



# 2018

IDCA Annual Meeting & Seminar  
**SEPTEMBER 13-14, 2018**

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

2018 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 Executive Director Heather Tamminga with questions on these opportunities, (515) 244-2847 or [staff@iowadefensecounsel.org](mailto:staff@iowadefensecounsel.org).

## 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.

Photo Credit: Courtesy of Catch Des Moines. Cover photo, Shattering Silence, is a sculpture adjacent to Iowa's Judicial Building. It commemorates the 170th anniversary of a landmark Iowa Territorial Supreme Court ruling. <https://dsmpublicartfoundation.org/public-artwork/shattering-silence/> The adjacent photo is of Des Moines' Historic East Village, home of our host hotel. <https://eastvillagedesmoines.com/>

## DEFENSE UPDATE ADVERTISING

### Rates

*Defense Update* is published quarterly and distributed electronically with an open rate of 50 percent among the IDCA membership. 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 on September 13–14. 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 12

2:00–7:00 p.m. Exhibitor Set-Up  
8:00 p.m. Hospitality Suite

### Thursday, September 13

7:00 a.m.–5:00 p.m. Exhibits Open/CLE Sessions  
Networking Breaks and Lunch  
5:00 p.m. Thursday Evening Networking  
Reception  
8:30 p.m. Hospitality Suite

### Friday, September 14

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

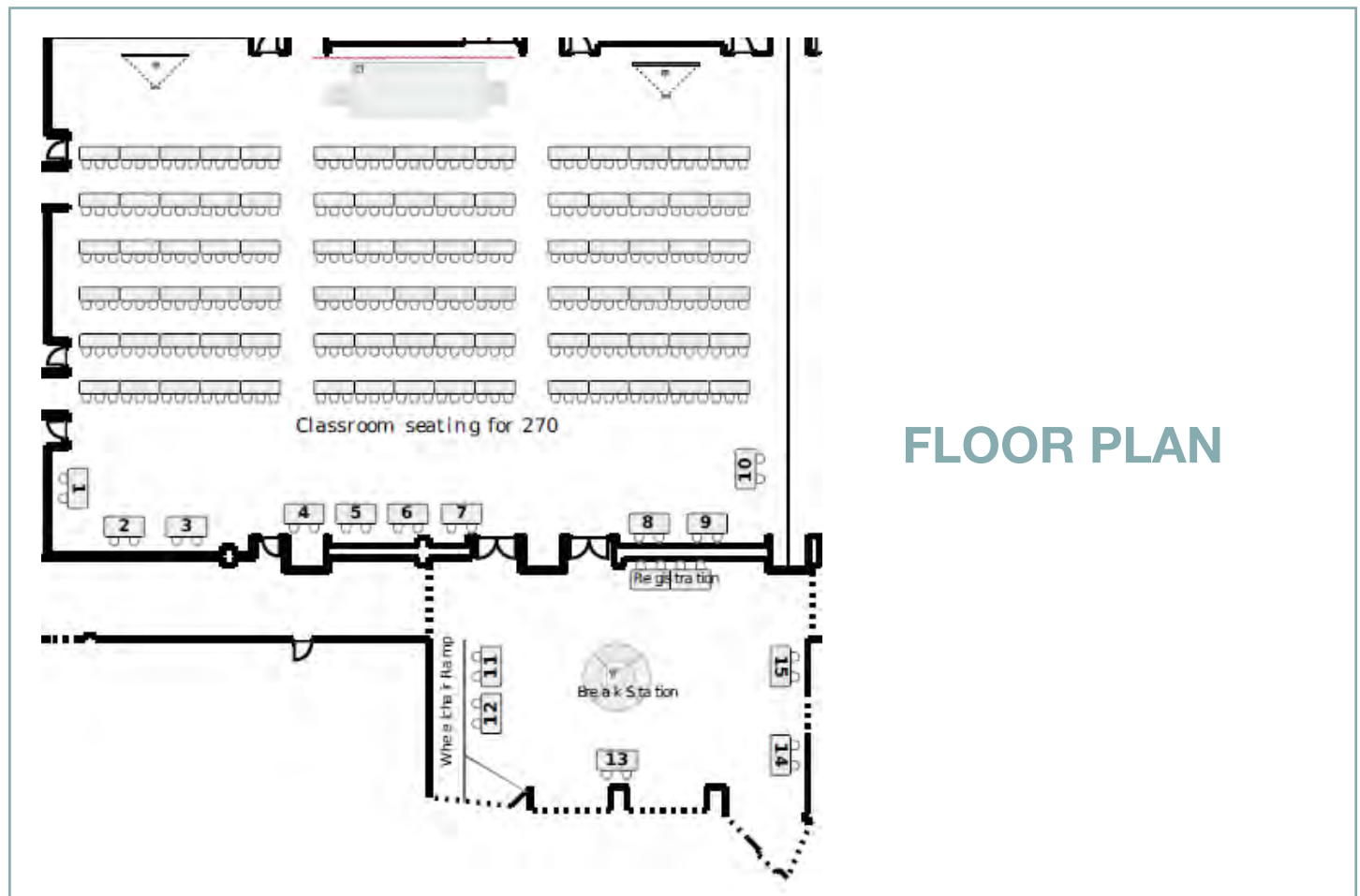
\$169/night plus tax. Rate includes two-room suite, complimentary drinks each evening and free made-to-order breakfast to start the day. Parking is additional. There is a city-owned parking lot across the street from the hotel. The cost is \$1/hour up to 10 hours or \$10/day. Valet parking is available for \$23/day.

### Reserve Online:

<http://group.embassysuites.com/IDCA-AnnualMeeting>

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

**The cut-off date for the IDCA room block is August 20, 2018.**





# SPONSORSHIP PACKAGES

## ALL SPONSORSHIP LEVELS INCLUDE:

- One (1) six-foot (6 ft.) skirted table, two (2) chairs and one (1) wastebasket in a carpeted space.
- 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 2018 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

All sponsorship benefits 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.
- Invitation to attend the IDCA Board of Directors dinner on Wednesday, September 12.
- Two (2) full page ads in *Defense Update* Summer (pre-event) and Fall (post-event) 2018 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 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.)
- Invitation to attend the IDCA Board of Directors dinner on Wednesday, September 12.
- One (1) full page ad in *Defense Update* Fall 2018 issue (post-event).

## GOLD SPONSOR - \$2,500

Keynote Speaker (Exclusive)

New Lawyers Breakout Sessions

Women in Law Breakout Sessions

All sponsorship benefits plus:

- Two-minute elevator speech during the event (date/time to be determined).
- Introduction of keynote speaker or welcome attendees to breakout sessions.
- Signage at specified event.
- One (1) half-page ad in *Defense Update* Fall 2018 issue (post-event).

## SILVER SPONSOR - \$1,500

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.

Wednesday Evening Hospitality Room\*

Thursday Evening Hospitality Room\*

*\*All sponsorship benefits plus signage at specified event.*

## BRONZE SPONSOR - \$1,000

Thursday Morning Coffee Station

Thursday Afternoon Coffee Station

Friday Morning Coffee Station

Thursday Audio-Visual Sponsor

Friday Audio-Visual Sponsor

*All sponsorship benefits plus signage at specified event.*

# IDCA MARKETING - ORDER FORM - 2018



Company Name \_\_\_\_\_ Key Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

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 2018
- Summer 2018
- Fall 2018
- Winter 2019

Advertising Total Amount Due: \$ \_\_\_\_\_

## ANNUAL MEETING & SEMINAR SPONSORSHIPS

- DIAMOND SPONSOR** - \$7,500
- PLATINUM SPONSOR** - \$5,000
- GOLD SPONSOR** - \$2,500 *Check one*
  - Keynote Speaker (*Exclusive*)
  - New Lawyers Breakout Sessions
  - Women in Law Breakout Sessions
- SILVER SPONSOR** - \$1,500 *Check one*
  - Annual Meeting Event Website (*Exclusive*)
  - ID Badges (*Exclusive*)
  - Wednesday Evening Hospitality Room
  - Thursday 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

### Sponsorship

Total Amount Due: \$ \_\_\_\_\_

### Advertising

### & Sponsorship

Total Amount Due: \$ \_\_\_\_\_

## COMPANY LOGO AND DESCRIPTION

Email your company logo (high-res .jpg) and company description (50 words or less) to [staff@iowadefensecounsel.org](mailto:staff@iowadefensecounsel.org).

BOOTH PREFERENCE 1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_

## 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.

- Check
- Visa
- MasterCard
- AMEX

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Name On Card \_\_\_\_\_

## RETURN COMPLETED FORM AND ACCOMPANYING PAYMENT TO:

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

### Questions addressed to:

[staff@iowadefensecounsel.org](mailto:staff@iowadefensecounsel.org) or (515) 244-2847

**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.**



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

# 2018

IDCA Annual Meeting & Seminar  
**SEPTEMBER 13-14, 2018**

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