

2021 Partnership Opportunities

Promote your brand to IDCA members throughout the year.

IDCA 2021 EVENTS

IDCA 57th Annual Meeting & Seminar

September 16–17, 2021

Embassy Suites by Hilton Des Moines Downtown

101 E Locust St., Des Moines, IA 50309

IDCA Deposition Bootcamp

October 2021

Date and location TBA.

VALUE OF PARTNERSHIP



Exclusive access to 300 members actively engaged in the practice of law and the defense of legal actions.



Over 180 attend the IDCA Annual Meeting & Seminar.



1,500 influencers read *Defense Update* including members, Iowa's judges and magistrates, and law students and faculty at the University of Iowa College of Law and Drake University Law School

ANNUAL PARTNERSHIP

ANNUAL PARTNERSHIP - \$7,500

PARTNERSHIP RECOGNITION THROUGHOUT 2021, INCLUDING:

- Listed on the IDCA website (logo and link) as an Annual Partner for 12 months.
- Recognized as an Annual Partner in four *Defense Update* issues.
- Four (4) full page ads in *Defense Update*.
- Access to the IDCA membership list, provided by IDCA one-time in Excel.
- Two (2) emails to members on behalf of the partnering company.

ANNUAL MEETING & SEMINAR BENEFITS

All Partnership Benefits plus:

- Attend the IDCA Board Reception on September 15.
- Priority selection of table-top exhibit space.
- Two-minute elevator speech during the Thursday morning welcome and Friday morning break.

DEPOSITION BOOTCAMP BENEFITS

- Signage at the IDCA Deposition Bootcamp.
- Logo placement and link to company's website on the registration page and in event email marketing campaign.
- Access to a downloadable attendee list in Excel.
- Swag bag items for IDCA Deposition Bootcamp attendees. (Items purchased and supplied by the sponsor and shipped to IDCA for distribution.)

IN PERSON EVENTS

Events in 2021 will be held in person. IDCA will follow CDC, state and local guidelines related to communicable diseases such as COVID-19. IDCA will continue to assess, based on current conditions, whether to significantly reduce the number of attendees, shift to a virtual format or postpone events.

VIRTUAL ALTERNATIVES OR POSTPONEMENT

VIRTUAL ALTERNATIVES:

In the event the IDCA Annual Meeting & Seminar is compelled to offer a virtual event in place of a live event, or that a forced reduction in attendance dictates an added virtual component, no refunds will be issued. However, IDCA will work with each sponsor to ensure proper exposure before, during and after the event to honor the partnership.

POSTPONEMENT:

In the event the IDCA Annual Meeting & Seminar is postponed for any reason, all fees associated with the event will be transferred to the new dates. If you are not available on the new dates a full refund for partnership fees will be issued.

ANNUAL MEETING & SEMINAR PARTNERSHIPS

All partnership packages are open to multiple sponsors unless marked "Exclusive."

ALL PARTNERSHIP LEVELS INCLUDE:

- One (1) complimentary table-top exhibit space with two (2) company representatives at the Annual Meeting & Seminar. Includes one (1) 6' skirted table, two (2) chairs and one (1) wastebasket in a carpeted space.
- Admission to published education programs and networking events held during the Annual Meeting & Seminar. CLE for those who qualify.
- Logo placement, link to company's website and company description on the Annual Meeting & Seminar event website.
- Logo placement and link to company's website in event email marketing campaign.
- Signage at event.
- Podium recognition throughout the event.
- Logo placement on screen in the general session room during breaks.
- Recognition in the Fall 2021 issue of *Defense Update*.
- Access to a downloadable, real-time attendee list in Excel.

PLATINUM PARTNERSHIP \$5,000	CRYSTAL PARTNERSHIP \$3,500	MOST POPULAR GOLD PARTNERSHIP \$2,500	EXCLUSIVE OPTIONS SILVER PARTNERSHIP \$1,500	BRONZE PARTNERSHIP \$1,000
Thursday Networking Reception Two-minute elevator speech during the Thursday morning welcome. Welcome attendees at the Networking Reception. Signage at the Networking Reception. Two (2) full page ads in <i>Defense Update</i> .	Thursday Membership Lunch Two-minute elevator speech prior to the Thursday lunch. Signage at the Thursday Membership Lunch. Two (2) half-page ads in <i>Defense Update</i> .	Keynote Speaker Session Sponsor Reception Transportation Two-minute elevator speech during the specified activity. Signage at the sponsored activity. One (1) half-page ad in <i>Defense Update</i> .	Exclusive Annual Meeting & Seminar Event Website Logo placement and link to company's website prominently on event website. Exclusive Name Badge Lanyards Company logo on badge lanyards. Health Safety (multiple) Sponsor of hand sanitation stations and IDCA masks for all attendees.	Thursday Coffee Stations Friday Coffee Stations Thursday Audio-Visual Friday Audio-Visual

IDCA ANNUAL MEETING & SEMINAR SCHEDULE

WEDNESDAY, SEPTEMBER 15, 2021
 3:00–5:00 p.m.: Exhibitor Set-Up

THURSDAY, SEPTEMBER 16, 2021
 7:00 a.m.–5:00 p.m.: Exhibits Open/CLE Sessions/Networking Breaks/Lunch
 Thursday Networking Reception held off-site.

FRIDAY, SEPTEMBER 17, 2021
 7:00 a.m.–12:00 p.m.: Exhibits Open/CLE Sessions/Networking Breaks
 Exhibitor Tear-Down after program ends.

PARTNERSHIP REGISTRATION FORM

Commitment deadline: August 20, 2021. Partnerships after August 20, 2021, are not guaranteed to be listed on event signage.

Company: _____

Key Contact Person: _____

Email: _____

Phone: _____

Address: _____

City/State/Zip: _____

Website: _____

OPPORTUNITIES

Annual Partnership: \$7,500

ANNUAL MEETING & SEMINAR PARTNERSHIPS

Platinum Partnership: \$5,000

Crystal Partnership: \$3,500

Gold Partnership: \$2,500 (check one)

- Keynote Speaker
- Session Sponsor
- Reception Transportation

Silver Partnership: \$1,500 (check one)

- Annual Meeting & Seminar Event Website—Exclusive
- Name Badge Lanyards—Exclusive
- Health Safety

Bronze Partnership: \$1,000 (check one)

- Thursday Coffee Stations
- Friday Coffee Stations
- Thursday Audio-Visual
- Friday Audio-Visual

PAYMENT

TOTAL PAYMENT: _____

Payment must be received in full to start partnership benefits.

Check (Pay to the order of IDCA.)

Credit Card #: _____ Exp. Date: _____ CVV: _____

Name on Card: _____

Signature: _____

Do NOT email payment. This is not a secure method to transmit credit card information. IDCA is not responsible for credit card security if information is emailed to the association.

Return To: Heather Tamminga, Iowa Defense Counsel Association, 1255 SW Prairie Trail Parkway, Ankeny, IA 50023

Questions: Heather Tamminga, staff@iowadefensecounsel.org or (515) 334-1064

DEFENSE UPDATE ADVERTISING

- Full Page** (7.5" x 9.25"): \$200/issue Total Issues: ____
- Half Page** (7.5" x 4.5"): \$100/issue Total Issues: ____
- ¼ Page** (3.625" x 4.5"): \$50/issue Total Issues: ____

IDCA staff will contact you for issue selection.

COMPANY REPRESENTATIVE

#1 Name: _____

#1 Email: _____

#2 Name: _____

#2 Email: _____

COMPANY LOGO AND DESCRIPTION

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

BOOTH SELECTION

IDCA staff will contact partners for booth selection in Summer 2021.