



IOWA
DEFENSE
COUNSEL
ASSOCIATION

2024 Partnership Opportunities

60th Annual Meeting and Seminar

September 12-13, 2024

Embassy Suites by Hilton Des Moines Downtown

101 E Locust Street, Des Moines, IA 50309

Visit idca.memberclicks.net/2024-partnership-opportunities-form to partner.

Value of Your Partnership:



Exclusive access to **300 members** actively engaged in the practice of law and the defense of legal actions



Network with **over 150 attendees** at the IDCA Annual Meeting and Seminar



Reach **more than 1,500 influencers** who read Defense Update, including members, Iowa judges and magistrates, and law students and faculty

IDCA Partnership Options and Benefits

Annual \$7,500	Platinum \$5,000	Gold \$3,500	Silver \$2,000	Bronze \$1,500	Exhibitor \$1,000	Law Firm \$500+
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Your choice to sponsor of one of these items at the 2024 IDCA Annual Meeting and Seminar:	Year-Long Recognition	Thursday Networking Reception or Thursday Membership Lunch	Hospitality Suite	Event Website (Exclusive) or Name Badge Lanyards (Exclusive) or Session/Speaker (Exclusive)	Coffee Stations or Audio/Visual	This level is only open to law firms
Company logo, website link, and description on IDCA Annual Meeting & Seminar website	✓	✓	✓	✓	✓	✓
Company logo and website link in promotional email marketing campaign for the event	✓	✓	✓	✓	✓	Text only
Signage at event	✓	✓	✓	✓	✓	✓
Podium recognition throughout the event	✓	✓	✓	✓	✓	✓
Company logo on screens in the general session room during breaks	✓	✓	✓	✓	✓	✓
Recognition in the fall issue of <i>Defense Update</i>	✓	✓	✓	✓	✓	✓
Access to attendee list following the event	✓	✓	✓	✓	✓	✓
Invitation to attend the Networking Reception on September 12, 2024	✓	✓	✓	✓	✓	✓
Table-top exhibit space with complimentary registration for company representative(s)	2 reps	2 reps	1 rep	1 rep	1 rep	1 rep
Opportunity to host webinars for IDCA members	✓	✓	✓	✓		
Company logo and website link on the IDCA website for 12 months	✓					
Recognition in four issues of <i>Defense Update</i>	✓					
Ad(s) in <i>Defense Update</i>	Full page x4	Full page x2	1/2 page			
Access to the full IDCA membership list	✓					
Two (2) email campaigns to members on behalf of the sponsor partner	✓					
Priority selection of table-top exhibit space	✓					
Two (2) minute elevator speech during Thursday morning welcome	✓		✓			
Place signage and welcome attendees at the hosted event		✓				
Suite provided and up to \$500 reimbursed for libations			✓			