



# SEMINAR SPONSORSHIP 2016 OPPORTUNITIES

DRI delivers **resources** to build your practice ■

[dri.org](http://dri.org)

# Benefits of Sponsorship

All sponsorships include complimentary registration(s), depending on sponsorship level. See the following page for details.



**Plus** Opportunities to network with attendees

# Sponsorship Levels

## MAXIMIZE YOUR PRESENCE AT DRI SEMINARS

**NEW THIS YEAR!** Choose a sponsorship level that fits your needs:

SPONSORSHIP LEVEL	AMOUNT OF CONTRIBUTION	ADDITIONAL BENEFITS
<b>DIAMOND SPONSOR</b>	\$10,000 +	<ul style="list-style-type: none"><li>Eight complimentary registrations</li><li>Recognition as a Diamond Sponsor</li><li>Four complimentary tickets to a luncheon (<i>if applicable</i>)</li><li>Advanced registration rate guaranteed for firm/organization registrations above sponsorship</li><li>Introduction at committee business meeting</li></ul>
<b>PLATINUM SPONSOR</b>	\$7,500-\$9,999	<ul style="list-style-type: none"><li>Six complimentary registrations</li><li>Recognition as a Platinum Sponsor</li><li>Two complimentary tickets to a luncheon (<i>if applicable</i>)</li><li>Advance registration rate guaranteed for firm/organization registrations above sponsorship</li></ul>
<b>GOLD SPONSOR</b>	\$5,000-\$7,499	<ul style="list-style-type: none"><li>Four complimentary registrations</li><li>Recognition as a Gold Sponsor</li></ul>
<b>SILVER SPONSOR</b>	\$2,500-\$4,999	<ul style="list-style-type: none"><li>Two complimentary registrations</li><li>Recognition as a Silver Sponsor</li></ul>
<b>BRONZE SPONSOR</b>	1,500-\$2,499	<ul style="list-style-type: none"><li>One complimentary registration</li><li>Recognition as a Bronze Sponsor</li></ul>

Certain sponsorship opportunities can be sold at co-sponsorship levels if not already purchased exclusively. Please contact DRI for pricing details. Sponsorships are sold on a first come first served basis. Sponsorships may also be combined in order to achieve a higher level of benefit and exposure.

# Web Opportunities

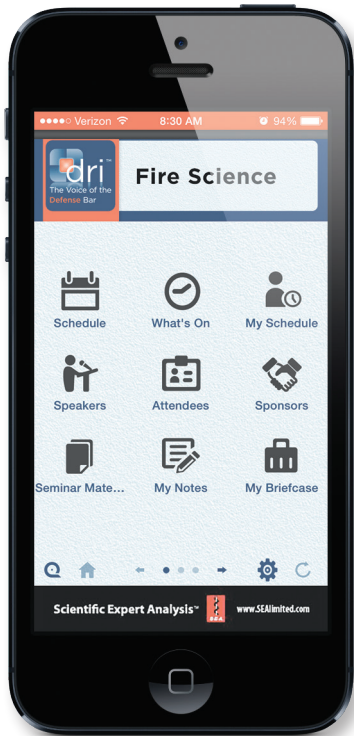
## Webcast Sponsorship Opportunities

DRI offers more than 15 webcasts annually on a variety of topics to meeting the timely education needs of our members. Demonstrate your commitment to the legal professions and reach your target audience quickly and efficiently by participating as a sponsor. The DRI Webcast Sponsorship Program offers you:

- Unparalleled visibility to a broad cross section of our members at all levels of experience and expertise
- High levels of recognition through select newsletters, website(s) and more
- A unique opportunity to meet and exceed your marketing goals while supporting the legal defense market

## Sponsorship Package \$2,500

- Receive three complimentary site registrations
- Acknowledgement of sponsorship during webcast
- Company logo with hyperlink on webcast sponsorship page and slide (archived)
- Promotion of sponsorship in marketing materials
- Sponsorship mention in *The Voice* with a hyperlink to your website



## Seminar Sponsorship in the DRI App

Engage | Connect | Grow | Learn | Tap | Scroll | Influence

### DRI App (iPhone, iPad and Droid)

- Logo sponsorship (includes 50-word listing)
- Fees based on projected attendance
- DRI App is limited to one sponsor per seminar

Connect to DRI members through the DRI App

← Your sponsorship logo banner goes here!

	Less than 200	201-500	501-1,000	1,000+	Annual Meeting
Sponsorship Logo	\$250	\$500	\$750	\$1,000	\$1,500

# 2016 DRI Seminars

January 28-29

**Civil Rights and Governmental Tort Liability** *(Tier 1)*

Austin, Texas

February 3-5

**Product Liability** *(Tier 2)*

New Orleans, Louisiana

February 11-12

**Appellate Advocacy** *(Tier 1)*

Scottsdale, Arizona

February 17-19

**Women in the Law** *(Tier 1)*

Scottsdale, Arizona

March 9-11

**Trial Tactics** *(Tier 1)*

Phoenix, Arizona

March 10-11

**Medical Liability and Health Care Law** *(Tier 2)*

New Orleans, Louisiana

March 17-18

**Toxic Torts and Environmental Law** *(Tier 1)*

New Orleans, Louisiana

March 31-April 1

**Government Enforcement and Corporate Compliance** *(Tier 1)*

Washington, DC

April 5-7

**Business Management Principles for Lawyers** *(Contact DRI)*

Nashville, Tennessee

April 6-8

**Insurance Coverage and Claims** *(Tier 2)*

Chicago, Illinois

April 13-15

**Life, Health, Disability and ERISA Claims** *(Tier 2)*

Chicago, Illinois

April 14-15

**Trucking Law** *(Tier 1)*

Chicago, Illinois

April 26-29

**Deposition Institute** *(Contact DRI)*

Chicago, Illinois

April 27-29

**Employment and Labor Law** *(Tier 1)*

Austin, Texas

May 5-6

**Business Litigation** *(Tier 1)*

Nashville, Tennessee

May 5-6

**Intellectual Property** *(Tier 1)*

Nashville, Tennessee

May 5-6

**Retail and Hospitality** *(Tier 1)*

Chicago, Illinois

May 19-20

**Drug and Medical Device Litigation** *(Tier 2)*

Chicago, Illinois

May 20

**Fidelity and Surety Roundtable** *(Contact DRI)*

Chicago, Illinois

June 1-3

**Construction Law** *(Tier 1)*

New Orleans, Louisiana

June 2-3

**Cost Strategies in International Dispute Resolution** *(Contact DRI)*

Vienna, Austria

June 9-10

**Diversity for Success** *(Tier 1)*

Chicago, Illinois

June 16-17

**Young Lawyers** *(Tier 1)*

Las Vegas, Nevada

June 23-24

**Marijuana and the Law** *(Contact DRI)*

Boulder, Colorado

July 21-22

**Class Actions** *(Tier 1)*

Washington, DC

September 8-9

**Nursing Home/ALF Litigation** *(Tier 2)*

Scottsdale, Arizona

September 22-23

**Data Breach and Privacy Law** *(Tier 1)*

Atlanta, Georgia

November 10-11

**Asbestos Medicine** *(Tier 2)*

New Orleans, Louisiana

November 17-18

**Fire Science** *(Tier 1)*

Scottsdale, Arizona

December 8-9

**Insurance Coverage and Practice Symposium** *(Tier 2)*

New York, NY

December 8-9

**Professional Liability** *(Tier 1)*

New York, NY

*Tier 1 seminars: 100-399 expected attendees. Tier 2 seminars: 400 or more expected attendees*

# Tier 1 Seminar Opportunities

<b>KEY</b>	<b>Diamond</b>
	<b>Platinum</b>
	<b>Gold</b>
	<b>Silver</b>
	<b>Bronze</b>

**100-399** expected attendees

## Seminar Brochure

Firm/company logo appears on inside front cover of brochure (logo must be provided six months prior to seminar).

**SPONSORSHIP COST:** \$7,000

*Gold Level*

## First Night Reception

Complimentary networking reception available to all attendees

**SPONSORSHIP COST:** \$6,000

*Gold Level*

## Second Night Reception

Complimentary networking reception available to all attendees

**SPONSORSHIP COST:** \$6,000

*Gold Level*

## Hotel Key Card

Great opportunity to get your logo in the hands of attendees staying at the conference hotel who receive a key with your logo. (Artwork must be provided 60 days prior to seminar. Based on hotel approval.)

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## AV Sponsor

Designated signage is given to the sponsor of all audio visual for the seminar. As a sponsor the signage will indicate that you are the sponsor, additional signage will be placed at breakout rooms if possible.

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Charging Station

Charging station in general session meeting space. Electrical power strips provided on skirted table(s) for attendees to plug in chargers for their personal electronic devices.

**SPONSORSHIP COST:** \$5,500 (2 days)

*Gold Level*

## GoCharge Charging Kiosk

Free standing charging station for up to 16 phones including iPod & iPad with static backlit advertising display at bottom of unit and LCD screen on top for your video or pictures.

**SPONSORSHIP COST:** \$5,500 (2 days)

*Gold Level*

## Lanyard

Great opportunity to get your logo around the neck of attendees. Lanyard includes sponsor and DRI logos.

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Table Top Displays

Skirted 6' table and two chairs for collateral and table top display available at time of registration and during the seminar. (Based on hotel approval.)

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Wireless Access

Signage outside general session room with sponsor logo and wireless information handout with sponsor acknowledgment.

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Boarding Pass Kiosk

Free standing unit located in the registration area allows attendees to check in for flights online, check flight status and print boarding passes. Company/firm website appears as the homepage for each terminal.

**SPONSORSHIP COST:** \$5,000 (2 days)

*Gold Level*

## Registration Premium/Room Drop

Contact DRI for details and pricing information.

*Gold Level*

## Continental Breakfast

Breakfast provided to all seminar attendees.

**SPONSORSHIP COST:** \$4,000 (per day)

*Silver Level*

## Course Materials

Firm/company logo appears on splash screen of the CD-ROM with hyperlink to website (logo must be provided 60 days prior to seminar).

**SPONSORSHIP COST:** \$4,000

*Silver Level*

## Refreshment Break

Afternoon and morning refreshment breaks provided for all attendees.

**SPONSORSHIP COST:** \$3,000 (per break)

*Silver Level*

## Flyer

Collated into registration materials distributed to every attendee.

**SPONSORSHIP COST:** \$2,500

*Silver Level*

## Attendee List/Onsite Schedule

Sponsor logo on front page of attendee list or onsite schedule. Collated into registration materials distributed to every attendee.

**SPONSORSHIP COST:** \$2,500 (sold separately)

*Silver Level*

*Sponsorship opportunities subject to change depending on availability.*

# Tier 2 Seminar Opportunities

<b>KEY</b>	<b>Diamond</b>
	<b>Platinum</b>
	<b>Gold</b>
	<b>Silver</b>
	<b>Bronze</b>

**400 or more** expected attendees

## Lanyard

Great opportunity to get your logo around the neck of attendees. Lanyard includes sponsor and DRI logos.

**SPONSORSHIP COST:** \$7,500

*Platinum Level*

## First Night Reception

Complimentary networking reception available to all attendees.

**SPONSORSHIP COST:** \$7,000

*Gold Level*

## Second Night Reception

Complimentary networking reception available to all attendees

**SPONSORSHIP COST:** \$7,000

*Gold Level*

## Hotel Key Card

Great opportunity to get your logo in the hands of attendees staying at the conference hotel who receive a key with your logo. (Artwork must be provided 60 days prior to seminar. Based on hotel approval.)

**SPONSORSHIP COST:** \$7,000

*Gold Level*

## Seminar Brochure

Firm/company logo appears on inside front cover of brochure (logo must be provided six months prior to seminar).

**SPONSORSHIP COST:** \$7,000

*Gold Level*

## Course Materials

Firm/company logo appears on splash screen of the CD-ROM with hyperlink to website (logo must be provided 60 days prior to seminar).

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## AV Sponsor

Designated signage is given to the sponsor of all audio visual for the seminar. As a sponsor the signage will indicate that you are the sponsor, additional signage will be placed at breakout rooms if possible.

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Charging Station

Charging station in general session meeting space. Electrical power strips provided on skirted table(s) for attendees to plug in chargers for their personal electronic devices.

**SPONSORSHIP COST:** \$5,500 (2 days)

*Gold Level*

## GoCharge Charging Kiosk

Free standing charging station for up to 16 phones including iPod & iPad with static backlit advertising display at bottom of unit and LCD screen on top for your video or pictures.

**SPONSORSHIP COST:** \$5,500 (2 days)

*Gold Level*

## Table Top Displays

Skirted 6' table and two chairs for collateral and table top display available at time of registration and during the seminar. (Based on hotel approval.)

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Wireless Access

Signage outside general session room with sponsor logo and wireless information handout with sponsor acknowledgment.

**SPONSORSHIP COST:** \$5,500

*Gold Level*

## Boarding Pass Kiosk

Free standing unit located in the registration area allows attendees to check in for flights online, check flight status and print boarding passes. Company/firm website appears as the homepage for each terminal.

**SPONSORSHIP COST:** \$5,000 (2 days)

*Gold Level*

## Continental Breakfast

Breakfast provided to all seminar attendees.

**SPONSORSHIP COST:** \$5,000 (per day)

*Gold Level*

## Registration Premium/Room Drop

Contact DRI for details and pricing information.

**GOLD LEVEL**

## Refreshment Break

Afternoon and morning refreshment breaks provided for all attendees.

**SPONSORSHIP COST:** \$4,500 (per break)

*Silver Level*

## Flyer

Collated into registration materials, distributed to every attendee.

**SPONSORSHIP COST:** \$3,000

*Silver Level*

## Attendee List/Onsite Schedule

Sponsor logo on front page of attendee list or onsite schedule. Collated into registration materials distributed to every attendee.

**SPONSORSHIP COST:** \$2,500 (sold separately)

*Silver Level*

*Sponsorship opportunities subject to change depending on availability.*

# DRI Sponsorship Policies

## Provisions

All sponsorships will be confirmed by a sponsorship agreement issued by DRI and completed by the firm/company representative. Fees are non-negotiable/non-refundable. Payment must be received at the time of signature in order to reserve the sponsorship. No refunds will be issued unless the seminar cannot be held. Seminar dates and events are subject to change. Sponsors will be notified.

Sponsorship of any of the activities covered herein is limited to the sponsorship of one event per seminar, not the seminar itself. Joint sponsorship opportunities are available for most events, subject to the approval of each potential joint sponsor and DRI, in advance.

DRI limits the number of sponsors per seminar and event in order to maximize the exposure of the sponsoring firm/company. DRI reserves the right to decline any offered sponsorship regardless of past participation.

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 DRI to perform this agreement, DRI's performance under this agreement shall be excused. In such event, all payments made by the sponsoring firm/company shall be refunded in full.

## Endorsements

Sponsorship of a DRI seminar does not constitute an endorsement by DRI, nor does it imply co-sponsorship of the seminar.

## Signage

DRI 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 DRI. For seminars with multiple sponsors, some additional signage may be used to recognize all sponsors. Corporate logo banners or promotional items may not be used unless approved by DRI in advance.

## Sponsorship Renewal Policy

DRI sponsors are provided with an invitation to renew their current sponsorship for up to three consecutive years. Within 30 days

following a seminar, sponsors will be offered the option to accept or decline a right-of-first refusal email invitation. The option is available for a period of no longer than three weeks.

If a sponsor does not accept their right-of-first refusal invitation during this period of time, the option to renew is lost and the sponsorship is open to the public on a first-come, first-serve basis. Sponsors are responsible for contacting DRI directly to secure sponsorships that become open to the public.

Once a sponsorship is renewed, sponsors may upgrade to another available sponsorship up to six months prior to the date of the seminar. After this period of time, upgrades are not accepted. Upgrades are subject to an additional non-refundable fee of \$500 over and above the cost of the sponsorship. To secure the upgraded sponsorship, a signed agreement and the \$500 is due to DRI within 15 business days of receiving the agreement. Once an upgrade is made, sponsors forfeit the right-of-first refusal option on the original sponsorship.

*For information on sponsorships please visit [dri.org](http://dri.org) and under the "Sales" tab, select "Seminar Sponsorships," or contact:*

John Hovis, Sponsorships and Exhibits Manager  
P: 312.698.6218 | F: 312.252.0877 | E: [jhovis@dri.org](mailto:jhovis@dri.org)



# About DRI

DRI—The Voice of the Defense Bar is an international organization of defense attorneys and corporate counsel that is recognized as a thought-leader and an advocate for the defense bar at the national and state level as well as in Europe. With nearly 22,000 members, DRI provides members and their clients with access to world-class education, legal resources and numerous marketing and networking opportunities that facilitate career and law firm growth. For more information visit [dri.org](http://dri.org).

## The Five Roles of DRI

**Education:** To teach and educate and to improve the skills of the defense law practitioner

**Justice:** To strive for improvement in the civil justice system

**Balance:** To be a counterpoint to the plaintiff's bar and seek balance in the justice system in the minds of potential jurors and on all fields where disputes are resolved

**Economics:** To assist members in dealing with the economic realities of the defense law practice, including the competitive legal marketplace

**Professionalism and Service:** To urge members to practice ethically and responsibly, keeping in mind the lawyer's responsibilities that go beyond the interest of the client to the good of American society as a whole



## Diversity and Inclusion in DRI: A Statement of Principle

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation. Diversity is a core value at DRI. Indeed, diversity is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures and life experiences a diverse membership provides. Inclusiveness is the chief means to increase the diversity of DRI's membership and leadership positions. DRI's members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state and local defense organizations to promote diversity and inclusion in their membership and leadership.

# Sponsorship Request Form

## Contact Information:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

## Please indicate the DRI Committee(s) of which you are a member:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Alternative Dispute Resolution | <input type="checkbox"/> Fidelity and Surety                             | <input type="checkbox"/> Product Liability                 |
| <input type="checkbox"/> Appellate Advocacy             | <input type="checkbox"/> Government Enforcement and Corporate Compliance | <input type="checkbox"/> Professional Liability            |
| <input type="checkbox"/> Aviation Law                   | <input type="checkbox"/> Governmental Liability                          | <input type="checkbox"/> Retail and Hospitality            |
| <input type="checkbox"/> Commercial Litigation          | <input type="checkbox"/> Insurance Law                                   | <input type="checkbox"/> Toxic Torts and Environmental Law |
| <input type="checkbox"/> Construction Law               | <input type="checkbox"/> Intellectual Property Litigation                | <input type="checkbox"/> Trial Tactics                     |
| <input type="checkbox"/> Corporate Counsel              | <input type="checkbox"/> Law Practice Management                         | <input type="checkbox"/> Trucking Law                      |
| <input type="checkbox"/> Data Management                | <input type="checkbox"/> Lawyers' Professionalism and Ethics             | <input type="checkbox"/> Women in the Law                  |
| <input type="checkbox"/> Diversity                      | <input type="checkbox"/> Life, Health and Disability                     | <input type="checkbox"/> Workers' Compensation             |
| <input type="checkbox"/> DRI International              | <input type="checkbox"/> Medical Liability and Health Care Law           | <input type="checkbox"/> Young Lawyers                     |
| <input type="checkbox"/> Drug and Medical Device        |  |  |
| <input type="checkbox"/> Employment and Labor Law       |  |  |

## DRI seminar(s) and event(s), webcast(s) and DRI App event(s) you are interested in sponsoring:

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## DRI seminar(s) and event(s), webcast(s) and DRI App event(s) you have sponsored in the past:

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## Send the completed form to:

**John Hovis**  
Sponsorships and Exhibits Manager  
DRI—The Voice of the Defense Bar  
55 W. Monroe St., Ste 2000 | Chicago, IL 60603  
P: 312.698.6218 | F: 312.795.0749 | E: [jhovis@dri.org](mailto:jhovis@dri.org)