



# NORTH CAROLINA ASSOCIATION OF DEFENSE ATTORNEYS

## Sponsor & Exhibitor Opportunities 2017

**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.

**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.

### Our Events

**Annual Meeting & Spring Seminar.** Held June 15-18, 2017 in Hilton Head Island, South Carolina, this year marks our 40<sup>th</sup> 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 & 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 September 29, 2017 in Greensboro. 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.

**Judicial Receptions.** Appellate and trial judges are invited to join NCADA members and other guests at regional networking receptions. Receptions in Asheville, the Triad, and Wilmington are planned for 2017.

**Winter Workshop.** New in 2016, the Winter Workshop combines general session topics and expanded Practice Group breakout sessions. 2017's program will be held on Friday, January 27<sup>th</sup>, in RTP, NC. 50-75 anticipated attendees. Space is limited due to location.



# Packaged Sponsor Opportunities

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## Platinum Sponsor - \$ 8,000

- Complimentary electronic file listing of the NCADA Membership Directory, for a limited use license, that include name, firm, mailing address, telephone number and email address;
- Logo Branding on Hotel Room Keys at Annual Meeting and/or Company Name used as password for seminar internet access (based on availability; first come, first serve);
- Logo on Online Program materials link (non-exclusive);
- Logo inclusion at a 10% larger font than other sponsors on all promotional (printed and online) and on-site materials for the Annual and Fall Meetings as well as any practice group or other seminars/membership meetings during the 2017 year (not including joint CLE with other groups);
- Exhibit table in premier location at the Annual and Fall Meetings, and 1<sup>st</sup> option to exhibit at Winter Workshop and Young Lawyers Seminar;
- Pre and post-registration listing of attendees for Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Oral Recognition at all live meetings and seminars as well as Logo placement in Welcome Slides for Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Complimentary attendance for 2 representatives to Annual and Fall Meetings, Winter Workshop, Young Lawyers Seminar, Judicial Receptions and the Judicial Candidates' Forum (held in election years);
- Opportunity to author a brief, substantive, non-promotional article for 4 issues of the NCADA's monthly e-News, *The Resource*;
- Opportunity to author a brief, non-promotional tip or technique for up to 6 issues of *The Resource*;
- Logo placement with hyperlink in each issue of *The Resource* for 2017;
- Table Tent Sponsor Recognition at primary meal functions for Annual and Fall Meetings.

## Gold Sponsor - \$ 6,500

- Logo inclusion at a 5% larger font than other sponsors on all promotional (printed and online) and on-site materials for the Annual and Fall Meetings as well as any practice group or other seminars/membership meetings during the 2016 year (not including joint CLE with other groups);
- Exhibit table in premier location at both the Annual and Fall Meetings, and option at Winter Workshop and Young Lawyers Seminar;
- Company Name used as password for seminar internet access at the Fall Seminar (based on availability; first come, first served);
- Pre and post-registration listing of attendees for Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Recognition at all live meetings and seminars as well as Logo placement in Welcome Slides for Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Complimentary attendance for 2 representatives to Annual and Fall Meetings;
- Opportunity to author a brief, substantive, non-promotional article for 3 issues of the NCADA's monthly e-News, *The Resource*;
- Opportunity to author a brief, non-promotional tip or technique for up to 4 issues of *The Resource*;
- Logo placement with hyperlink in each issues of *The Resource* for 2017;

## Silver Sponsor - \$ 5,000

- Logo inclusion on all promotional (printed and online) and on-site materials for the Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Exhibit table at both the Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Pre and post-registration listing of attendees for Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Logo placement in Welcome Slides for Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Complimentary attendance for 2 representatives to Annual and Fall Meetings;
- Opportunity to author a brief, substantive, non-promotional article for **3** issues of the NCADA's monthly e-News, *The Resource*;
- Opportunity to author a brief, non-promotional tip or technique for up to **2** issues of *The Resource*;
- Logo placement with hyperlink in **6** issues of *The Resource* for 2017;

## Bronze Sponsor - \$ 3,000

- Logo inclusion on all promotional (printed and online) and on-site materials for the Annual and Fall Meetings, Winter Workshop and Young Lawyers Seminar;
- Exhibit table at both the Annual and Fall Meetings;
- Pre and post-registration listing of attendees for Annual and Fall Meetings;
- Logo placement in Welcome Slides for Fall and Annual Meetings;
- Complimentary attendance for 2 representatives to Annual and Fall Meetings;
- Opportunity to author a brief, substantive, non-promotional article for **2** issues of the NCADA's monthly e-News, *The Resource*;
- Opportunity to author a brief, non-promotional tip or technique for up to **2** issues of *The Resource*;
- Logo placement with hyperlink in **4** issues of *The Resource* for 2017;

# Exhibit Only Opportunities

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## Exhibitor Package - \$ 2,000

- Exhibit table at both Annual and Fall Meetings and either the Winter Workshop\* **or** Young Lawyers Seminar\*;
- Pre and post- registration list of attendees;
- Complimentary attendance for 2 at social events, logo and info listing on on-site materials and signage;
- Access to NCADA members and guests;
- Additional attendees are \$150 per attendee at Annual Meeting and \$50 at Fall Seminar.

## *a la carte* Exhibit Opportunities

Annual Meeting Exhibit Only - \$ 1,200

Winter Workshop\* Exhibit Only - \$ 350

Fall Seminar Exhibit Only - \$ 550

Young Lawyers Seminar\* Exhibit Only - \$ 250

*\*space may be limited*

**Opportunity to Host:**

Regional Young Lawyer Social Hours and/or Regional Paralegal Social and/or Educational Sessions  
*Fine Print: Call NCADA for more information. First come, first served opportunity; Sponsor bears cost of food & beverage, room rental, assists with promoting.*

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Other opportunities may be available through the course of the year. Please check the NCADA’s online Calendar of Events for opportunities or call NCADA at 919-239-4463.

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.

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**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.

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**2017 Event Calendar**

Winter Workshop	January 27, 2017	The Solution Center, RTP
Annual Meeting	June 15-18, 2017	Westin Resort, Hilton Head Island
Young Lawyers Seminar	August 2017	TBA
Fall Seminar	September 29, 2017	Grandover Resort, Greensboro

**North Carolina Association of Defense Attorneys  
2017 Sponsor & Exhibitor Commitment Form**

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Attendee #1: \_\_\_\_\_

Attendee #2: \_\_\_\_\_

(limit 2; additional company representatives at \$150 each for Annual Meeting; \$50 each for Fall Seminar)

*We would like to participate as a*

- |   |   |
|---|---|
| <input type="radio"/> Platinum Sponsor - \$ 8,000 | <input type="radio"/> Gold Sponsor - \$ 6,500   |
| <input type="radio"/> Silver Sponsor - \$ 5,000   | <input type="radio"/> Bronze Sponsor - \$ 3,000 |

We will take advantage of the  Exhibitor Package - \$ 2,000 attending the Annual and Fall Meetings  
Select preference of  Winter Workshop\* or  Young Lawyers Seminar\*

***a la carte Opportunities***

- |  |  |
|--|--|
| <input type="radio"/> Winter Workshop Exhibitor - \$350  | <input type="radio"/> Young Lawyers Seminar - \$250  |
| <input type="radio"/> Annual Meeting Exhibitor - \$1,200 | <input type="radio"/> Fall Seminar Exhibitor - \$550 |

\$ \_\_\_\_\_ **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, 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: [lpitt@ncada.org](mailto:lpitt@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. 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 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 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, 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.

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Signature

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Date

### **Contact Us:**

North Carolina Association of Defense Attorneys  
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Raleigh, NC 27609  
919-239-4463; admin@ncada.org  
@NCDefenseAttys

