



NORTH CAROLINA ASSOCIATION OF DEFENSE ATTORNEYS

Sponsor & Exhibitor Opportunities 2019

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. We serve a diverse membership whose practice areas encompass the traditional insurance defense practice and commercial litigation.

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 your company access and valuable networking with top litigators from across North Carolina in a less formal yet professional environment.

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, we've developed sponsor packages that offer a wide array of benefits, and *a la carte* options to exhibit that will fit your budget needs. Partnering with the NCADA will bring you closer to the prospects you most want to reach.

Opportunities to speak at an NCADA seminar are 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.

Our Events & Activities

Annual Meeting & Spring Seminar. Held June 13-16, 2019 in Asheville, North Carolina, this year marks our 42nd Annual Meeting. Our attendance averages 150-200 trial lawyers, judges and bar representatives, plus families and guests.

Practice Groups. Our substantive law practice groups include Commercial Litigation, Construction Law, Employment, General Liability, Government, Medical Malpractice, Product Liability and Workers' Compensation. Practice groups are responsible for breakout sessions at the Annual and Fall Meetings and the Winter Workshop. Breakout session attendance range from 10 – 40 attendees.

Young Lawyers, Women Litigators, Diversity Committee, & Paralegals. These special interest groups provide professional development and networking opportunities during the year. Our Young Lawyers Committee hosts a trial skills seminar annually in August.

Fall Seminar for Insurance Claims Representatives & Defense Counsel. Our annual general liability defense seminar will be held October 4, 2019, in Greensboro. 250-300 members, insurance professionals, and judges regularly attend.

Judicial Candidates Forum. A biennial event that features candidates seeking election on North Carolina's Appellate Courts. The Forum is held in conjunction with the Fall Seminar in election years.

Member Networking Socials. Appellate and trial judges are invited to join NCADA members and other guests at regional networking socials. Regional socials are planned for 2019.

Winter Workshop. The Winter Workshop combines general session topics and expanded Practice Group breakout sessions. 2019's program will be held on Friday, January 25th, in RTP, NC. 50-75 anticipated attendees. Space is limited due to location.

Our Mission

The North Carolina Association of Defense Attorneys brings together civil trial attorneys to promote the administration of justice, 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.

Sponsor & Exhibit Opportunities

Benefit	Platinum \$ 8,000	Gold \$ 6,500	Silver* \$ 5,000	Bronze* \$ 3,000
Exhibit Space, table & attendance for 2 @				
Winter Workshop (January 25)*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Meeting (June 13-16)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Young Lawyers CLE (August 8 or 9)*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fall Seminar (October 4)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo'd hotel room key at Annual Meeting**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Media Mentions with hyperlinked Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Promotional & On-site Materials & Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25-word Company Description on handouts & website with logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Seminar Attendee listing (Pre, On-Site, & Post)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Recognition on Seminar Welcome PPT Slides	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo Recognition on Program Materials Email & Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo Recognition in the monthly newsletter <i>The Resource</i>	9x	7x	5x	3x
Publish Tip or Technique in <i>The Resource</i> w/logo	5x	4x	2x	2x
Publish a Substantive Article for <i>The Resource</i>	3x	2x	2x	1x
Company profile highlight in weekly <i>Expert Exchange</i>	2x	2x	2x	2x
NCADA Members Mailing List Usage	1x			

*Limited Space Available; *Option of one (*) Event; **Dependent upon # participating will be on rotation & limit of 2 logos on key card

a la carte Exhibit Opportunities

- Exhibit table or Highboy table;
- Pre and post- registration list of attendees;
- Social Media Mentions;
- Company profile highlight in weekly *Expert Exchange*
- Complimentary attendance for 2 at social events, logo, and info listing on on-site handouts and signage;
- Access to NCADA members and guests;
- Additional attendees are \$75 at Fall Seminar and \$200 per attendee at Annual Meeting plus Saturday evening dinner if attending.

Annual Meeting Exhibit Only - \$ 1,600

Fall Seminar Exhibit Only - \$ 650

Winter Workshop* Exhibit Only - \$ 300

Young Lawyers Seminar* Exhibit Only - \$ 300

*space is limited; package sponsors given first option

2019 Event Calendar

Winter Workshop	January 25, 2019	The Solution Center, RTP
Annual Meeting	June 13-16, 2019	Omni Grove Park Inn, Asheville
Young Lawyers Seminar	August 8 or 9, 2019	TBA
Fall Seminar	October 4, 2019	Greensboro

Additional member events are in the planning stages for 2019 where limited sponsor opportunities will be available. These events will be in smaller more intimate settings allowing for more personal exposure. These events will include regional member socials, lunch & learns for paralegals, women litigators and by our diversity committee. If you have an interest in any of these areas, please let us know, watch our event calendar, and stay alert to information.

Expand Your Exposure

a la carte Sponsor Opportunities at NCADA Events

(Event specific sponsorships are in addition to purchasing an exhibit booth or annual sponsorship package)

42nd Annual Meeting • June 13-16, 2019 • Asheville, North Carolina

Full Weekend Event Photography (1 available) \$ 3,500

- Logo'd watermark on photos

Thursday

Registration & 1st Time Meet & Greet (1 available) \$ 1,000

- Table Tent & Bar Signage Recognition

Welcome Reception (3 available) \$ 1,500

- Table Tent & Bar Signage Recognition

President's Dinner: An Evening with the Judiciary \$ 2,500

- Exclusivity for Vendor Sponsor (2 reps attend)
- Logo'd beverage napkins

Friday

Continental & Coffee Breaks (2 available) \$ 1,500

- Logo'd Java Jacket or Beverage Napkin

Beer Bash Sponsor (1 available for Vendor Sponsor) \$ 2,500

- Table Tent & Bar Signage Recognition
- Beverage Napkins &/or koozies or stadium cups

Shuttles for Beer Bash (2 available) \$ 1,500

- Signage Recognition on Shuttle

Fall Seminar • October 4, 2019 • Greensboro

Continental & Coffee Breaks (2 available) \$ 1,500

- Logo'd Java Jackets or Beverage Napkins

Networking Lunch \$ 2,500

- Table Tent Recognition

Afternoon Break (2 available) \$ 750

- Break Table Signage

Event Photographer \$ 1,200

Saturday

Continental & Coffee Breaks (2 available) \$ 1,500

- Logo'd Java Jacket or Beverage Napkin

Women Litigator's Lunch \$ 1,000

- Table Tent & Bar Signage Recognition

Young Lawyers Happy Hour \$ 750

- Table Tent & Bar Signage Recognition

Saturday Evening Entertainment \$ 1,000

- Table Tent & Bar Signage Recognition

Saturday Evening Dinner Sponsor \$ 2,500

- Table Tent & Bar Signage Recognition

Sunday Father's Day Breakfast \$ 2,000

- Logo'd Java Jackets
- Table Tent Recognition

Young Lawyers Seminar • August 2019 • TBA

Continental & Coffee Breaks (2 available) \$ 750

- Logo'd Java Jackets or Beverage Napkins

Networking Lunch \$ 1,000

- Table Tent Recognition

Seminar Wifi Sponsor \$ 750

- Sponsor Name as Password for Day
- Logo'd Password Info Handout

Winter Workshop • January 25, 2019 • RTP

Seminar Wifi Sponsor \$ 750

- Sponsor Name as Password for Day
- Logo'd Password Info Handout

All Day Breaks & Networking Lunch Sponsor \$ 1,500

- Table top signage
- Oral Recognition at program & 3 minutes to address attendees

All sponsorships include Logo recognition on event handouts, social media mentions pre & post event, and event signage.

Commitment Deadlines in order to be included on promotional materials for all levels of participation:

Winter Workshop	Registration Brochure: <i>December 1, 2019</i>	Onsite Materials: <i>January 2, 2019</i>
Annual Meeting	Registration Brochure: <i>January 31, 2019</i>	Onsite Materials & Signage: <i>May 1, 2019</i>
Young Lawyers Seminar	Registration Brochure: <i>June 3, 2019</i>	Onsite Materials: <i>August 1, 2019</i>
Fall Seminar	Registration Brochure: <i>July 1, 2019</i>	Onsite Materials: <i>September 1, 2019</i>

North Carolina Association of Defense Attorneys 2019 Sponsor & Exhibitor Commitment Form

Company: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____ Twitter Handle: _____

Attendee #1: _____

Attendee #2: _____

(Fine Print: Limit 2; additional company representatives at \$200 each for Annual Meeting plus cost for Saturday dinner if attending; \$75 additional rep each for Fall Seminar; Company reps will need to complete an event registration form for administrative purposes.)

We will participate as a Platinum Sponsor - \$ 8,000 Gold Sponsor - \$ 6,500
 Silver Sponsor - \$ 5,000 Bronze Sponsor - \$ 3,000

a la carte Exhibit Only Opportunities Winter Workshop Exhibitor - \$300 Young Lawyers Seminar - \$300
 Annual Meeting Exhibitor - \$1,600 Fall Seminar Exhibitor - \$650

a la carte Expand Your Exposure Sponsorships

Annual Meeting Sponsorships

- Photographer - \$3,500
- 1st Time Attendee Meet & Greet - \$1,000
- Welcome Reception - \$1,500
- President's Dinner - \$2,500
- Friday Breaks - \$1,500
- Saturday Breaks - \$1,500
- Beer Bash - \$2,500
- Shuttles for Beer Bash - \$1,500
- Women Litigators Lunch - \$1,000
- Young Lawyers Happy Hour - \$750
- Saturday Entertainment - \$1,000
- Saturday Dinner - \$2,500
- Father's Day Breakfast - \$2,000

Fall Seminar Sponsorships

- Morning Breaks - \$1,500
- Networking Lunch - \$2,500
- Afternoon Break - \$750
- Event Photographer - \$1,200

Winter Workshop Sponsorships

- Seminar Wifi - \$ 750
- All Day Breaks & Lunch - \$1,500

Young Lawyers Seminar Sponsorships

- All Day Breaks - \$750
- Networking Lunch - \$1,000
- Seminar Wifi - \$750

\$ _____ **Total Investment**

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

And remit to: NC Association of Defense Attorneys, 4030 Wake Forest Road, Ste 203, Raleigh, NC 27609

To Pay by Credit Card: MasterCard Visa AMEX

Account #: _____ Exp. _____ CVV _____

Signature _____

Street Address & Zip Associated with Card: _____

For more information, please contact: Lynette Pitt at 919-239-4463 or by email: lynettepitt@ncada.org

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 this 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 level selected or of the specified event(s) or seminar, not the seminar itself. Multiple 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 participation with NCADA does not constitute an endorsement by the NCADA, nor does it imply co-sponsorship. 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 requiring attachment to event space walls and property may not be used unless approved by the NCADA in advance. Any damage incurred by vendor to event space property is the responsibility of vendor.

Details regarding setup times, program schedule and dismantling time will be provided to sponsor/exhibitor as early as practicable in advance of an event. 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, directors or staff 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 unless and/or upon mutual agreement of both parties.

Signature

Date

Contact Us:

North Carolina Association of Defense Attorneys

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Raleigh, NC 27609

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@NCDefenseAttys

