



IOWA
DEFENSE
COUNSEL
ASSOCIATION

*Sponsorship
and Advertising
Opportunities*

Marketing Kit

2020



Iowa Defense Counsel Association, 1255 SW Prairie Trail Pkwy Ankeny, IA 50023
515-244-2847 | iowadefensecounsel.org

About IDCA

IDCA members are more than 325 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
Form must accompany payment.

Contact IDCA Event Management Professional 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, approximately 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.

Sponsorship Levels

DIAMOND SPONSOR—\$7,500

Thursday Evening Networking Reception

All basic benefits plus:

- ▶ Two (2) additional company representatives
- ▶ Two-minute elevator speech during the Thursday Morning Welcome
- ▶ Welcome attendees by company representatives 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) 2020 issues
- ▶ Author one (1) educational article for the *Defense Update* (Publication dates subject to Board of Editors approval)

PLATINUM SPONSOR—\$5,000

Annual Business Meeting Luncheon

All basic benefits plus:

- ▶ One (1) additional company representative
- ▶ Two-minute elevator speech during the Annual Business Meeting Luncheon
- ▶ Signage at the Annual Business Meeting Luncheon
- ▶ Option to set out promotional items at each place setting at the Annual Business Meeting Luncheon (Items purchased and supplied by the sponsor)
- ▶ One (1) full page ad in *Defense Update*, Fall 2020 issue (post-event)

CRYSTAL—\$3,500

Wednesday's Welcoming Reception

All basic benefits plus:

- ▶ One (1) company representative
- ▶ Two-minute elevator speech during Wednesday's Welcoming Reception
- ▶ Signage at Wednesday's Welcoming Reception
- ▶ One (1) full page ad in *Defense Update*, Fall 2020 issue (post-event).

GOLD SPONSOR - \$2,500

Keynote Speaker or Session Sponsor

All basic benefits plus:

- ▶ Two-minute elevator speech during the specified session (date/time of session to be determined)
- ▶ Signage at specified session
- ▶ One (1) half-page ad in *Defense Update* Fall 2020 issue (post-event).

SILVER SPONSOR—\$1,500

All basic benefits plus:

- ▶ Additional company exposure through (choose one on form):
- ▶ 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 or lanyards
- ▶ Hospitality Suite

BRONZE SPONSOR—\$1,000

All basic benefits plus additional signage at specified event (choose one on form):

- ▶ 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

Benefits include:

- ▶ Company name on the Annual Meeting & Seminar event website
- ▶ Signage at the Annual Meeting & Seminar listing company name
- ▶ Company name included in event slideshow, plays on-screen in general session room
- ▶ Recognition by company name in the Fall 2020 issue of the *Defense Update* (post event)
- ▶ Attendee list sent as an Excel spreadsheet

DEFENSE UPDATE ADVERTISING

Rates

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

Ad Specs

- ▶ Full Page: \$150/issue
- ▶ Full Page: 7.5" x 10"
- ▶ Half Page: \$75/issue
- ▶ 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.

Exhibit Schedule At IDCA's 2020 Annual Meeting & Seminar

IDCA's 56th ANNUAL MEETING & SEMINAR
September 16-18, 2020

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

The schedule is subject to change. Exhibitors are invited to all published IDCA events September 16-18. Exhibits are open all day and are located inside the general session meeting room and in the foyer. See floor plan and mark your booth preferences on the Marketing Order Form. All preferences will be considered and will be assigned on a first come/first serve basis.

Wednesday, September 16

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 17

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

Friday, September 18

7:00 a.m. Exhibits Open
7:00 a.m.-12:00 p.m. CLE Sessions/Networking Break/ 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

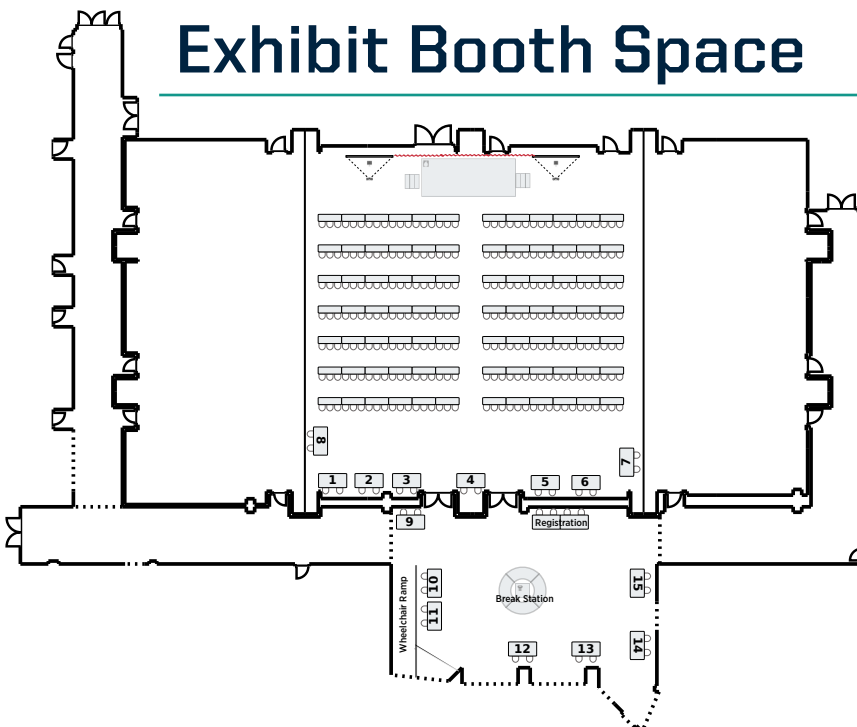
\$169/night plus tax. Rate includes two-room suite, complimentary WIFI in guest suites and free made-to-order breakfast to start the day. Parking is additional. A city parking garage is located across the street from the hotel (402 E. 2nd St.) with fees estimated at \$11/day. Hotel valet parking available for \$25 + tax/day.

[Reserve Online Lodging
Click Here](#)

Reserve Lodging by Phone:

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

Exhibit Booth Space



For sponsorship levels (Diamond-Bronze), exhibit space includes one (1) six-foot (6 ft.) skirted table, two (2) chairs and one (1) wastebasket. All exhibit booth spaces are carpeted. Booth spaces may not be purchased separate of sponsorships.

Sponsorship Basic Benefits (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 Annual Meeting Luncheon
- ▶ Logo included in conference slideshow, plays on-screen in general session room
- ▶ Recognition in the Fall 2020 issue of *Defense Update*
- ▶ Attendee list sent as an Excel spreadsheet

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



Sponsorship and Advertising Opportunities

Company Name _____

Key Contact Person _____

Email _____ Phone _____

Address _____ Co. Website _____

City, State, Zip _____

Sponsorship & Advertising Opportunities

IDCA Annual Meeting & Seminar Sponsorships:

- Diamond Sponsor\$7,500
- Platinum Sponsor\$5,000
- Crystal Sponsor\$3,500
- Gold Sponsor\$2,500
- Silver Sponsor \$1,500 (check one)
 - Annual Meeting Event Website (exclusive)
 - ID Badges (exclusive)
 - Hospitality Suite (both nights)
- 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 and Up
- \$ _____ (list amount)

Sponsorship Total \$ _____

Ad Size *Select the ad size and issue dates*

- Full-Page**.....\$150/per issue
- Winter 2020 Spring 2020 Summer 2020 Fall 2020
- Half-Page**.....\$75/per issue
- Winter 2020 Spring 2020 Summer 2020 Fall 2020

Advertising Total \$ _____

Total Amount Due: \$ _____

Exhibit Preferences

Exhibit Booth Preference: *Reference number on exhibit map layout.* **1st choice #** _____ **2nd choice #** _____ **3rd choice #** _____

Company Representatives

First 2 complimentary under basic benefits for Diamond—Bronze; 3rd under Diamond/Platinum; and 4th Diamond only:

#1 Name _____ Email _____

#2 Name _____ Email _____

#3 Name _____ Email _____

#4 Name _____ Email _____

Company Logo and Description:

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

Payment

Payment must be received and accompanied with order form to secure and start benefits of advertising and/or sponsorships.

Check _____ Pay to the order of **IDCA**. Please include this form with the payment.

Credit Card: VISA _____ MasterCard _____ American Express _____

Credit Card # _____ Exp. Date _____ CVV _____

Name on Card _____ Signature _____

Address (if different than above) _____

*Do NOT email payment as 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. Call in card information to Kristen Dearden, 515-334-1482.

Return To:

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

Questions:

Kristen Dearden, Event Management Professional
meetings@iowadefensecounsel.org or 515-334-1482