



IOWA
DEFENSE
COUNSEL
ASSOCIATION

2017

Exhibitor and Sponsorship Opportunities

53rd IDCA Annual Meeting & Seminar
September 14–15, 2017
Stoney Creek Conference Center, Johnston, Iowa

EXHIBITS, SPONSORSHIPS AND ADVERTISING

IDCA offers several levels of participation through exhibiting and sponsoring at our Annual Meeting & Seminar, our premier CLE event of the year.

On average, the IDCA Annual Meeting & Seminar attracts more than 200 attendees. Attendees are lawyers and claims professionals actively engaged in the practice of law or in work relating to the handling of claims and the defense of legal actions.

Additionally, we offer advertising in our quarterly newsletter, *Defense Update*, which is read by IDCA members, Iowa's judges and magistrates and law students.

Simply select your level of participation, complete the registration form and/or advertising contract, and return along with your payment. Contact IDCA Executive Director Heather Tamminga with questions on these opportunities, staff@iowadefensecounsel.org or (515) 244-2847.

SCHEDULE

The schedule is subject to change. Exhibitors are invited to all published IDCA events on September 14 and 15. Exhibits are open all day, and are located inside the general session meeting room and in the foyer.

Wednesday, September 13

2:00–7:00 pm: Exhibitor Set-Up
8:00 pm: Hospitality Suite Open

Thursday, September 14

7:00 am: Exhibits Open & Continental Breakfast
7:00 am–5:00 pm: CLE Sessions/Networking Breaks/Exhibits Open
12:00–1:00 pm: IDCA Awards and Annual Business Meeting Lunch
6:00–8:00 pm: Networking Reception at the Des Moines Art Center
8:30 pm: Hospitality Suite Open

Friday, September 15

7:00 am: Exhibits Open & Continental Breakfast
7:00 am–1:00 pm: CLE Sessions/Networking Breaks/Exhibits Open
1:00 pm: Exhibitor Tear-Down

BOOTH REGISTRATION FEE INCLUDES:

- Two (2) representatives in your booth. Additional representatives may be added for \$75.00/representative.
- One (1) six-foot (6 ft.) skirted table, two (2) chairs and one (1) wastebasket.
- Carpeted exhibit space.
- Admission to all education programs, networking events and Hospitality Room. CLE for those qualified.
- Your company name, contact information and product description on the event website.

SHIPPING

Materials may be shipped in advance to:

Stoney Creek Hotel & Conference Center
5291 Stoney Creek Court
Johnston, IA 50131
Hold for: YOUR COMPANY NAME/Iowa Defense Counsel Association.

Materials will not be accepted by the hotel prior to September 8, 2017. Bring return UPS or FedEx labels to coordinate return shipping. Labels are not provided onsite.

BOOTH SELECTION

Please indicate your 1st, 2nd and 3rd booth preferences on the registration form. Booth spaces are sold on a first-come, first-served basis. Sponsors receive priority selection.

HOTEL INFORMATION

Stoney Creek Hotel & Conference Center
5291 Stoney Creek Court
Johnston, IA 50131
Phone: (800)-659-2220

HOTEL RESERVATIONS

For reservations, call the Stoney Creek Hotel & Conference Center directly at (800)-659-2220.

Ask for the **Iowa Defense Counsel Association** group room rate.

ROOM RATES

\$109.00/night plus tax (Single/Double/Triple/Quad)

Check-in: 3:00 p.m.

Check-out: 11:00 a.m.

The cut-off date for the IDCA room block is August 30, 2017.

Parking is complimentary.

EXHIBITOR & SPONSOR REGISTRATION FORM

Company: _____ Contact Name: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Website: _____

EXHIBITORS

Booth Fee: \$550

Booth assignments are made on a first-come, first-served basis. Sponsors receive priority placement.

Booth Preferences: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Booth Staff: Two (2) individuals are included with each booth fee. Additional representatives are \$75.00/representative.

Included in booth _____ Email _____

Included in booth _____ Email _____

Additional representative _____ Email _____

If possible, do not assign our booth space next to the following company(ies)

SPONSORSHIPS

Platinum - \$5,000

Gold - \$2,500

- Networking Reception Transportation
- Thursday Business Lunch
- National Speaker

Silver - \$1,500

- Thursday Continental Breakfast
- Friday Continental Breakfast
- Wednesday Hospitality Room
- Thursday Hospitality Room
- Mobile Event Website (**Exclusive**) **SOLD**

Bronze - \$1,000

- Thursday Morning Networking Break
- Thursday Afternoon Networking Break
- Friday Morning Networking Break
- ID Badges (**Exclusive**) **SOLD**

EXHIBIT BOOTH SPACE ONLY - \$550

Total Due: \$ _____

Company Description: Email your company description to staff@iowadefensescounsel.org. Descriptions are 50 words or less. Only email submissions will be accepted.

METHOD OF PAYMENT

Payment must accompany Exhibitor Agreement to reserve space or sponsorship.

Payment signifies you agree with the IDCA Exhibitor Rules & Regulations.

Check Visa MasterCard AMEX

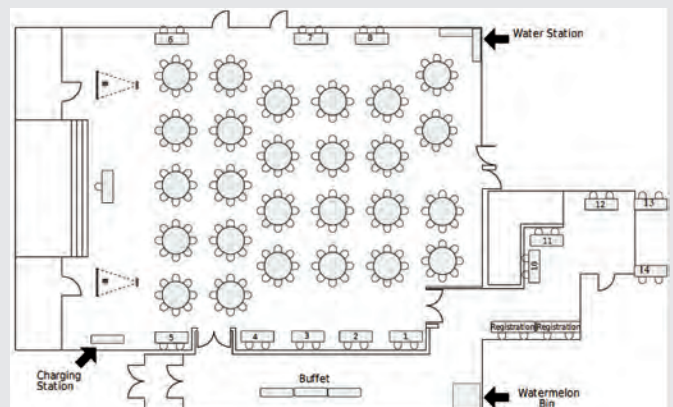
Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Return to: Iowa Defense Counsel Association
1255 SW Prairie Trail Parkway
Ankeny, IA 50023
Fax: (515) 334-1164



IDCA ADVERTISING RATE CARD & CONTRACT

Defense Update is published quarterly and distributed electronically. *Defense Update* is read by IDCA members, Iowa's judges and magistrates, and law students.

Advertiser: _____ **Contact:** _____

Address: _____ **City/State/Zip:** _____

Phone: _____ **Email:** _____

DEADLINES – CHECK WHICH ISSUE YOU WOULD LIKE

Spring 2017

Space Deadline: April 15, 2017
Issue Date: May 15, 2017

Summer 2017

Space Deadline: July 15, 2017
Issue Date: August 15, 2017

Fall 2017

Space Deadline: October 15, 2017
Issue Date: November 15, 2017

Winter 2018

Space Deadline: January 15, 2018
Issue Date: February 15, 2018

ELECTRONIC ART SPECIFICATIONS

- Adobe Photoshop, CS4, Adobe Illustrator CS4 & InDesign CS4
- Macintosh format, PDF, high-res converted to CMYK
- Include all fonts and graphics even if they are embedded.
- We are unable to accept Microsoft Publisher, PowerPoint, and Word formats. The re-design rate to convert files to accepted format is \$200 per hour.
- Ad design services not available.

Ad Size	1X	2X (10% discount)	3X (15% discount)	4X (25% discount)
Full Page 7.5" x 10"	\$200	\$360	\$510	\$600
1/2 page 7.5" x 4.875"	\$125	\$225	\$315	\$375
1/3 page 7.5" x 3.25"	\$100	\$180	\$255	\$300
1/4 page 4.125"x5.625"	\$75	\$135	\$190	\$225

AD SALES

Heather Tamminga, CAE
Phone: (515) 244-2847

Check Visa MasterCard AMEX

Card Number: _____ **Expiration Date:** _____

Name on Card: _____ **Signature:** _____

Return to: Iowa Defense Counsel Association
1255 SW Prairie Trail Parkway
Ankeny, IA 50023
Fax: (515) 334-1164

Payment must accompany advertising contract to reserve space.

IDCA SPONSOR OPPORTUNITIES

ANNUAL MEETING & SEMINAR

All sponsorship opportunities are open to multiple sponsors unless marked **Exclusive**.

Platinum - \$5,000

Thursday Evening Networking Reception at the Des Moines Art Center

Benefits include:

- One (1) complimentary booth space with two (2) company representatives.
- Two-minute elevator speech during the Thursday Morning Welcome.
- Attend the IDCA Board of Directors Dinner on Wednesday, September 13.
- One (1) full-page ad in IDCA's *Defense Update*, post-event issue.
- Logo and sponsor recognition in IDCA's *Defense Update*, post-event issue.
- Sign recognition throughout the Annual Meeting and at the Thursday Networking Reception.
- Company logo, website link and company description included on the event website.

Gold - \$2,500

Select One

- Networking Reception Transportation
- Thursday Annual Business Meeting Lunch
- National Speaker

Benefits include:

- One (1) complimentary booth space with two (2) company representatives located inside the general session meeting room.
- Two-minute elevator speech during event (date/time to be determined).
- Verbal acknowledgment during the Thursday Annual Business Meeting Lunch.
- One (1) half-page ad in IDCA's *Defense Update*, post-event issue.
- Logo and sponsor recognition in IDCA's *Defense Update*, post-event issue.
- Sign recognition throughout the Annual Meeting and at specified event.
- Company logo, website link and company description included on the event website.

Silver - \$1,500

Select One

- Thursday Continental Breakfast
- Friday Continental Breakfast
- Wednesday Hospitality Room
- Thursday Hospitality Room
- Annual Meeting Event Website (**Exclusive**) **SOLD**
The Annual Meeting Event website makes it easy to have everything in one place for attendees all from their handheld device. Make your sponsorship more powerful by providing IDCA with your logo and creating a unique landing page for attendees.

Benefits include:

- One (1) complimentary booth space with two (2) company representatives located inside the general session meeting room.
- Verbal acknowledgment during the Thursday Annual Business Meeting Lunch.
- Sign recognition throughout the Annual Meeting and at specified event.
- Company logo, website link and company description included on the event website.
- Logo and sponsor recognition in IDCA's *Defense Update*, post-event issue.

Bronze - \$1,000

Select One

- Thursday Morning Networking Break
- Thursday Afternoon Networking Break
- Friday Morning Networking Break
- ID badges (**Exclusive**) **SOLD**
Logo imprinted badges will keep your company at the forefront throughout the meeting.

Benefits include:

- One (1) complimentary booth space with two (2) company representatives located inside the general session meeting room.
- Verbal acknowledgment during the Thursday Annual Business Meeting Lunch.
- Sign recognition throughout the Annual Meeting and at specified event.
- Company logo, website link and company description included on the event website.
- Logo and sponsor recognition in IDCA's *Defense Update*, post-event issue.



IOWA
DEFENSE
COUNSEL
ASSOCIATION

Iowa Defense Counsel Association
1255 SW Prairie Trail Parkway
Ankeny, IA 50023-7068