION

PICK YOUR TABLE SPACE!

Once you have registered AND payment has been received, a retreat committee member will contact you regarding your exhibit table location.

Table selection will be made in January 2026 in the order registration payment is received.

The diagram to the right is an example of the retreat exhibit hall. The final diagram will be based on the number of tables sold.



RETREAT COMMITTEE



Liz Coleman

Richmond
Sands Anderson
804.783.6792
lcoleman@sandsanderson.com



Newsha Nazmi Ansari

Northern Virginia
571.271.5069
nazminewsha@gmail.com



Michael Keatts

Richmond
Bowman and Brooke
443.443.8404
Michael.keatts@bowmanandbrooke.com



Megan Phelan, SPHR, SHRM-SCP

Northern Virginia
The Marbury Law Group, PLLC
703.391.2900
mphelan@marburylawgroup.com



Jo Ann Kittrell

Hampton Roads
Wolcott Rivers Gates
757.554.0238
jkittrell@wolriv.com



Rob Sadler

Hampton Roads
Hofheimer Family Law Firm
757.793.2009
rsadler@hoflaw.com



Amanda Moellendick

Northern Virginia
BrigliaHundley, PC
703.883.0880
amoellendick@brigliahundley.com



Ben Sotelo

Northern Virginia
Vaughan, Fincher & Sotelo, PC
703.506.1810
bsotelo@vfspc.com

REGISTER ONLINE HERE
www.hrala.com/retreat/sponsor