



Partner Opportunities 2021

Who We Are. NC Association of Defense Attorneys is the resource for educational opportunities, networking, and information sharing among civil trial lawyers, paralegals, corporate counsel, and claims managers. 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.

Our Signature Events & Activities. Our events look a little different for 2021 as we continue to adapt to the current normal in the wake of COVID-19. Let us know how we can best adapt to fit your needs in maintaining and establishing new relationships to meet your business development needs.

Partnership Levels. Platinum - \$8,000 Gold - \$6,500 Silver - \$5,000 Bronze - \$3,500

Partnership Benefits

Benefit	Platinum \$ 8,000	Gold \$ 6,500	Silver* \$ 5,000	Bronze* \$ 3,500
ACCESS:				
Partner Spotlight & Named Sponsor of a Session of				
• Virtual 2021 Annual Meeting (June)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Virtual 2021 Young Lawyers CLE (tba)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Virtual 2022 Winter Workshop (tba)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship of live Fall Program (Sept 19-21) w/Exhibit space & 2 attendees (<i>limited availability</i>)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Mailing List Usage for Promotional mailing	1x*			
• Host Virtual Networking Event / Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BRAND AWARENESS:				
• 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 Email, Materials & Event Pages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• 25-word Company Description w/key contacts, calendly links, & logo hyperlink to company website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Partner Recognition on Zoom Registration & Waiting Room Pages for Spotlight Virtual Sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Oral Recognition of Partner at virtual & live sessions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Partner Advertorial Email Broadcast (1x/year)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• 1x Digital Ad in issue of monthly e-news <i>The Resource</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Digital Leader/Footer Banner Ad in weekly <i>The Update</i> *	6x/4x	4x/4x	3x/3x	2x/2x**
• Year-Round Profile on Sponsor Partner Webpage at ncada.org	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SHARE KNOWLEDGE & EXPERTISE:				
• 1x Company sponsored substantive CLE webinar	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
• Publish Tip or Technique in <i>The Resource</i> w/logo (1x/year)	<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
• 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"/>

*See Restrictions in the Fine Print; Subject to Change; based on availability **1x sponsored ad content in weekly Update e-news

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 – 2x
- Logo inclusion on webinar event page, emails, & social media mentions promoting webinar
- Lead share via pre & post registrant listings
- Webinar recording posted for on-demand access to extend reach

Digital Expert Education

- Substantive Live 1-hour CLE Webinar - \$ 300
- 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

Leaderboard Banner Ad

- Located below email header
- Company logo & tagline only w/embedded web link

Sponsored Content Ad

- Located centrally within e-news
- Call to action promotional content (50 words or less)
- Company logo & tagline w/embedded web link

Footer Banner Ad

- Located below email header
- Company logo & tagline only w/embedded web link

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

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.

The Resource 2021 Calendar

Published 4th Thursday Monthly (adjusted for holidays)

Deadlines	Content Focus
Feb 18	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
Jan 19, 2022	Young Lawyers

The Update is published weekly on Tuesdays.
Submissions are due 1 week in advance.

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
- Ad Images no more than 600 pixels
- Articles in Word format
- Only one of each banner type available / issue
- Payment due before digital content published
- 1 placement per issue per month per partner
- Contact jenniferedwards@ncada.org to schedule
- 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.

Additional member events may be planned as COVID restrictions are lessened or lifted. Limited partner participation and opportunities may be available. These events will be in smaller more intimate settings allowing for more personal exposure. These events may 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 watch our event calendar, and stay alert to information.

North Carolina Association of Defense Attorneys 2021 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 for 2021 Fall Live Event. No exceptions)

Partner Package Options

- 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

Digital Branding (weekly Update e-news)

- 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: 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 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:

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Raleigh, NC 27609
919-239-4463; @NCDefenseAttys
lynettepitt@ncada.org



Guidelines for *The Resource* Contributions

The Resource, a monthly NCADA e-newsletter, showcases resources, information and topical articles of interest to the members of the NCADA. To achieve these ends, as a service to you, and to help us present information to our members, in a professional, well-organized, easy to digest format, we have developed these brief guidelines.

•Featured Article.

- Draft articles in Microsoft Word format.
- Single space, with one space between paragraphs.
- Feature articles are limited to 1,000 to 1,500 words.
- Use underline for e-mail and website links only. Use Italics to emphasize.
- Check and verify names before submission.
- Keep citations to a minimum; endnotes preferred.
- Contributors are responsible for the accuracy and completeness of citations and quoted material.

•Tips & Techniques.

- Draft Tip & Technique in Microsoft Word format.
- Single space, with one space between paragraphs.
- Tips & Techniques are limited to 100 words or less.
- Use underline for e-mail and website links only. Use Italics to emphasize.
- Check and verify names before submission.
- Keep citations to a minimum, embedded within text. Contributors are responsible for the accuracy and completeness of citations and quoted material.

**Please note that the editors reserve the right to edit, sometimes heavily, for length, clarity, organization, style, consistency, timeliness and to ensure professional presentation.

For questions, contact Lynette Pitt (lynettepitt@ncada.org) or Jennifer Edwards (jenniferedwards@ncada.org) or call 919-239-4463.