

## 2015 Sponsorship and Advertising Opportunities

The Illinois Association of Defense Trial Counsel is the association for Illinois defense attorneys concerned with the defense of civil actions. Our membership of nearly 1,000 includes individuals and corporations.

A broad range of vital professional services and resources intended to enhance the knowledge and skills of those involved with litigation defense, are readily available for all IDC members. IDC also plays a role in legislative and judicial development. As the Voice of the Defense Bar in Illinois, we espouse the defense viewpoint on cutting-edge issues in the state legislature and courts.

### How Our Members are Involved in Purchasing Decisions

- 39%** Recommend purchases and/or leases
- 34%** Determine needs
- 31%** Evaluate products, services, and/or suppliers
- 27%** Involved in some way
- 24%** Approve/authorize purchases and/or leases
- 14%** Make purchases and/or leases

### IDC Substantive Law & Practice Area Committees

- Civil Practice
- Commercial Law
- Construction Law
- Employment Law
- Insurance Law
- Local Government Law
- Tort Law

## Description of IDC Events

### Spring Symposium

The Spring Symposium will be presented April 17, 2015. We expect 125 attorneys and insurance company representatives at this event.

### Springfield Reception

This Springtime reception will be held in the state capitol and will be attended by IDC current and potential members, judges and members of the Illinois General Assembly. We anticipate having approximately 50 attendees.

### Annual Meeting and Awards Luncheon

The Annual Meeting and Awards Luncheon, to be held in June 2015, will provide an opportunity for us to recognize the efforts of our most committed volunteers in front of their peers. We anticipate having 100 attendees.

### Topical Seminar

As changes in the law occur, the IDC prepares topic specific CLE programming to help keep our members up to date. These Topical Seminars generally draw between 40-60 attendees.

### IDC After Hours Membership Receptions

The IDC After Hours is a casual cocktail hour held throughout the year in Chicago and downstate. We invite current IDC members and potential members out to a local watering hole for a few hours of food, fun and great networking. We generally have between 20-40 attorneys attend these receptions.

### Holiday Reception

IDC members come together in December of every year to celebrate the Holidays. We generally have between 100-125 attendees at this Chicago event.

## Package Sponsorship

### NETWORKING PACKAGE \$3,500

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Companies purchasing the **IDC Networking Package** will receive Exhibit Space at the Spring Symposium. This includes the following:

- Exhibit Booth at Spring Symposium
- Complimentary Registration for 2 to the Annual Meeting & Awards Luncheon
- Display of the Sponsor's Logo in a PowerPoint Welcome Slide
- Inclusion of the Sponsor's Contact Information in Seminar Materials
- Recognition in the *IDC Quarterly*

In addition to the exhibiting opportunities at the Spring Symposium, Networking Package Sponsors are also entitled to the following benefits:

- Spring Symposium attendee pre-registration list with contact information.
- Display of exhibitor/sponsor PowerPoint "commercial" during Spring Symposium refreshment breaks.
- Invitations for 2 to attend all IDC receptions and an invitation to attend two "invitation-only" luncheons with IDC members.

### BRANDING PACKAGE \$3,000

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Companies purchasing the **IDC Branding Package** will receive Event Sponsorship for two events (Spring Symposium, Annual Meeting & Awards Luncheon, Topical Seminar, Springfield Reception or the Holiday Party). This sponsorship package includes the following:

- Placement of Sponsor Logo on Marketing Materials
- Placement of Sponsor Logo on Event Signage
- Display of Sponsor Logo in PowerPoint Welcome Slide
- Inclusion of Sponsor Contact Information in Seminar Materials (where applicable)
- Recognition in the *IDC Quarterly*
- Half page ad in one issue of the *IDC Quarterly*
- Full page black & white ad in Membership Directory
- Full page color ad in *Survey of Law*

In addition to the branding opportunities for your two events above, Branding Package Sponsors are also entitled to the following benefits:

- Pre-registration List with Attendee Contact Information for Your Two Events (Symposium, Annual Meeting & Award Luncheon or Topical Seminar only)
- Display of Sponsor "Commercial" During Your Two Events (Symposium, Annual Meeting & Award Luncheon or Topical Seminar only)
- Full Color Banner Ad in all Committee Newsletters
- Button Ad on IDC Website Home Page for 12 Months

### KNOWLEDGE SHARING PACKAGE \$2,000

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Companies purchasing the **IDC Knowledge Sharing Package** will be given the opportunity to:

- Author a brief, substantive, non-promotional, piece for two issues of the *IDC Quarterly* (articles are subject to editorial review)
- Author a brief, non-promotional, tip or technique for 5 issues of the IDC's electronic newsletter, *Association Brief* (articles are subject to editorial review)
- Present 1 one-hour CLE session for an IDC Committee (content and speaker selection are subject to review)

### COMBINATION PACKAGE \$4,750

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Companies purchasing an **IDC Combination Package** receive all of the benefits of any two of the above Sponsorship Packages.

### ALL INCLUSIVE PACKAGE \$6,500

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Companies purchasing an **IDC All Inclusive Package** receive all the benefits of the Networking, Branding and Knowledge Sharing Packages.

# A la Carte Sponsorship Opportunities

## NETWORKING OPPORTUNITIES

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### Spring Symposium Exhibit Space \$600

Exhibit space is available at the Spring Symposium. Purchase of Exhibit Space includes a booth, complimentary registration for 2, display of exhibitor logo on PowerPoint Welcome Slide and exhibitor contact information in seminar materials. Exhibitors are also recognized by name in the *IDC Quarterly*. A separate contract is required to purchase Exhibit Space.

### IDC Receptions \$500

Companies purchasing this sponsorship opportunity will receive invitations for 2 representatives to attend all IDC receptions in 2015.

## EVENT SPONSORSHIP

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Event Sponsorship includes placement of sponsor logo on all marketing materials and on event signage, display of sponsor logo in PowerPoint welcome slide and sponsor contact information in seminar materials (where applicable). Sponsors are also recognized by name in the *IDC Quarterly*. Event sponsorship, which does not include exhibit space, applies to the following events:

- Spring Symposium \$600
- Annual Meeting & Awards Luncheon \$500
- Topical Seminar \$500
- Springfield Reception \$500
- IDC After Hours Membership Receptions \$500
- Holiday Party \$500

## IDC MEMBERSHIP DIRECTORY ADVERTISING

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The Membership Directory is offered as a print publication and is sent to nearly 1,250 defense attorneys and members of the business community. Space is limited for Sponsors of the Directory - reserve your spot today!

**Full Page Ad** (3.25" w x 7.75" h) \$500

**Half Page Ad** (3.25" w x 4" h) \$250

All sponsor ads must be black and white (grayscale) and should be submitted as digital files in one of the following formats:

- JPG (Preferred): 300 ppi resolution at 100% size; save at maximum quality to avoid image degradation
- TIFF: 300 ppi resolution at 100% size

## IDC SURVEY OF LAW ADVERTISING

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The *IDC Survey of Law* is a compilation of recent decisions published to help our members keep abreast of the important changes in particular practice areas. The *Survey of Law* is sent to nearly 1,250 defense attorneys and members of the business community. In addition to being printed, the *IDC Survey of Law* will also be archived on the IDC website, offering linkable ads to our advertiser's websites.

**Full Page Ad** (7.5" w x 9 3/8" h)

- Color \$950
- Black & White \$750

**Half Page Ad** (3.5" w x 9 3/8" h)

- Color \$650
- Black & White \$500

**Quarter Page Ad** (3.5" x 4.5")

- Color \$350
- Black & White \$250

All sponsor ads must be submitted as digital files in one of the following formats:

- JPG (Preferred): 300 ppi resolution at 100% size; save at maximum quality to avoid image degradation
- TIFF: 300 ppi resolution at 100% size

## IDC MEMBERSHIP LIST

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The IDC Membership List is now available to sponsors for \$2,500 in a limited use license. The list will be provided as an electronic file, containing the name, firm, address and phone for all IDC members. For more information on purchasing the IDC Membership List, please contact the IDC office at 800-232-0169 or [idc@iadtc.org](mailto:idc@iadtc.org).

## IDC QUARTERLY ADVERTISING

IDC publishes the only quarterly journal for Illinois defense practitioners: the *IDC Quarterly*. The *IDC Quarterly* contains original writings on topics of professional interest to lawyers and others concerned with the defense of civil actions. Included in the *IDC Quarterly* are a Monograph, Feature Articles and Substantive Law Columns, which address crucial developments in the law and litigation practice.

### Circulation

The *IDC Quarterly* has a circulation of 2,200. The journal is distributed to defense counsel, members of the Illinois Judiciary, the Illinois General Assembly and the Illinois Congressional Delegation. In addition to being printed, the *IDC Quarterly* is also archived on the IDC website as a searchable document, offering linkable ads to our advertiser's websites.

### Members' Survey Results

- 79%** of respondents are Partners, Managing Partners or Senior Partners
- 93%** of respondents have read two or more of the last four issues
- 33%** of respondents spend 30-45 minutes reading the *IDC Quarterly*
- 40%** of respondents spend 45 minutes or more reading the *IDC Quarterly*

### Advertising Material Requirements

All *IDC Quarterly* advertising must be black and white (grayscale) and should be submitted as digital files (CD Rom or DVD [Windows PC Formatted] or Sent by email [10MG Message Limit]) in one of the following formats:

- JPG (Preferred): 300 ppi resolution at 100% size; save at maximum quality to avoid image degradation
- TIFF: 300 ppi resolution at 100% size
- Illustrator EPS: Images must be embedded; convert all fonts to outlines for best results
- Photoshop EPS: TIFF 8-bit preview; ASCII encoding

### What our readers do with the *IDC Quarterly* after they have read it

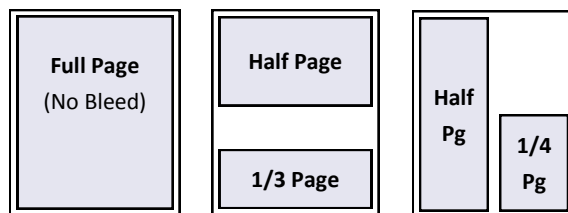
- 62%** Save the entire issue for personal use
- 47%** Use the article(s) for ideas
- 28%** Cut out an article(s)
- 28%** Discuss an article(s) with colleagues
- 21%** Pass it along to another individual
- 14%** Send entire issue to firm library

### Pass Along Rate

(number of people to which readers pass their issue)

- 29%** of respondents pass their issue on to one or more people

Ad Size	1 Issue	2 Issues (10% Discount)	3 Issues (15% Discount)	4 Issues (25% Discount)
<b>1/4 Page</b> (3.5"w x 4.5"h)	\$200	\$360	\$510	\$600
<b>1/3 Page</b> (7.5"w x 2 7/8"h)	\$250	\$450	\$625	\$750
<b>1/2 Page</b> (Vertical: 3.5"w x 9 3/8"h) (Horizontal: 7.5"w x 4.5"h)	\$400	\$720	\$1,000	\$1,200
<b>Full Page</b> (7.5"w x 9 3/8"h)	\$750	\$1,350	\$1,900	\$2,250



## WEBSITE SPONSORSHIP

Recently overhauled, the IDC Website, [www.iadtc.org](http://www.iadtc.org), is a hub of activity for the association, its members and the public. Sponsorship buttons appear throughout the entire website.

Style	3 mo.	6 mo.	12 mo.
Square (125x125 Pixels)	\$350	\$600	\$1,650

## Rules & Policies

Sponsorships are guaranteed on a first-come, first-served basis. Payment must be received to reserve the sponsorship. No refunds will be issued unless the event cannot be held. Event dates are subject to change. Sponsors will be notified. Sponsorship of an IDC event does not constitute an endorsement by IDC, nor does it imply co-sponsorship of the event.

IDC has determined that publication of advertisement in IDC publications may imply the endorsement, recommendation, support or approval of such products and services by the IDC. This implication will be considered in determining whether potential advertising will be accepted or is misleading or deceptive to the readers of IDC publications.

In all matters relating to the interpretation of the following policies and their application to potential advertising, the decision of IDC will be final and controlling. All advertising is subject to IDC approval. IDC reserves the right to reject any advertising at any time that IDC

determines is not in keeping with the standards of IDC publications. As a matter of policy, the following are not accepted:

- Advertising for products or services that are illegal or whose movement in Interstate commerce is illegal.
- Advertising relating to contests, lotteries, or the offering of prizes based on chance.
- Advertising relating to alcoholic beverages or tobacco products.
- Advertising by or on behalf of political candidates at any level, including, but not limited to, internal IDC positions.
- Advertising advocating positions on political or social issues.

Advertising is not accepted by which the advertiser violates or may enable another to violate the Illinois Code of Professional Responsibility, the Illinois Rules of Professional Conduct, or Illinois Code of Judicial Conduct.

Advertising which is on its face, false and/or misleading to the “reasonable reader” of IDC publications and/or advertising copy for which the advertiser cannot provide factual substantiation of legal authorization from the appropriate jurisdiction when requested and which therefore might be false, misleading and/or violative of the Illinois Rules of Professional Conduct, The Illinois Code of Professional Responsibility, or the Illinois Code of Judicial Conduct. Advertising may not in subject matter, content, material or design jeopardize the mailing status of the publication in which it appears. The publisher reserves the right to obtain clearance from the U.S. Postal Service.

Advertising which by its subject matter or content may imply or lead to an implication of IDC endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in the advertisement a disclaimer which indicates that the product or service is not endorsed, recommended, supported, or approved by IDC.

If an advertisement offers the sale of a product by mail order, IDC reserves the right to examine the product a purchaser will receive, but IDC is not obliged to do so. Examination of the product or publication of the advertisement does not constitute a guarantee or warranty of said product nor the endorsement, recommendation, support or approval of the product by IDC.

IDC requires full payment before publishing any advertisement.

The advertiser agrees to pay on behalf of and indemnify the IDC against any and all liability, loss, or expense (including attorneys fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and proprietary rights resulting from the publication by the IDC of the advertiser’s advertisement.

The IDC will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, breakdown of equipment, or any other circumstances beyond the IDC’s control.

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**Questions about the IDC Sponsorship Opportunities?**

Contact us at [idc@iadtc.org](mailto:idc@iadtc.org) or 800-232-0169.



## 2015 Sponsorship and Advertising Application

Company Name: \_\_\_\_\_ Main Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City, State, Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### PACKAGE SPONSORSHIPS

- Networking Package \$3,500
- Branding Package \$3,000
- Knowledge Sharing Package \$2,000
- Combination Package \$4,750 (Includes 2 of 3 Packages Above)
- All Inclusive Package \$6,500 (Includes Networking, Branding and Knowledge Sharing Packages)

### IDC Quarterly Advertising

Ad Size	1 Issue	2 Issues (10% Discount)	3 Issues (15% Discount)	4 Issues (25% Discount)
1/4 Page	<input type="checkbox"/> \$200	<input type="checkbox"/> \$360	<input type="checkbox"/> \$510	<input type="checkbox"/> \$600
1/3 Page	<input type="checkbox"/> \$250	<input type="checkbox"/> \$450	<input type="checkbox"/> \$625	<input type="checkbox"/> \$750
1/2 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$720	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,200
Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$2,250

### Website Sponsorship

Style	3 mo.	6 mo.	12 mo.
Square	<input type="checkbox"/> \$350	<input type="checkbox"/> \$600	<input type="checkbox"/> \$1,650

### A LA CARTE SPONSORSHIP OPPORTUNITIES

#### Networking Opportunities:

- Spring Symposium Exhibit Space \$600
- IDC Receptions \$500

#### Event Sponsorship:

- Spring Symposium \$600
- Annual Meeting & Awards Luncheon \$500
- Topical Seminar \$500
- Springfield Reception \$500
- IDC After Hours Membership Receptions \$500
- Holiday Party \$500

#### IDC Membership Directory:

- Full Page Ad \$500
- Half Page Ad \$250

#### IDC Survey of Law:

- |   |                                      |                                      |
|---|--------------------------------------|--------------------------------------|
| Full Page Ad                            | Half Page Ad                         | Quarter Page Ad                      |
| <input type="checkbox"/> Color Ad \$950 | <input type="checkbox"/> Color \$650 | <input type="checkbox"/> Color \$350 |
| <input type="checkbox"/> B&W Ad \$750   | <input type="checkbox"/> B&W \$500   | <input type="checkbox"/> B&W \$250   |

#### IDC Membership List:

- Limited Use License \$2,500

### Payment Information:

Enclosed is check # \_\_\_\_\_, payable to the Illinois Association of Defense Trial Counsel.

Please charge \$ \_\_\_\_\_ to my:  MasterCard  Visa  American Express

Card Number: \_\_\_\_\_ (Do Not Fax or Email Credit Card Info)

Exp. Date: \_\_\_\_\_ Card Security Code: \_\_\_\_\_ Name as it appears on the Card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Return this form with payment to: IDC, PO Box 588, Rochester IL 62563-0588