



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



2019

55th IDCA Annual Meeting & Seminar
SEPTEMBER 12-13, 2019

Embassy Suites by Hilton Des Moines Downtown, Des Moines, Iowa



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2019 MARKETING KIT

ABOUT IDCA

IDCA members are more than 350 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. **IDCA's mission is to be the trusted professional voice for the defense of civil litigants.**

SPONSORSHIP AND ADVERTISING

IDCA offers several levels of participation through sponsorship at the Annual Meeting & Seminar and advertising in the quarterly newsletter, *Defense Update*. Simply,

1. Select your level of participation,
2. Complete the Marketing Order Form and
3. Return with payment.

Contact IDCA Meeting Planner Kristen Dearden with questions on these opportunities, meetings@iowadefensecounsel.org or (515) 334-1482.

WHY INVEST IN IDCA?

- Enhance your visibility by supporting IDCA throughout the year.
- Gain direct contact with key decision-makers; our Annual Meeting & Seminar creates a group eager to learn more about your products and services.
- Find a fit that is right for your company's message through a variety of sponsorship and advertising opportunities.

INVESTMENT REACH

- On average, more than 200 lawyers and claims professionals attend the IDCA Annual Meeting & Seminar.
- All attendees are actively engaged in the practice of law or work relating to the handling of claims and the defense of legal actions.
- *Defense Update* is distributed to over 1,500 influencers including IDCA members, Iowa's judges and magistrates, and law students and faculty at the University of Iowa College of Law and Drake University Law School.

DEFENSE UPDATE ADVERTISING

Rates

Defense Update is published quarterly and distributed electronically. A hyperlink to the company's website is included with the ad.

Full Page: \$150/issue

Half Page: \$75/issue

Ad Specs

Full Page: 7.5" x 10"

Half Page: 7.5" x 4.875"

Artwork must be sent as high-resolution PDF files, Adobe Photoshop, CS4, Adobe Illustrator CS4 or InDesign CS4. Ads submitted that do not meet specifications will not be accepted.



ANNUAL MEETING & SEMINAR

SCHEDULE

The schedule is subject to change. Exhibitors are invited to all published IDCA events September 11–13. Exhibits are open all day and are located inside the general session meeting room and in the foyer. **See floor plan below and mark your booth preferences on the Marketing Order Form.**

Wednesday, September 11

2:00–6:00 p.m. Exhibitor Set-Up
6:00–8:00 p.m. Welcoming Reception
8:00 p.m. Hospitality Suite

Thursday, September 12

7:00 a.m. Exhibits Open
7:00 a.m.–5:00 p.m. CLE Sessions/Networking Breaks and Lunch/Exhibits Open
5:00–7:00 p.m. Thursday Evening Networking Reception (offsite at The Iowa Tap Room)

Friday, September 13

7:00 a.m. Exhibits Open
7:00 a.m.–12:00 p.m. CLE Sessions/Networking Breaks/ Exhibits Open
12:00 p.m. Exhibitor Tear-Down

HOTEL INFORMATION

Embassy Suites by Hilton Des Moines Downtown
101 East Locus Street • Des Moines, IA 50309

Room Rates

\$169/night plus tax. Rate includes two-room suite, complimentary drinks each evening and free made-to-order breakfast to start the day. Parking is additional. A city parking garage is scheduled to open across the street from the hotel (402 E. 2nd St.) with fees estimated at \$11/day. Valet parking available for \$23/day.

Reserve Online:

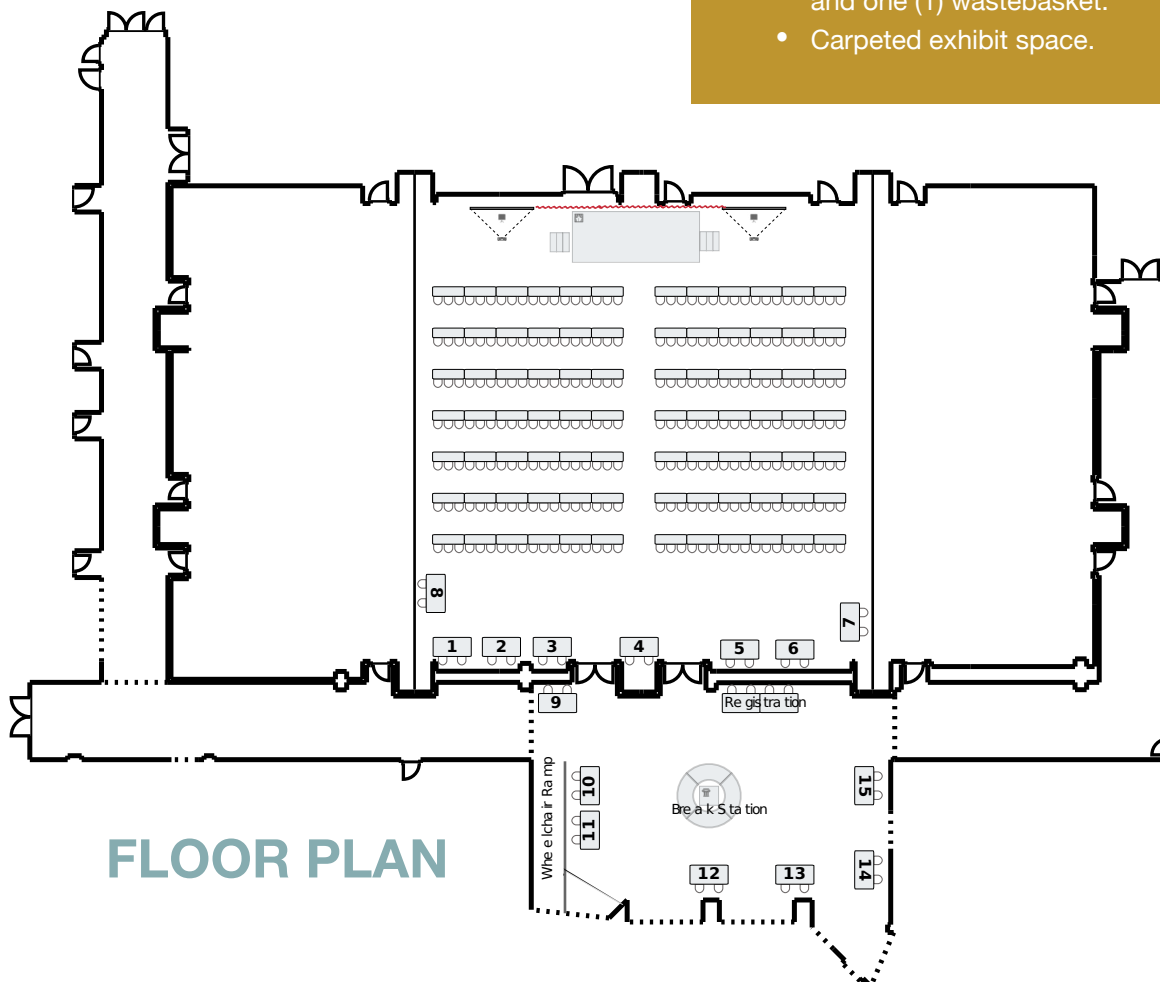
<http://group.embassysuites.com/idcaannualmeeting>

Reserve by Phone: 1-800-EMBASSY and ask for the IDCA Annual Meeting (or IDCA) room rate.

BOOTH SPACE

Sponsorship levels (Diamond – Bronze) include, at a minimum, one (1) complimentary booth space with two (2) complimentary company representatives. Booth spaces may not be purchased separate of sponsorships.

- One (1) six-foot (6 ft.) skirted table, two (2) chairs and one (1) wastebasket.
- Carpeted exhibit space.



FLOOR PLAN

SPONSORSHIP PACKAGES

SPONSORSHIP LEVELS (Diamond – Bronze) INCLUDE:

- One (1) complimentary booth space with two (2) company representatives.
- Admission to all education programs, networking events and Hospitality Room. CLE for those who qualify.
- Logo, link to company's website and company description on the Annual Meeting & Seminar event website.
- Signage at the event.
- Special mention from the podium during the Thursday Morning Welcome and Awards and Annual Meeting program.
- Logo included in event slideshow, plays on-screen in meeting rooms during event.
- Recognition in the Fall 2019 issue of *Defense Update*.
- Attendee list sent as an Excel spreadsheet.

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

DIAMOND SPONSOR - \$7,500

Thursday Evening Networking Reception at The Iowa Tap Room

All sponsorship benefits listed above plus:

- An additional two (2) company representatives.
- Two-minute elevator speech during the Thursday Morning Welcome.
- Welcome attendees at the Thursday Evening Networking Reception.
- Signage at the Thursday Evening Networking Reception.
- Two (2) full page ads in *Defense Update*, Summer (pre-event) and Fall (post-event) 2019 issues.
- Author one (1) educational article for the *Defense Update*. (Publication dates subject to Board of Editors approval.)

PLATINUM SPONSOR - \$5,000

Thursday Networking Lunch

All sponsorship benefits listed above plus:

- An additional one (1) company representative.
- Two-minute elevator speech during the Awards and Annual Business Meeting, held prior to the Thursday Networking Lunch.
- Signage at the Thursday Networking Lunch.
- Option to set out promotional items at each place setting at the Thursday Networking Lunch. (Items purchased and supplied by the sponsor.)
- One (1) full page ad in *Defense Update*, Fall 2019 issue (post-event).

CRYSTAL - \$3,500

Wednesday's Welcoming Reception

All sponsorship benefits listed above plus:

- An additional one (1) company representative.
- Two-minute elevator speech during the Welcoming Reception, held Wednesday night.
- Signage at the Welcoming Reception.
- One (1) full page ad in *Defense Update*, Fall 2019 issue (post-event).

GOLD SPONSOR - \$2,500

Keynote Speaker

New Lawyers Breakout Sessions

All sponsorship benefits listed above plus:

- Two-minute elevator speech during the event (date/time to be determined).
- Introduction of keynote speaker or welcome to breakout sessions.
- Signage at specified event.
- One (1) half-page ad in *Defense Update* Fall 2019 issue (post-event).

SILVER SPONSOR - \$1,500

All sponsorship benefits listed above plus signage at specified event.

- **Annual Meeting Event Website** (Exclusive)
The event website is dedicated to all Annual Meeting details, including handouts. Company logo, link to website and description is included on the event website homepage.
- **ID Badges** (Exclusive)
Company logo imprinted on name badges.

BRONZE SPONSOR - \$1,000

All sponsorship benefits listed above plus signage at specified event.

- Thursday Morning Coffee Station
- Thursday Afternoon Coffee Station
- Friday Morning Coffee Station
- Thursday Audio-Visual Sponsor
- Friday Audio-Visual Sponsor

FIRM SPONSORSHIP - \$500—and up

- Logo, link to company's website and company description on the Annual Meeting & Seminar event website.
- Signage at the Annual Meeting & Seminar.
- Logo included in event slideshow, plays on-screen in meeting rooms during event.
- Recognition (by firm's logo) in the Fall 2019 issue of the *Defense Update*.
- Attendee list sent as an Excel spreadsheet.

IDCA MARKETING - ORDER FORM - 2019



Company Name _____ Key Contact Person _____

Email _____ Phone _____ Website _____

Address _____ City _____ State _____ Zip _____

ADVERTISING OPPORTUNITIES (Select the issue dates and ads size.)

AD SIZE

- Full-Page (\$150/issue)
- Half-Page (\$75/issue)

ISSUE DATES

- Spring 2019
- Summer 2019
- Fall 2019
- Winter 2020

Advertising Total Amount Due: \$ _____

ANNUAL MEETING & SEMINAR SPONSORSHIPS

- DIAMOND SPONSOR** - \$7,500
- PLATINUM SPONSOR** - \$5,000
- CRYSTAL SPONSOR** - \$3,500
- GOLD SPONSOR** - \$2,500 *Check one*
 - Keynote Speaker
 - New Lawyers Breakout Sessions
- SILVER SPONSOR** - \$1,500 *Check one*
 - Annual Meeting Event Website *(Exclusive)*
 - ID Badges *(Exclusive)*
 - Wednesday Evening Hospitality Room
- BRONZE SPONSOR** - \$1,000 *Check one*
 - Thursday Morning Coffee Station
 - Thursday Afternoon Coffee Station
 - Friday Morning Coffee Station
 - Thursday Audio-Visual Sponsor
 - Friday Audio-Visual Sponsor
- FIRM SPONSOR** - \$500

Sponsorship
Total Amount Due: \$ _____

COMPANY LOGO AND DESCRIPTION

Email your company logo (high-res .jpg) and company description (50 words or less) to Meetings@iowadefensecounsel.org.

BOOTH PREFERENCE 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____

Booth placements are assigned on a first-come, first-serve basis.

COMPANY REPRESENTATIVES ATTENDING EVENT:

Included in Sponsorship _____ Email _____

Included in Sponsorship _____ Email _____

Included in Diamond/Platinum Sponsorship _____ Email _____

Included in Diamond Sponsorship _____ Email _____

METHOD OF PAYMENT

Payment must accompany Marketing Order Form to reserve advertising or sponsorship. Total Amount Due: \$ _____

- Check
- Visa
- MasterCard
- AMEX

Card Number _____ Expiration Date _____ CVV _____

Name On Card _____

RETURN TO:

Iowa Defense Counsel Association
1255 SW Prairie Trail Parkway • Ankeny, IA 50023
Fax: (515) 334-1483

Questions addressed to:

meetings@iowadefensecounsel.org or (515) 334-1482
Do NOT email payment; this is not a secure way to transmit credit card information. IDCA is not responsible for credit card security if transactions are emailed to the Association.