



# Partner Opportunities 2022

NC Association of Defense Attorneys is your company’s resource for access and networking with top civil trial lawyers and paralegals from across North Carolina. NCADA provides opportunities to share your company’s knowledge and expertise as industry leaders to our members whose practice areas range from the traditional insurance defense practice to commercial litigation to ADR and mediation. NCADA is the resource for educational opportunities, networking, and information sharing among civil trial lawyers, paralegals, corporate counsel, and claims managers. Partnering with the NCADA will bring you closer to the prospects you most want to reach. Join us!

### Partnership Levels.

**Titanium - \$12,000 Platinum - \$8,000 Gold - \$6,500 Silver - \$5,000 Bronze - \$3,500**

## Partnership Benefits

Benefit	Titanium \$12,000	Platinum \$ 8,000	Gold \$ 6,500	Silver \$ 5,000	Bronze \$ 3,500
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#### ACCESS:

▪Partner Spotlight session at virtual 2022 Winter Workshop	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Lead Share of Attendee Lists pre & post event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪In-Person Exhibit Space w/2 attendees at Annual & Fall Seminars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪In-Person Exhibit Space w/2 attendees at Annual <b>OR</b> Fall Seminars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
▪Virtual Sponsor & Exhibit Space on Annual & Fall Seminars Event App (Network with In-person & online attendees!)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪Invitation for 1 Attendee to Regional Member Networking Socials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Mailing List Usage for One Promotional Mailing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Inclusion on email lists for <i>The Update</i> & <i>The Resource</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

#### BRAND AWARENESS:

▪Level Exclusivity by Partner Business Category	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Recognition as Event App Sponsor w/Lead Page Header Banner	<input checked="" type="checkbox"/> *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Sponsor Recognition of all Regional Member Networking Socials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Dedicated Social Media Mentions w/hyperlinked Logo	12x	8x	6x	4x	2x
▪Logo Inclusion on Promotional Email, Materials & Event Pages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪Year-Round Profile on Partner’s Webpage to include a 25-word Company Description w/key contacts, & logo hyperlink	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪Year-Round Logo w/hyperlink on NCADA.org homepage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪Partner Advertorial Email Broadcast (1x/year)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▪1x Digital Ad in monthly e-news <i>The Resource</i> (1 ad/issue available)	4x	3x	2x	1x	1x
▪Digital Leader/Footer Banner Ad in weekly <i>The Update</i>	4x 4x 4x	4x 2x 3x	3x 2x 3x	2x 1x 2x	1x 1x 1x

#### SHARE KNOWLEDGE & EXPERTISE:

▪1x Company sponsored substantive CLE webinar (60, 45 or 30 min)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▪Publish Video or Text Tip or Technique in <i>The Update</i> (2x/year)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
▪Publish a Substantive Article for <i>The Resource</i>	4x	3x	2x	1x	1x
▪Company profile highlight in <i>Expert Info Exchange</i>		On Rotation all levels			
▪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 checked="" type="checkbox"/>	<input type="checkbox"/>

\*Rotating if more than one Titanium Sponsor. Other: See Restrictions in the Fine Print; Subject to Change; based on availability

# Digital Packages

## Digital Expert Knowledge \$ 1,500

- Substantive Live 1-hour CLE Webinar – 1x
- Substantive Article for the monthly *The Resource* – 1x
- Sponsored Ad Content in weekly *Update* e-news – 1x
- Logo inclusion on webinar event page, emails, & social media mentions promoting webinar
- Lead share via pre & post registrant listings
- Webinar available on-demand to extend reach
- Recognition as a Digital Expert Partner online & exhibit space on Event App for Annual or Fall Meeting

## Digital Expert Education

- Substantive Live 1-hour CLE Webinar - \$ 500
- Substantive Live 30-min CLE Webinar - \$ 350

(includes logo inclusion on event page, emails, & social media mentions; lead share registrant lists)

## Digital Branding

### Weekly Update E-News Opportunities

(jpeg, gif, png horizontal images)

#### Leaderboard Banner Ad (728 x 90 pixels)

• Located below email header

• Company logo & tagline only w/embedded web link

#### Footer Banner Ad (728 x 90 pixels)

• Located below email header

• Company logo & tagline only w/embedded web link

#### Sponsored Content Ad (1200 x 628 pixels)

• Located centrally within e-news

• Call to action promotional content (50 words or less)

• Company logo & tagline w/embedded web link

#### Event App Exhibit Space - \$500 each event

Network & Promote your company virtually at Annual &/or Fall Seminars



### Online Publication Exposure Stats

33% Average Open Rate for *The Resource* (monthly)

30% Average Open Rate for *The Update* (weekly)

Audience Ranges between 800 to 1000 per issue

includes attorney members, non-members, paralegals, claims managers, judges, and corporate counsel

### Event App Usage Stats from 2021 Fall Seminar

88% App Download Rate

54% in-person leads generated

46% remote leads generated

304 leads generated by Exhibitors using App

## Webinar Fine Print

- Limited number of partner webinars available. Please contact NCADA office for availability and to schedule.
- Content must be substantive and of an educational benefit to members' practices.
- Content may not contain overt marketing solicitations.
- NCADA will host, market, apply for and report CLE credit.
- Payment must be received in advance and prior to marketing program to members.
- Contact NCADA for scheduling and availability.

*Avg Attendance*

*20-40 members / session*

## The Resource 2022 Calendar

Published 4<sup>th</sup> Thursday Monthly (adjusted for holidays)

Deadlines	Content Focus
Jan 20	Young Lawyers
Feb 17	General Liability
Mar 17	Commercial Litigation
Apr 21	Construction Law
May 19	Employment Law
Jun 16	Governmental Liability
Jul 21	Medical Malpractice Defense
Aug 18	Product Liability
Sept 15	Workers' Compensation
Oct 20	Paralegals
Nov 10	Diversity Committee
Dec 8	ADR

**The Update** is published weekly on Tuesdays.

Submissions are due 1 week in advance.

See page 5 for 2022 schedule

## 2022

### Event Dates

February 4<sup>th</sup>  
Virtual Winter  
Workshop

June 16-19  
45<sup>th</sup> Annual  
Meeting  
Wilmington, NC

Date TBA  
Fall Seminar  
Location TBA

## Digital Ad Rates

*The Update weekly*

Frequency	1x	2x	3x
Leaderboard Banner	\$ 95	\$175	\$255
Sponsored Content	\$195	\$375	\$550
Footer Banner	\$ 75	\$125	\$200

### More Fine Print

Ad & Banner Content Specifications:

- Images: .png, .jpeg, or .gif format in RGB profile mode
- Leader & Footer Images - 728 x 90 pixels
- Sponsored Content Images - 1200 x 628 pixels
- Only one of each banner type available / issue
- Payment due before digital content published
- Limited Availability. Additional ads may be purchased based on availability

- Opportunities to present to NCADA members will be on a substantive area of law or of an educational benefit to the NCADA members' practice. Opportunities to present at live events is subject to availability and discretion of program planners.
- Additional member events may be planned including 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 watch our event calendar, and stay alert to information.

# North Carolina Association of Defense Attorneys 2022 Partner Commitment Form

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

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

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

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

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

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

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

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

*(Fine Print: Limit of 2 company representatives. No exceptions)*

## Partner Package Options

- Titanium Partner - \$ 12,000
- Platinum Partner - \$ 8,000
- Gold Partner - \$ 6,500
- Silver Partner - \$ 5,000
- Bronze Partner - \$ 3,500

## Digital Package Options

- Digital Expert Knowledge - \$ 1,500
- Digital Expert Education
  - 1-Hour CLE Webinar - \$500
  - 30-minute CLE Webinar - \$350
- Virtual Exhibit Space - \$500 per event
  - Annual Meeting
  - Fall Seminar

## Digital Branding (weekly Update e-news)

(limited availability)

### Leaderboard Banner

\_\_\_ 1x @ \$95 \_\_\_ 2x @ \$175 \_\_\_ 3x @ \$255

### Sponsored Content

\_\_\_ 1x @ \$195 \_\_\_ 2x @ \$375 \_\_\_ 3x @ \$550

### Footer Banner

\_\_\_ 1x @ \$75 \_\_\_ 2x @ \$125 \_\_\_ 3x @ \$200

\_\_\_\_\_  
Area of Practice Primary Focus

- ADR
- Commercial
- Construction
- Employment
- Government
- MedMal
- Product Liability
- Workers' Comp

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

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

And remit to: NCADA, 4441-106 Six Forks Road, #107, 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](mailto:lynettepitt@ncada.org)

NCADA will share Content Scheduling & Guidelines for 2022 once Partnership has been confirmed!

## The Fine Print

Partnerships and exhibit space are guaranteed on a first-come, first-served basis. All sponsoring Partners and digital providers 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 digital opportunity level selected, or of the specified event(s) or seminar, not the seminar itself.

The NCADA limits the number of partners and exhibitors 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 webinar opportunities no more than two times per month with exceptions in pre and post NCADA regular programming.

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:**

**NC Association of Defense Attorneys**

**4441 Six Forks Road, #107**

**Raleigh, NC 27609**

919-239-4463; @NCDefenseAttys

lynettepitt@ncada.org



## 2022 Webinar and The Update Schedule

### Expert Webinar Available Dates

Date	Partner Name	Date	Partner Name	Date	Partner Name
January 26	Available	May 25	Available	September 14	Available
February 23	Available	June	n/a	October 26	Available
March 23	Available	July 27	Available	November 16	Available
April 27	Available	August 24	Available	December 14	Available

*Additional opportunities may be added as needed and available.*

### The Update (weekly e-news)2022 Schedule

Issue Date (Tuesdays)	LeaderBoard Banner	Sponsored Content	Footer Banner
January 4	Available	Available	Available
January 11	Available	Available	Available
January 18	Available	Available	Available
February 1	Available	Available	Available
February 8	Available	Available	Available
February 15	Available	Available	Available
March 1	Available	Available	Available
March 8	Available	Available	Available
March 15	Available	Available	Available
March 29	Available	Available	Available
April 5	Available	Available	Available
April 12	Available	Available	Available
April 19	Available	Available	Available
May 3	Available	Available	Available
May 10	Available	Available	Available
May 17	Available	Available	Available
May 31 (Memorial Day)	N/A	N/A	N/A
June 7	Available	Available	Available
June 14	Available	Available	Available
June 28	Available	Available	Available
July 5 (July 4 <sup>th</sup> )	N/A	N/A	N/A
July 12	Available	Available	Available
July 19	Available	Available	Available
August 2	Available	Available	Available
August 9	Available	Available	Available
August 16	Available	Available	Available
August 30	Available	Available	Available
Sept 6 (Labor Day)	N/A	N/A	N/A
September 13	Available	Available	Available
September 27	Available	Available	Available
September 28	Available	Available	Available
October 4	Available	Available	Available
October 11	Available	Available	Available
October 18	Available	Available	Available
November 1	Available	Available	Available
November 8	Available	Available	Available
Nov 22 (Thanksgiving)	N/A	N/A	N/A
November 29	Available	Available	Available
December 6	Available	Available	Available
Dec 20 (Christmas)	N/A	N/A	N/A
Dec 27 (Christmas)	N/A	N/A	N/A