



IOWA  
DEFENSE  
COUNSEL  
ASSOCIATION

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IOWA DEFENSE  
COUNSEL ASSOCIATION

**2023**

## Partnership Opportunities

Promote your brand to IDCA members at events and throughout the year.

## IDCA 2023 EVENTS

### IDCA 59th Annual Meeting & Seminar

September 14 - 15 2023

Embassy Suites by Hilton Des Moines Downtown

101 E Locust St, Des Moines, IA 50309

## VALUE OF PARTNERSHIP



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



Over 150 attend the IDCA Annual Meeting & Seminar.



1,500 influencers read *Defense Update* including members, Iowa's judges and magistrates, and law students and faculty at the University of Iowa College of Law and Drake University Law School

# ANNUAL MEETING & SEMINAR PARTNERSHIPS

	Annual Partnership \$7,500	Platinum Partnership \$5,000	Gold Partnership \$3,500	Insurance Company Partnership \$3,000	Silver Partnership \$2,000	Bronze Partnership \$1,500	Law Firm Partnership \$500+
<b>Item Sponsored</b>	<p><b>Partnership recognition throughout 2023, including:</b></p> <p>Listed on the IDCA website (logo and link) as an Annual Partner for 12 months</p> <p>Recognized as an Annual Partner in four Defense Update issues</p> <p>Four (4) full page ads in Defense Update</p> <p>Access to the IDCA membership list, provided by IDCA one-time in Excel</p> <p>Two (2) emails to members on behalf of the partnering company</p>	<b>Thursday Networking Reception</b> <i>(1 available)</i>	<b>Thursday Membership Lunch</b> <i>(1 available)</i>		<p><b>Event Website</b> <i>(1 available)</i></p> <p><b>Name Badge Lanyards</b> <i>(1 available)</i></p> <p><b>Hospitality Suite</b> <i>(1 available)</i></p> <p><b>Session/Speaker</b> <i>(One sponsorship available per session/speaker)</i></p>	<p><b>Thursday Coffee Stations</b> <i>(Not exclusive)</i></p> <p><b>Friday Coffee Stations</b> <i>(Not exclusive)</i></p> <p><b>Thursday Audio Visual</b> <i>(Not exclusive)</i></p> <p><b>Friday Audio Visual</b> <i>(Not exclusive)</i></p>	
<b>Exhibit Space Includes</b>	1 table-top exhibit space with 2 company reps (complimentary registration)	1 table-top exhibit space with 2 company reps (complimentary registration)	1 table-top exhibit space with 1 company rep (complimentary registration); Additional Reps = \$300	Not available	1 table-top exhibit space with 1 company rep (complimentary registration); Additional Reps = \$300	1 table-top exhibit space with 1 company rep (complimentary registration); Additional Reps = \$300	Not available
<b>All-Inclusive Benefits* Plus:</b>	<p>Priority selection of table-top exhibit space</p> <p>Two-minute elevator speech during the Thursday morning welcome and Friday morning break</p>	<p>2-minute elevator speech during the Thursday morning welcome</p> <p>Welcome attendees at the Networking Reception</p> <p>Signage at the Networking Reception</p> <p>2 full-page ads in Defense Update</p>	<p>2-minute elevator speech during the specified activity</p> <p>Signage at the specified activity</p> <p>1 half-page ads in Defense Update</p>	Unlimited complimentary registrations for claims adjusters from sponsoring companies to attend	<p>Logo placement and link to company's website prominently on event website</p> <p>Company logo on badge lanyards or at specified activity</p>	<i>All-Inclusive Benefits Only (see below)</i>	<i>All-Inclusive Benefits Only (see below)</i>

## \*All-Inclusive Benefits:

- Logo placement, link to company's website and company description on the Annual Meeting & Seminar website
- Logo placement, link to company's website in event email marketing campaign (*Law Firm is text only*)
- Signage at event
- Podium recognition throughout the event
- Logo placement on screen in the general session room during breaks
- Recognition in the Fall issue of Defense Update
- Access to attendee list following event
- Invited to attend Networking Reception on September 14.

**Only 15 exhibit spaces available on a first-come, first served basis; priority goes to sponsors.**

**If space is available after August 1st, exhibit opportunities will be for sale for \$1,000  
Includes 1 complimentary table-top exhibit space with 1 representative (complimentary registration); Additional Representative = \$300.**

## IDCA Annual Meeting & Seminar Schedule

**WEDNESDAY, SEPTEMBER 13, 2023**

3:00–5:00 p.m. | Exhibitor Set-Up

**THURSDAY, SEPTEMBER 14, 2023**

7:00 a.m.–5:00 p.m.

Exhibits Open/CLE Sessions/Networking Breaks/Lunch .  
Thursday Networking Reception held off-site.

**FRIDAY, SEPTEMBER 15, 2023**

7:00 a.m.–12:00 p.m.

Exhibits Open/CLE Sessions/Networking Breaks.  
Exhibitor Tear-Down after program ends.

# PARTNERSHIP REGISTRATION FORM

## Commitment deadline:

September 1, 2023. Partnerships after September 1, 2023, are not guaranteed to be listed on event signage.

**TO PAY ONLINE:** <https://tinyurl.com/2023-idca-sponsor>

COMPANY \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY, STATE, ZIP CODE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

## ANNUAL PARTNERSHIP

\$7,500

## ANNUAL MEETING & SEMINAR PARTNERSHIPS

Platinum Partnership: \$5,000

Gold Partnership: \$3,500

Insurance Company Partnership: \$3,000

**Silver Partnership: \$2,000 (check one)**

Event Website

Name Badge Lanyards

Hospitality Suite

Session/Speaker

**Bronze Partnership: \$1,500 (check one)**

Thursday Coffee Stations

Friday Coffee Stations

Thursday Audio-Visual

Friday Audio-Visual

**Law Firm Partnership: At least \$500**

\$ \_\_\_\_\_

**PAYMENT TOTAL:** \_\_\_\_\_

*Payment must be received in full to start partnership benefits.*

Mailed Check

(Pay to the order of **Iowa Defense Counsel Association**)

**To pay by credit card online, click here:**

<https://tinyurl.com/2023-idca-sponsor>

**Mail To:** Jessica Thornton, Iowa Defense Counsel Association, 1255 SW Pkwy, Ankeny, IA 50023

## Company Logo and Description

Email your company logo (vector, or high-res PDF, PNG, JPG) and a company description (50 words or less) to [staff@iowadefensecounsel.org](mailto:staff@iowadefensecounsel.org).

## Registration Follow Up

IDCA staff will contact you for the following after receiving your form:

- Exhibit Space
- Exhibit Staff
- Session/Speaker Selection

**Questions:** Jessica Thornton, [staff@iowadefensecounsel.org](mailto:staff@iowadefensecounsel.org) or (515) 334-1064