



NORTH CAROLINA ASSOCIATION OF DEFENSE ATTORNEYS

Partnering Opportunities 2020

Who We Are. The North Carolina Association of Defense Attorneys is the resource for educational opportunities, networking, and information sharing for civil trial attorneys and paralegals representing businesses in North Carolina and nationally. Our members' practice areas range from the traditional insurance defense practice to commercial litigation to ADR and mediation.

Why Partner with NCADA? Partnering with the NCADA provides your company access and networking with top litigators from across North Carolina in a less formal yet professional environment. NCADA provides opportunities to share your and your company's expertise and knowledge as industry leaders to our members. Partnering with the NCADA will bring you closer to the prospects you most want to reach.

PARTNERSHIP LEVELS

Platinum - \$8,000

Gold - \$6,500

Silver - \$5,000

Bronze - \$3,500

(a la carte exhibit only opportunities available)

Our Signature Events & Activities

Annual Meeting & Spring Seminar. Held **June 11-14, 2020** in Hilton Head, South Carolina, this year marks our 43rd 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 ADR, 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 to 40 to 70** 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 that draws approximately **250** members, insurance professionals, and judges. The date and location for 2020 is being finalized now.

Judicial Candidates Forum. A biennial event that features candidates seeking election on North Carolina's Appellate Courts. The 2020 Forum will be held in conjunction with the Annual Meeting in 2020.

Networking Socials. Appellate and trial judges are invited to join NCADA members and other guests at regional networking socials.

Winter Workshop. The Winter Workshop combines general session topics and expanded Practice Group breakout sessions. 2020's program will be held on Friday, January 31st at the Sheraton Imperial in RTP. Attendance ranges from **60-80** members.

Opportunities to speak at an NCADA seminar are by invitation and the topic delivered will be on a substantive area of law or of an educational benefit to the NCADA members' practice.

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.

Partnership Benefits

Benefit	Platinum \$ 8,000	Gold \$ 6,500	Silver* \$ 5,000	Bronze* \$ 3,500
ACCESS:				
•Exhibit Space, table & attendance for 2 @				
Winter Workshop (January 31)*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annual Meeting (June 11-14)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Young Lawyers CLE (August TBA)*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fall Seminar (TBA)	<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"/>
•Mailing List Usage for Promotional mailing	1x (restrictions apply)			
BRAND AWARENESS:				
•AM20 Hotel room key or name badge logo**	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
•Social Media Mentions w/hyperlinked Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
•Logo Inclusion on Promotional Materials & Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
•25-word Company Description w/key contacts info on handouts & website w/logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
•Logo Recognition on Materials Email & Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
•AM Wifi Sponsor – login w/company name**		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input 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"/>
	(dedicated slide)			
SHARE KNOWLEDGE & EXPERTISE:				
•Publish Tip or Technique in <i>The Resource</i> w/logo	4x	3x	2x	2x
•Publish a Substantive Article for <i>The Resource</i> (may be a 100 word or less intro to include logo & hyperlink to company site)	3x	2x	2x	1x
•Company profile highlight in <i>Expert Info Exchange</i> (circulated weekly or monthly depending on request volume)	2x	2x	2x	2x
•Confidential Expert Search circulated by NCADA staff to participating Partners as relates to company's expertise	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
•Company hosted substantive CLE webinar*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

*Limited Availability; **Dependent upon # participating will be on rotation; limit of 2 logos on key card. See Restrictions in the Fine Print.

a la carte Exhibit Opportunities

- Exhibit table or Highboy table;
- Pre and post-registration list of attendees;
- Social Media Mentions;
- 1x Company profile highlight in member-to-member *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;
- Each additional company representative is \$75 at Fall Seminar & \$200 at Annual Meeting plus Saturday evening dinner fee if attending. Additional fee for spouse/guest attending Annual Meeting Social Events is at current rate.

Annual Meeting Exhibit Only - \$ 1,600

Winter Workshop* Exhibit Only - \$ 300

Fall Seminar Exhibit Only - \$ 650

Young Lawyers Seminar* Exhibit Only - \$ 300

*space is limited; Partner Sponsors given first option

Additional member events are in the planning stages for 2020 where limited sponsor opportunities may 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.

2020 Event Calendar

Winter Workshop	January 31, 2020	Sheraton Imperial, RTP
Annual Meeting	June 11-14, 2020	Omni Hilton, Hilton Head Island, SC
Young Lawyers Seminar	August TBA	TBA
Fall Seminar	Fall 2020	Triad

Expand Your Exposure

a la carte Sponsor Opportunities at NCADA Events

(Event specific sponsorships are in addition to purchase of an exhibit booth or annual partnership package)

43rd Annual Meeting • June 11-14, 2019 • Hilton Head Island, South Carolina			
Thursday	Saturday		
Registration & 1 st Time Meet & Greet (1 available) • Table Tent & Bar Signage Recognition	\$ 1,000	Continental & Coffee Breaks (2 available) • Logo'd Java Jacket or Beverage Napkin	\$ 1,500
Welcome Reception (3 available) • Table Tent & Bar Signage Recognition	\$ 1,500	Women Litigator's Lunch • Table Tent & Bar Signage Recognition	\$ 1,000
President's Dinner: An Evening with the Judiciary • Exclusivity for 1 Vendor Sponsor (2 attendees) • Logo'd beverage napkins	\$ 2,500	Young Lawyers Happy Hour • Table Tent & Bar Signage Recognition	\$ 750
Friday		Saturday Evening Entertainment • Table Tent & Bar Signage Recognition	\$ 1,000
Continental & Coffee Breaks (2 available) • Logo'd Java Jacket or Beverage Napkin	\$ 1,500	Saturday Evening Dinner Sponsor • Table Tent & Bar Signage Recognition	\$ 2,500
Beer Bash Sponsor (1 available for Vendor Sponsor) • Table Tent & Bar Signage Recognition • Beverage Napkins &/or koozies or stadium cups	\$ 2,500	Sunday Father's Day Breakfast • Logo'd Java Jackets • Table Tent Recognition	\$ 2,000
FALL SEMINAR • TBA Fall 2020 • Greensboro		YOUNG LAWYERS SEMINAR • August 2020 • TBA	
Continental & Coffee Breaks (2 available) • Logo'd Java Jackets or Beverage Napkins	\$ 1,500	Continental & Coffee Breaks (2 available) • Bring your own Logo'd Java Jackets or Beverage Napkins	\$ 750
Networking Lunch • Table Tent Recognition	\$ 2,500	Networking Lunch • Table Tent Recognition	\$ 1,000
Afternoon Break (2 available) • Break Table Signage	\$ 750	Seminar Wifi Sponsor • Sponsor Name as Password for Day	\$ 750
Fall Board of Directors Dinner • Exclusive (pending right of 1 st refusal)	\$ 1,500		
Seminar Wifi Sponsor • Sponsor Name as Password for Day	\$ 1,500		
WINTER WORKSHOP • January 31, 2020 • RTP			
Seminar Wifi Sponsor • Sponsor Name as Password for Day • Logo'd Password Info Handout	\$ 750	All Day Breaks & Networking Lunch Sponsor • Table top signage • Oral Recognition at program & 3 minutes to address attendees	\$ 1,500

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 6, 2020</i>	Onsite Materials: <i>January 3, 2020</i>
Annual Meeting	Registration Brochure: <i>February 7, 2020</i>	Onsite Materials & Signage: <i>May 11, 2020</i>
Young Lawyers Seminar	Registration Brochure: <i>June 3, 2020</i>	Onsite Materials: <i>August 1, 2020</i>
Fall Seminar	Registration Brochure: <i>July 6, 2020</i>	Onsite Materials: <i>September 1, 2020</i>

North Carolina Association of Defense Attorneys 2020 Partner & 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.** Spouse or Guest attending social events will need to register at the spouse/guest fee for Annual Meeting.)*

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

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

- 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
- Seminar Wifi - \$ 1,500
- Fall Board of Directors Dinner - \$1,500 (1 available)

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

Partnerships and exhibitor space are guaranteed on a first-come, first-served basis. Partner, Sponsor, and Exhibitor fees are not refundable. All Partners 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. Partners and exhibitors will be notified.

Sponsorship of any of the activities covered herein is limited to the partner or exhibit level selected or of the specified event(s) or seminar, not the seminar itself. Multiple opportunities are available for most events.

The NCADA limits the number of partners and exhibits per seminar and event in order to maximize the exposure of the partnering or exhibiting firm/company. The NCADA is committed to providing each partner and 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 partnership or exhibitor regardless of past participation.

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 partner/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.

Restrictions to Partner Benefits listed above: (1) Use of NCADA mailing list for promotional purposes is complimentary and NCADA will provide listing to mail house. Partner is responsible for costs associated with mailing including promotional and collateral materials, postage and mail house fee. (2) NCADA will offer 1-hour webinar opportunities one time per month except in January and June; and exclude the two weeks preceding and following the Fall Seminar.

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:

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