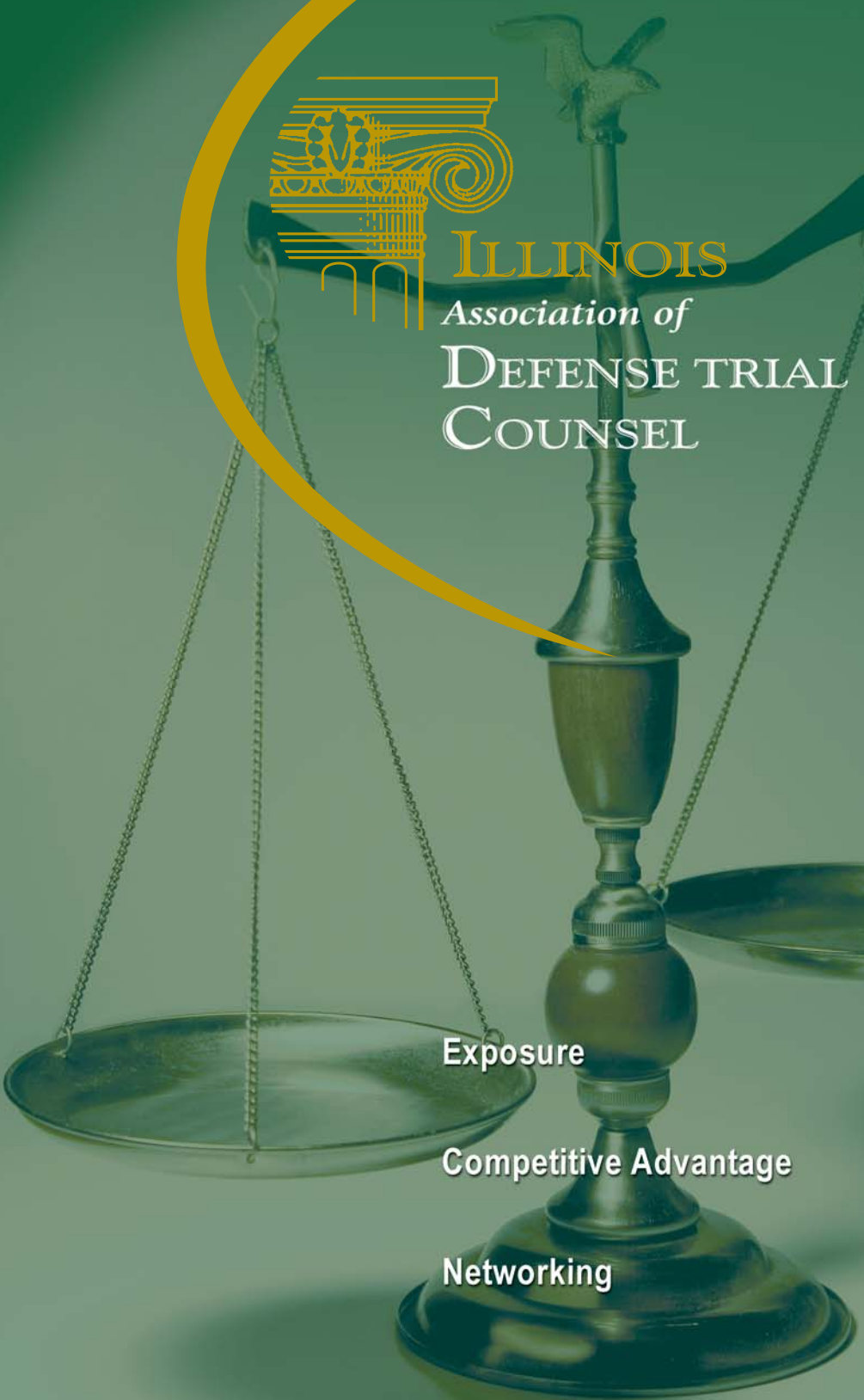


**Sponsorship  
and Advertising  
Opportunities**



**ILLINOIS**  
*Association of*  
**DEFENSE TRIAL  
COUNSEL**



**Exposure**

**Competitive Advantage**

**Networking**

# Overview

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.

## IDC Substantive Law & Practice Area Committees

- Civil Practice and Procedure
- Commercial Litigation
- Employment Law
- Insurance Law
- Medical Liability
- Municipal Law
- Product Liability
- Professional Liability
- Workers Compensation

## 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

# Event Sponsorship

## Sponsorship Packages

### **Platinum \$10,000** (Value \$19,980)

For **all** seminars and IDC events held in a 12-month period, Platinum sponsors will receive the following:

- Company Logo in Registration Brochure (\$1,250 value)
- Pre-Registration List (\$1,125 value)
- On-Site Signage with Company Logo (\$2,500 value)
- Oral Acknowledgement During Event (\$1,125 value)
- Recognition in Schedule of Events (\$2,500 value)
- Standard Display Table (where applicable) (\$1,100 value)
- Complimentary Seminar Registration for 5 (\$5,000 value)
- Recognition in *IDC Quarterly* (\$600 value)

In addition to these items, platinum sponsors will also receive the following:

- Complimentary half-page ad in four issues of the *IDC Quarterly* (\$2,380 value)
- Complimentary website link from IDC home page for 12 months (\$1,900 value)
- Complimentary banner ad in all published IDC newsletters (\$500)

### **Gold \$7,500** (\$10,450 value)

For the Claim & Defense Tactics Symposium **and** the Judicial Conference, gold sponsors will receive the following:

- Company Logo in Registration Brochure (\$500 value)
- Pre-Registration List (\$550 value)
- On-Site Signage with Company Logo (\$1,000 value)
- Oral Acknowledgement During Event (\$550 value)
- Recognition in Schedule of Events (\$1,000 value)
- Standard Display Table (\$1,100 value)

- Complimentary Seminar Registration for 4 (\$4,000 value)
- Recognition in *IDC Quarterly* (\$300 value)

In addition to these items, gold sponsors will also receive the following:

- Complimentary one-third page ad in two issues of the *IDC Quarterly* (\$950 value)
- Complimentary website link from IDC home page for 3 months (\$500 value)

### **Silver \$5,000** (\$7,020 Value)

For the Claim & Defense Tactics Symposium **and** the Judicial Conference, silver sponsors will receive the following:

- Company Logo in Registration Brochure (\$500 value)
- Pre-Registration List (\$550 value)
- On-Site Signage with Company Logo (\$1,000 value)
- Oral Acknowledgement During Event (\$550 value)
- Recognition in Schedule of Events (\$1,000 value)
- Standard Display Table (\$1,100 value)
- Complimentary Seminar Registration for 3 (\$1,200 value)
- Recognition in *IDC Quarterly* (\$300 value)

In addition to these items, silver sponsors will also receive the following:

- Complimentary one-quarter page ad in two issues of the *IDC Quarterly* (\$570 value)
- Complimentary website link from IDC website right-hand navigation for 3 months (\$250 value)

### **Bronze \$4,000** (\$6,100 value)

For the Claim & Defense Tactics Symposium **and** the Judicial Conference, bronze sponsors will receive the following:

- Company Logo in Registration Brochure (\$500 value)
- Pre-Registration List (\$550 value)
- On-Site Signage with Company Logo (\$1,000 value)
- Oral Acknowledgement During Event (\$550 value)
- Recognition in Schedule of Events (\$1,000 value)
- Standard Display Table (\$1,100 value)
- Complimentary Seminar Registration for 2 (\$800 value)
- Recognition in *IDC Quarterly* (\$300 value)

In addition to these items, bronze sponsors will also receive the following:

- Complimentary one-quarter page ad in one issue of the *IDC Quarterly* (\$300 value)

## **A la Carte Sponsorship Opportunities**

Sponsors may select the individual sponsorship opportunities at the Claim & Defense Tactics Symposium, Awards Banquet, Judicial Conference and North Central Region Trial Academy.

Refreshment Break .....	\$500
Continental Breakfast .....	\$500
Luncheon .....	\$1,000
Reception .....	\$1,500
Dinner .....	\$2,000



A la Carte Sponsorship Opportunities are also available for the Executive Mansion Reception and the IDC After Hours Receptions.

Executive Mansion Reception .....	\$250
IDC After Hours Reception .....	\$250

## Benefits

By sponsoring an a la carte item above, sponsors will receive the following benefits, valued between \$1,575 and \$3,200:

- Company Logo in Registration Brochure (sponsorships of \$2,500 or more)
- Pre-Registration List (sponsorships of \$2,500 or more)
- On-Site Signage with Company Logo
- Oral Acknowledgement During Event
- Recognition in Schedule of Events
- Complimentary Seminar Registration (sponsorships of \$1,000 or more = 2 complimentary registrations; sponsorships of \$2,500 or more = 4 complimentary registrations)
- Recognition in *IDC Quarterly*
- Complimentary one-quarter page ad in one issue the *IDC Quarterly* (sponsorships of \$2,500 or more)

## 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.

## Sponsorship Events

### Claim & Defense Tactics Symposium \*

The Claim & Defense Tactics Symposium will be presented by the Illinois Association of Defense Trial Counsel and the Illinois Insurance Association at the Chicago Marriott Oak Brook Hotel in Oak Brook, IL, on March 25-26, 2010. Attendees will learn tips and techniques for handling complex claim litigation. We expect 200-300 attorneys and insurance company representatives at this event.

### IDC After Hours

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 20-50 attorneys attend these receptions.

### Executive Mansion Reception

The Illinois Executive Mansion is a beautiful historical building central to the workings of Illinois government. This April 27, 2010 reception at the Springfield, IL Mansion will be attended by IDC current and potential members, judges and members of the Illinois General Assembly. We anticipate having between 100-150 attendees.

### Awards Banquet

The IDC is fortunate to have a tremendously devoted and talented corps of volunteers. The Awards Banquet will provide an opportunity for us to recognize the efforts of our most committed volunteers in front of their peers. This event, to be held June 18, 2010, will include the Awards Banquet and a Reception at the Broadway in Chicago production of *Billy Elliot*. Sponsorship and tickets are limited for this event. Contact the IDC office as soon as possible to reserve your spot!

*\* Ask about exhibit opportunities!*

## Judicial Conference \*

The IDC will be teaming up with the Illinois Judges Association (and potentially the Illinois Trial Lawyers Association) to present an in-depth conference on the issue of Judicial Election v. Judicial Appointment. This event will be held in late summer/early fall, 2010 and will be attended by defense attorneys, plaintiff's attorneys and judges.

## North Central Region Trial Academy

The North Central Region Trial Academy is the only trial techniques seminar in Illinois, Indiana, and Wisconsin specifically designed for defense attorneys. The Academy is presented by the Illinois Association of Defense Trial Counsel, Defense Trial Counsel of Indiana, and the Civil Trial Counsel of Wisconsin. We anticipate our attendance will be approximately 70 for this event.

## 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.

Each issue of the *IDC Quarterly* contains a Monograph; an in-depth, full-length scholarly analysis of a portion of the law. The Monograph is written by top defense attorneys and experts from throughout the state. Each issue of the *IDC Quarterly* also contains feature articles, which address crucial developments in the law and litigation practice. In addition to the Monograph and Feature Articles, each issue of the *IDC Quarterly* features a collection of articles prepared by IDC members. These articles include updates on the following practice areas: Civil Rights, Commercial Law, Employment Law, Health Law, Insurance Law, Municipal Law, Products Liability, Professional Liability, Technology Law and Workers Compensation Law.



## Circulation

The *IDC Quarterly* has a circulation of 2,275. The journal is distributed to defense counsel, members of the Illinois Judiciary, as well as members of the Illinois General Assembly and the Illinois Congressional Delegation.

## 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 of the *IDC Quarterly*
- 33% of respondents spend 30-45 minutes reading the *IDC Quarterly*
- 40% of respondents spend 45 minutes or more reading the *IDC Quarterly*

## 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

*IDC Quarterly* Advertising continued on next page –

**Pass Along Rate** (number of people to which readers pass their issue on)  
 29% of respondents pass their issue on to one or more people

### Satisfaction Rating

- 35% of respondents are "Extremely Satisfied"
- 49% of respondents are "Very Satisfied"
- 14% of respondents are "Satisfied"

### IDC Quarterly Submission Requirements Ad Material Requirements

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

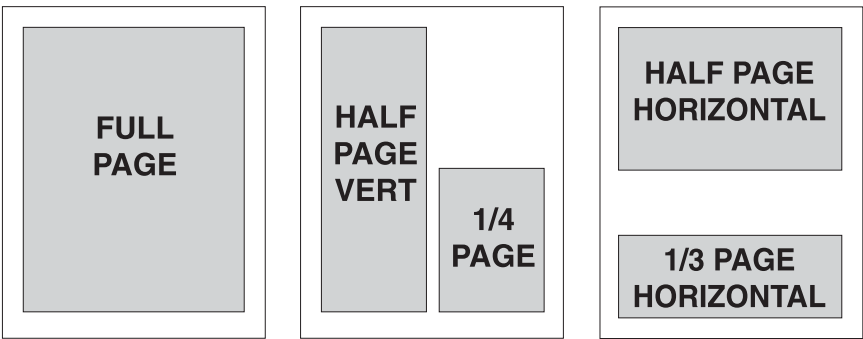
- JPG (preferred): 300 ppi resolution at 100% size; save at maximum quality to avoid image degradation
- TIFF: 300 ppi resolution at 100% size
- Illustrator EPS: Images must be embedded; convert all fonts to outlines for best results
- Photoshop EPS: TIFF 8-bit preview; ASCII encoding

### Acceptable Media

- CD-Rom and DVD (Windows PC formatted)
- Email (message limit 10MB)

### Ad Dimensions

- Full Page (no bleed) 7 1/2"w x 9 3/8"h
- 1/2 Page (vertical) 3 1/2"w x 9 3/8"h
- 1/2 Page (horizontal) 7 1/2"w x 4 1/2"h
- 1/3 Page (horizontal) 7 1/2"w x 2 7/8"h
- 1/4 Page (square) 3 1/2"w x 4 1/2"h



Ad Size	Rate Per Insertion			
	1x	2x (5% discount)	3x (10% discount)	4x (15% discount)
Full Page	\$1,000	\$950	\$900	\$850
1/2 Page	\$700	\$665	\$630	\$595
1/3 Page	\$500	\$475	\$450	\$425
1/4 Page	\$300	\$285	\$270	\$255

# Newsletter Advertising

## Overview

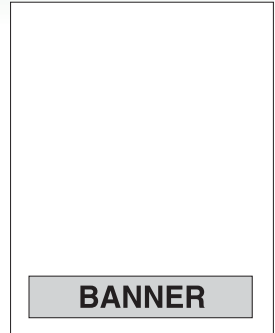
IDC Newsletters are produced by our substantive law committees and focus on issues relating directly to the practice of commercial litigation, employment law, insurance law, medical liability, municipal law, product liability, professional liability and workers' compensation.

## Newsletter Circulation

IDC Newsletters have a circulation of 2,275. Newsletters are distributed to defense counsel, members of the Illinois Judiciary, as well as members of the Illinois General Assembly and the Illinois Congressional Delegation.

## Ad Dimension & Price

- Horizontal Banner (7 1/4"w x 1 1/4"h) ..... \$500



## IDC Newsletter Ad Submission Requirements

All advertisements 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

## Acceptable Media

- CD-Rom and DVD (Windows PC formatted)
- Email (message limit 10MB)

# Website Sponsorship

## Website Usage

The IDC Website, [www.iadtc.org](http://www.iadtc.org), has recently been overhauled to better meet the needs of the IDC membership and the public. Since the redesign of the site in June 2007, we have averaged nearly 1,800 hits, 100 different visitors and 400 pages viewed per day.

## Members' Survey Results

- 80% of respondents have visited the website at least once.
- 48% of respondents have visited the website between 1-5 times.
- 31% of respondents have visited the website more than 5 times.

## What are the Most Popular Features of [www.iadtc.org](http://www.iadtc.org)?

Survey respondents report that the most popular sections of the site are:

- Expert Help
- IDC Quarterly Articles
- Legislative Updates
- Membership Searches
- Newsletter Articles
- Seminar Registration

## Satisfaction Rating

- 7% of respondents are "Extremely Satisfied"
- 40% of respondents are "Very Satisfied"
- 50% of respondents are "Satisfied"



## Home Page & Right Hand Navigation

Sponsorship buttons may be placed on the IDC Home Page or individual website Right Hand Navigation sections. Buttons will feature the sponsor's logo with a link to their Home Page or Email Address. Vertical Banners may also include the Sponsor's Name.

Style	Location	Members			Non-Members		
		3 months	6 months	12 months	3 months	6 months	12 months
<b>Rectangular Small</b> (120 x 60 Pixels)	Home Page	\$500	\$900	\$1,900	\$725	\$1,125	\$2,125
	Right Hand Navigation	\$250	\$400	\$900	\$475	\$625	\$1,125
<b>Rectangular Large</b> (120 x 90 Pixels)	Home Page	\$525	\$950	\$2,000	\$750	\$1,175	\$2,225
	Right Hand Navigation	\$275	\$450	\$1,000	\$500	\$675	\$1,225
<b>Square</b> (125 x 125 Pixels)	Home Page	\$550	\$1,000	\$2,100	\$775	\$1,225	\$2,325
	Right Hand Navigation	\$300	\$500	\$1,100	\$525	\$725	\$1,325
<b>Vertical Banner</b> (120 x 240 Pixels)	Home Page	\$575	\$1,050	\$2,200	\$800	\$1,275	\$2,425
	Right Hand Navigation	\$325	\$550	\$1,200	\$550	\$775	\$1,425

## Banners

Sponsorship banners may be placed at the top or bottom of the IDC Sub Pages. Banners will feature the sponsor's logo and name with a link to their Home Page or Email Address. Sponsorship banner placement is subject to the discretion and approval of the IDC.

Style	Location	Members			Non-Members		
		3 months	6 months	12 months	3 months	6 months	12 months
<b>Half Banner</b> (234 x 60 Pixels)	Find a Defense Attorney	\$675	\$1,250	\$2,600	\$900	\$1,755	\$2,825
	Other	\$375	\$650	\$1,400	\$600	\$875	\$1,625
<b>Full Banner</b> (468 x 60 Pixels)	Find a Defense Attorney	\$1,350	\$2,600	\$5,300	\$1,575	\$2,825	\$5,525
	Other	\$750	\$1,400	\$3,000	\$1,250	\$1,725	\$3,225



## Sponsorship and Advertising Application

Company Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Sponsorship Commitment

Please indicate below all items you would like to sponsor:

#### Sponsorship Packages

Platinum \$10,000

Silver \$5,000

Gold \$7,500

Bronze \$4,000

Total Sponsorship \$ \_\_\_\_\_

### A la Carte Sponsorship

A la Carte Sponsorship	Claim & Defense Tactics Symposium	IDC After Hours Reception	Executive Mansion Reception	Awards Banquet	Judicial Conference	Trial Academy	Total Sponsorship
Continental Breakfast	\$500	—	—	—	\$500	\$500	
Refreshment Break	\$500	—	—	—	\$500	\$500	
Luncheon	\$1,000	—	—	—	\$1,000	\$1,000	
Reception	\$1,500	\$250	\$250	\$1,500	\$1,500	\$1,500	
Dinner	—	—	—	\$2,000	—	\$2,000	
<b>Grand Total</b>							

### IDC Quarterly Advertising

Please circle the number of insertions for the *IDC Quarterly*:    1    2    3    4

Please mark the ad size     Full Page     1/2 Page (horizontal)

1/2 Page (vertical)     1/3 Page     1/4 Page

Rate Per Insertion \$ \_\_\_\_\_

Special Position Charge (15%) \$ \_\_\_\_\_

Total Per Insertion \$ \_\_\_\_\_

## IDC Newsletter Advertising

Horizontal Banner (71/4" x 1 1/4") \$ \_\_\_\_\_

Special Position Charge (15%) \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

## IDC Website Sponsorship

Please circle the type of sponsorship you would like:

Style	Location	
Rectangular Small	Home Page	Right Hand Navigation
Rectangular Large	Home Page	Right Hand Navigation
Square	Home Page	Right Hand Navigation
Vertical Banner	Home Page	Right Hand Navigation
Horizontal Banner – Half	Find a Defense Attorney	Other
Horizontal Banner – Full	Find a Defense Attorney	Other

Please indicate the term of your website sponsorship:

3 Months     6 Months     12 Months    Sponsorship Fee: \$ \_\_\_\_\_

Signature below indicates that the sponsor/advertiser has thoroughly read all Rules & Policies and agrees to them.

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Payment

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

Please charge \$ \_\_\_\_\_ to my:

MasterCard     Visa     AmEx     Discover

Card Number: \_\_\_\_\_

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 3144  
Springfield, IL 62708-3144

Fax: 217-585-0886  
Email: [idc@iadtc.org](mailto:idc@iadtc.org)  
Website: [www.iadtc.org](http://www.iadtc.org)

# Rules & Policies

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.

**Any questions? Please phone 800-232-0169**

FIRST-CLASS MAIL



PO Box 3144  
Springfield, IL 62708-3144