



# North Carolina Association of Defense Attorneys

THE RIGHT AFFILIATION. THE RIGHT RESOURCES. THE RIGHT REASONS.

## Sponsorship & Exhibitor Opportunities 2010

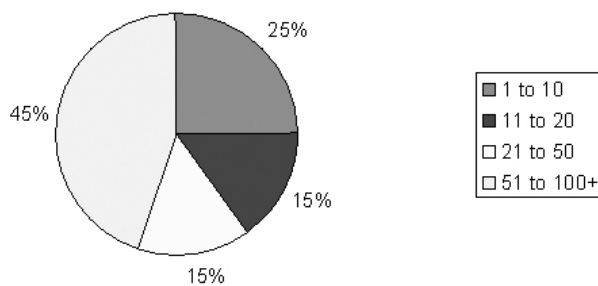
### Who We Are

The North Carolina Association of Defense Attorneys is the resource for educational opportunities, networking, and information sharing for civil defense trial attorneys and paralegals in the state. The NCADA is the sole organization in North Carolina exclusively devoted to meeting these needs.

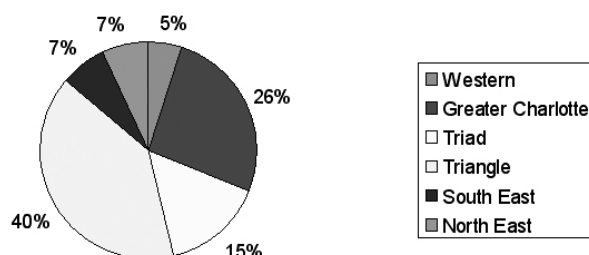
Established in 1977, the NCADA's charter membership included 136 attorneys. Today, our membership totals over 1,000 individual members whose practices range from general liability, workers' compensation and medical malpractice defense to product liability, commercial litigation, labor & employment, construction, and local government law.

Keeping stride with the new dynamics of defense practice, the NCADA provides a voice for defense counsel through its publications, dealings with the judiciary, public positions on matters of interest, and participation in a variety of events connected with the bench, the bar and the business community.

**Members by Firm Size**



**Members by Region**



### Why Partner with the NCADA?

In today's fast paced and busy work environments making personal connections with potential clients is hard. Partnering with the NCADA provides you access and valuable networking with top litigators from across North Carolina in a less formal yet professional environment.

### Advantages

- **Showcase** your company – sponsor networking functions such as a cocktail reception or breakfast;
- **Communicate** who you are and what you do – display your corporate literature, services and products at the event;
- **Broaden** your marketing mix – complement your advertising dollars and get deeper market penetration;
- **Build** your brand recognition – maximize your exposure in easy-to-find vendor display areas;
- **Connect** with current clients and attract prospects – network in an informal environment;
- **Develop** business – one-time use of the pre- and post-event attendee list to introduce your company and continue the dialogue after the conference.

Whether it is speaking with NCADA members at your display area or at a networking function, or increasing your company's visibility through strategic logo placement and signage, our sponsor and exhibit benefits bring you closer to the prospect you most want to reach.

### Our Mission

The North Carolina Association of Defense Attorneys brings together civil trial attorneys to promote the exchange of information, ideas, and litigation techniques, and to strengthen the practice, improve the skills, and enhance the knowledge of lawyers defending individuals and businesses in North Carolina.

## Premier Sponsorship

An invitation to be the Premier Sponsor is an opportunity for your organization to provide a speaker who will be an integral part of the program at one of the NCADA's two largest educational and networking seminars, the Annual Meeting or the Fall Seminar. This opportunity, which will involve no less than 30 minutes on the program agenda, is available by invitation only. The speaker's presentation must be of educational value to the NCADA's members and the presentation topic must be related to an area of substantive law or practice consistent with the event's theme, which is determined in advance by the NCADA's leadership and will determine the Premier Sponsor invitation, if any, for that event. **Premier Sponsorship is \$10,000.**

### Benefits:

- Your Firm's Logo on hotel room keys;
- Recognition on Annual Meeting Brochure including Logo and identification on session topic of agenda;
- Recognition in e-mail announcements and follow-up e-mail recognizing sponsors after the program;
- Recognition by Logo placement with hyperlink on the NCADA's website for a 12-month time period;
- Recognition on on-site signage, the on-site brochure's schedule of events, and the next issue of *The Defender* following the meeting;
- Oral Acknowledgement at seminar;
- Pre-registration list (two weeks prior to seminar) and the on-site attendance roster on-site (non-electronic);
- Standard 6' exhibit table in premier area of exhibit area;
- Company contact information and a 25-word description distributed to attendees;
- Invitations to all evening events accompanied by an NCADA Board Member Liaison;
- Complimentary attendance for two to all program activities with NCADA members (golf, tennis, etc. are at individual's expense).

*For more information, please contact the NCADA.*

## Annual Meeting Sponsor Opportunities June 17-20, 2010 • Hilton Head Island, SC

Audience: 220-250 member attendees annually (and growing!);  
Three-day event

Event	Investment
Welcome Reception	\$ 5,000
Hospitality Suite (Thursday & Friday evenings)	\$ 1,500 per day
Program Materials (exclusive company logo and hyperlink on materials page link & intro e-mails)	\$ 5,000
Continental Breakfast (Friday & Saturday mornings)	\$ 1,500 per day
Refreshment Break (Friday & Saturday mid-mornings)	\$ 750 per day
Tennis Tournament	\$ 500
Beer Bash	\$ 3,000
Board & Faculty Reception (Friday)	\$ 1,500
5k beach race & 1k fun run	\$ 1,000
Golf Tournament	\$ 1,500
President's Reception (Saturday evening)	\$ 2,000
Closing Banquet	\$ 5,000
Dinner Wine	\$ 2,000
Rockin' DJ Dance Party	\$ 1,500

### Exhibitor Package

\$1,000 to exhibit at the NCADA's Annual Meeting on Friday and Saturday mornings program sessions. Benefits include:

- Standard 6' exhibit table;
- Recognition with hyperlink on the Annual Meeting page of the NCADA's website from time of commitment through end of June;
- Recognition on on-site signage, the on-site brochure's schedule of events, and the next issue of *The Defender* following the meeting;
- Pre-registration list (two weeks prior to seminar) and the on-site attendance roster on-site (non-electronic);
- Company contact information and a 25-word description distributed to attendees;
- Personal contact by NCADA Board member;
- Complimentary attendance for two to all non-ticketed events with NCADA members (golf, tennis, etc. are at individual's expense).

*See Benefits, top of next page*

## Annual Meeting Sponsor Opportunities Benefits:

- Standard 6' exhibit table in exhibit area for sponsorships of \$1,000 and above;
- Recognition in Annual Meeting Brochure including Logo (if received by deadline);
- Recognition by Logo placement with hyperlink on the Annual Meeting page of the NCADA's website from time of commitment through end of year;
- Recognition in e-mail announcements and follow-up e-mail recognizing sponsors after the program;
- Recognition on on-site signage, the on-site brochure's schedule of events, and the next issue of *The Defender* following the meeting;
- Oral Acknowledgement at seminar;
- Pre-registration list (two weeks prior to seminar) and the on-site attendance roster;
- Company contact information and a 25-word description distributed to attendees;
- Personal contact by NCADA Board member;
- Complimentary attendance for two to all program activities with NCADA members (golf, tennis, etc. are at individual's expense).

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## Fall Seminar Sponsor Opportunities October 1, 2010 – Greensboro, NC

Audience: 300–350 attorneys, paralegals & insurance claims representatives; one day event

In addition to an opportunity for a premier sponsor, the following sponsor opportunities are available:

Event	Investment
NCADA Board of Directors Dinner	\$ 2,000
Continental Breakfast (two available)	\$ 2,000
Mid-morning Refresh (two available)	\$ 1,000
Luncheon Sponsor (two available)	\$ 3,000
Afternoon Break (two available)	\$ 1,000
Program Materials	\$ 5,000

### Benefits:

- Standard 6' exhibit table in exhibit area for sponsorships;
- Recognition in Annual Meeting Brochure including Logo (if received by deadline);
- Recognition by Logo placement with hyperlink on the NCADA's website;
- Recognition in e-mail announcements and follow-up e-mail recognizing sponsors after the program;
- Recognition on on-site signage, the on-site brochure's schedule of events, and the next issue of *The Defender* following the meeting;
- Oral Acknowledgement at seminar;
- Pre-registration list (two weeks prior to seminar) and the on-site attendance roster;
- Company contact information and a 25-word description distributed to attendees;
- Personal contact by NCADA Board member;
- Complimentary attendance for two to program.

## Exhibitor Package

\$500 to exhibit at the NCADA's Fall Seminar.  
Benefits include:

- Standard 6' exhibit table;
- Recognition Fall Seminar page of the NCADA's website from time of commitment through end of September;
- Recognition on on-site signage, the on-site brochure, and the next issue of *The Defender* following the meeting;
- Pre-registration list (two weeks prior to seminar) and the on-site attendance roster;
- Company contact information and a 25-word description distributed to attendees;
- Personal contact by NCADA Board member;
- Invitation to join NCADA members and guests for lunch.

### Increase Your Exposure

Your company's logo can be featured and hyperlinked from each page of the NCADA's website. Only four online sponsorships may participate at any time, providing greater exposure of your company at any time.

Full Year subscription - \$ 5,000  
Monthly sponsorship - \$ 500/month  
(two-month minimum purchase; based on availability)

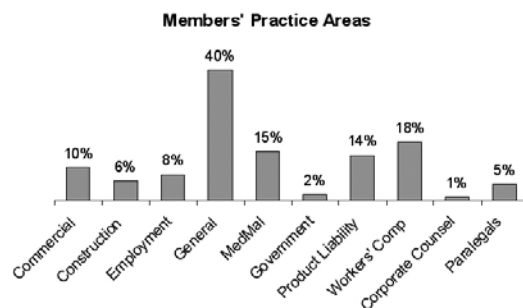
## NCADA Practice Group Opportunities

Opportunities to speak at an NCADA Practice Group stand-alone seminar or Breakout Session is by invitation only and the topic delivered will be on a substantive area of law or of an educational benefit to the NCADA members' practice.

Sponsorships of breakout sessions at the Annual or Fall Seminar are \$1,500 (exclusive). Attendance at breakout sessions range from 10 to 50 NCADA members. Sponsorships of stand-alone practice group seminars is \$2,500 (exclusive). Attendance at these stand-alone seminars ranges from 20 to 75 NCADA members.

### Benefits:

- Standard 6' exhibit table in exhibit area for sponsorships;
- Recognition by Logo placement with hyperlink on the NCADA's website;
- Recognition in e-mail announcements and follow-up e-mail recognizing sponsors after the program;
- Recognition on on-site signage;
- Oral acknowledgement at seminar;
- Pre-registration list (two weeks prior to seminar) and the on-site attendance roster;
- Company contact information and a 25-word description distributed to attendees;
- Personal contact by NCADA Board member;
- Complimentary attendance to program.



Please contact the NCADA about Practice Group Program Opportunities for 2010.

### Member to Member – Firm to Firm

Networking is the #1 ranked benefit of membership in the NCADA. Enhance your law firm's exposure among your colleagues and peers in by participating as an event sponsor. Your law firm's additional support of the NCADA's events also helps us continue to better fulfill our mission and to serve you, our members.

## Judicial Candidates' Forum

October 1, 2010

### Levels of Sponsorship

#### Sponsor – \$500 Benefits

- Company logo on Forum brochure and hyperlink on Forum page on the NCADA website
- Company logo on on-site signage
- Oral acknowledgement during Forum
- Acknowledgement in follow-up issue of *The Defender*
- Recognition in an issue of *Lawyer's Weekly* in advance of the seminar by NCADA ad placement

#### Contributor – \$250 Benefits

- Company listing on Forum brochure
- Company listing on on-site signage
- Oral acknowledgement during Forum
- Acknowledgement in follow-up issue of *The Defender*
- Recognition in an issue of *Lawyer's Weekly* in advance of the seminar by NCADA ad placement

*Commitment Deadline: September 1, 2010*

## 2010 Sponsor & Exhibitor Commitment Form

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Web: \_\_\_\_\_  
 Attending \_\_\_\_\_

(limit 2; additional company representatives at \$75 each)

We would like to participate at the  Annual Meeting /  Fall Seminar /  Practice Group Opportunity  
 as a  Sponsor /  Exhibitor /  Both

### Annual Meeting Opportunities

	Event	Investment
<input type="radio"/>	Premier (by Invitation)	\$10,000
<input type="radio"/> Thurs	Welcome Reception*	\$ 5,000
<input type="radio"/> Thurs <input type="radio"/> Fri	Hospitality Suite	\$ 1,500 per day
<input type="radio"/>	Program Materials)	\$ 5,000
<input type="radio"/> Fri <input type="radio"/> Sat	Continental Breakfast	\$ 1,500 per day
<input type="radio"/> Fri <input type="radio"/> Sat	Refreshment Break	\$ 750 per day
<input type="radio"/> Fri	Tennis Tournament	\$ 500
<input type="radio"/> Fri	Beer Bash*	\$ 3,000
<input type="radio"/> Fri	Board & Faculty Reception	\$ 1,500
<input type="radio"/> Sat a.m.	5k beach race & 1k fun run	\$ 1,000
<input type="radio"/> Sat	Golf Tournament	\$ 1,500
<input type="radio"/> Sat	President's Reception	\$ 2,000
<input type="radio"/> Sat	Closing Banquet*	\$ 5,000
<input type="radio"/> Sat	Dinner Wine	\$ 2,000
<input type="radio"/> Sat	Rockin' DJ Dance Party	\$ 1,500
<input type="radio"/> Fri & Sat	Seminar Exhibitor	\$ 1,000

\* may be co-sponsored

### Fall Seminar Opportunities

	Event	Investment
<input type="radio"/>	Premier (by Invitation)	\$10,000
<input type="radio"/> Thurs	NCADA Board of Directors Dinner	\$ 2,000
<input type="radio"/> Fri	Continental Breakfast (two available)	\$ 2,000
<input type="radio"/> Fri	Mid-morning Refresh (two available)	\$ 1,000
<input type="radio"/> Fri	Luncheon Sponsor (two available)	\$ 3,000
<input type="radio"/> Fri	Afternoon Break (two available)	\$ 1,000
<input type="radio"/>	Program Materials	\$ 5,000
<input type="radio"/>	Exhibit Only	\$ 500

### Other Opportunities

Practice Group Sessions (by Invitation)

- \$1,500 Annual or Fall breakout sessions  
 \$2,500 Practice Group ½ day CLE

Logo Placement on NCADA Website (limited to four)

- \$5,000 12-month placement  
 \$ 500/month (two month minimum) from \_\_\_\_\_  
 to \_\_\_\_\_

Judicial Candidates' Forum

- \$ 500       \$ 250

\$ \_\_\_\_\_ Total Investment

Please make your check payable to: **N.C. Association of Defense Attorneys**

and remit to: NC Association of Defense Attorneys/3700 National Drive, Suite 212/ Raleigh, NC 27612-4842

For Credit Card Payments:     Mastercard       Visa       AMEX

Account #: \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_

## The Fine Print

Sponsorships and exhibitor space are guaranteed on a first-come, first-served basis. Sponsor and exhibitor fees are not refundable. All sponsors and exhibitors will be confirmed by an agreement issued by the NCADA and completed by the firm/company representative. Payment must be received at the time of signature in order to make reservation. No refunds will be issued unless the seminar cannot be held. Seminar dates and events are subject to change. Sponsors and exhibitors will be notified.

Sponsorship of any of the activities covered herein is limited to the sponsorship of the specified event(s) or the seminar, not the seminar itself. Joint sponsorship opportunities are available for most events, subject to the approval of each potential joint sponsor and the NCADA, in advance.

The NCADA limits the number of sponsorships and exhibits per seminar and event in order to maximize the exposure of the sponsoring firm/company. The NCADA is committed to providing each exhibitor an equal opportunity to present its products and services and providing our members access to high-quality services and products. The NCADA reserves the right to decline any offered sponsorship or exhibitor regardless of past participation.

Sponsorship of an NCADA seminar does not constitute an endorsement by the NCADA, nor does it imply co-sponsorship of the seminar. Neither does the exhibiting of products constitute an endorsement by the NCADA.

The NCADA will provide all signage for sponsored events. In order to have the company/firm name listed, it must be incorporated into the logo that is submitted to the NCADA. For seminars with multiple sponsors, some additional signage may be used to recognize all sponsors and exhibitors. Corporate logo banners or promotional items may not be used unless approved by the NCADA in advance.

Details regarding setup times, program schedule and dismantling time will be provided to sponsor/exhibitor upon confirmation of receipt of commitment. Exhibitor remains solely responsible for his/her property at all times during transit to and from exhibit space and on premises. Neither the NCADA, nor any officers, staff or directors of the same are responsible for exhibitor's property or any loss or any property.

Signature on the agreement represents acceptance of all rules set forth here. In the event of fire, strikes, riots, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impractical for the NCADA to perform this agreement, the NCADA's performance under this agreement shall be excused. In such event, all payments made by the sponsoring firm/company shall be refunded in full.

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Signature

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Date

We are interested in speaking opportunities available with the NCADA.

For More Information, please contact:

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lpitt@ncada.org