

2019 PACDL Sponsor Prospectus

The Pennsylvania Association of Criminal Defense Lawyers (PACDL) offers its sponsors optimal marketing exposure. These opportunities are more than a marketing play. They are about creating experiences that will resonate long after your brand strikes its activation at PACDL trainings. Each sponsorship opportunity has been carefully constructed to optimize your reach and ensure maximum return on investment. Sponsorship is not only a strong marketing strategy, but also an incredibly powerful tool for promoting a business, especially within the legal community.

Reasons to Sponsor

Cultivate Credibility. Interested in building rapport and trust with existing and potential customers? Sponsoring a PACDL CLE can accelerate the process and help spark interest. Our members and attendees can begin to identify your brand for its presence, generosity, and dependability.

Build Brand Awareness. You can also gain greater visibility and develop a competitive edge in the marketplace without an expensive advertising campaign. Not only will you gain visual brand awareness every time the CLE is promoted, you can introduce new products and demonstrate services to leaders who are responsible for attracting new business and finding solution providers for their firms and clients.

Increase Your Reach. When you sponsor a PACDL event you reach more than just those who attend. You can maximize your return by promoting your sponsoring of the event to your networks. Pull together an email invitation and encourage them to attend or write a blog about why you believe it is an important event and therefore sponsored it.

Engage with Your Audience. Traditional forms of advertising are one-sided and a quantitative medium, but sponsorship is a qualitative medium which gives a sponsor the opportunity to cultivate new and existing clients face-to-face, develop lasting relationships, educate prospects, and support the defense bar.

Generate Leads. You can be personally present to talk shop, demonstrate your knowledge, be helpful, showcase your product/service, and gather customer insight by reaching leaders who hold the key to decision-making within their firms. You should be in our space surrounded by key prospects and with attendees who are likely to know others with similar interests thus gathering referrals to their connections.

Differentiate from Competitors. The mere act of sponsoring an event, especially an exclusive sponsorship, is a significant way to create competitor differentiation.

About PACDL

The Pennsylvania Association of Criminal Defense Lawyers (PACDL) is an association of legal professionals dedicated to delivering insightful continuing legal education training, peer-to-peer networking opportunities, and community-sourced information that advances the Pennsylvania criminal defense bar. Since 1988, PACDL has set itself apart as the premier criminal defense association that represents private and public defense lawyers admitted to the Pennsylvania Supreme Court.

Additionally, it engages in persuasive advocacy before state policymakers on public policy issues and ensures that its voice is heard before the judiciary by filing persuasive amicus briefs in Pennsylvania's appellate courts.

Our members are located across Pennsylvania and are comprised of private practitioners, conflict counsel and public defenders. This broad spectrum of individuals brings a unique perspective and value. If you are interested in being a sponsor or an exhibitor, return the completed application and contract to PACDL.

Pennsylvania Association of Criminal Defense Lawyers
115 State Street
Harrisburg, PA 17101
717.234.7403 (o) | 717.234.7462 (f)
www.pacdl.org | pacdl@pacdl.org



PACDL
PENNSYLVANIA ASSOCIATION OF
CRIMINAL DEFENSE LAWYERS

Year-Round Sponsorship Opportunity

Defender of Freedom \$7,500 (3 available)

Our Defender of Freedom Sponsors receive an elevated level of exposure throughout the 2019 partnership year.

Exposure Throughout the Year

- Logo as a Defender of Freedom Sponsor included on the PACDL website (www.pacdl.org) and hyperlinked to your website for 3 non-consecutive months.
- Logo incorporated in the scrolling Welcome PowerPoint at 1 smaller CLE program.
- First right of sponsorship renewal.

Exposure at the 2019 Joint Annual Conference (Harrisburg: April 25-26, 2019)

- One six-foot draped exhibit table and seating for exhibiting during both session days or distribution of promotional material with course materials (promo printed by sponsor).
- One CLE registration voucher provided for both session days.
- Logo as a Defender of Freedom Sponsor incorporated on the scrolling Welcome PowerPoint.
- Logo insertion in the conference course content.

Exposure at the 2019 White Collar Practice Seminar (Philadelphia: November 2019)

- Two CLE registration vouchers for both session days.
- Logo recognition on the scrolling Welcome PowerPoint.

Other Exposure

- One quarter page advertisement inserted in two 2019 digital editions in PACDL's *For The Defense* that are hyperlinked to your website.
- One dedicated e-blast to PACDL members in 2019.



CLE Major Conference Opportunities

2019 Joint Annual Conference (April 25 and 26, 2019)

Each April, criminal defense attorneys meet in Harrisburg for two days of comprehensive legal education and networking at the PACDL and Public Defender Association of Pennsylvania Joint Annual Conference. This event attracts hundreds of criminal defense lawyers from across Pennsylvania. Our sponsorship opportunities are some of the most affordable ways that you can display your brand in front of your target market and interact with potential clients in the most meaningful way.

Platinum Sponsor

\$5,000

Pre-Event

- Logo inserted as a Platinum Sponsor in the 2019 Joint Annual Conference Brochure.**
- Logo placed in the conference promotional email campaigns.
- Logo included on PACDL website (www.pacdl.org) for 45 days.

On-Site

- Three CLE registration vouchers for both session days.
- An exhibit table for non-law firm sponsors with seating for two representatives for both days.
- Opportunity to distribute collateral at Thursday's Opening Session (copies provided by Sponsor).
- Recognition from the podium at the Thursday and Friday Opening Sessions.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo placed on the conference signage.
- Logo included in the conference course materials.

Post-Event

- One full page advertisement inserted in a single 2019 issue of PACDL's *For the Defense*.*
- Recognition as a Platinum Sponsor in the May 2019 issue of *For the Defense* with other sponsors.

Thursday Cocktail Reception

\$3,000 (Thursday, one available)

- Two CLE registration vouchers for both days.
- One six-foot draped, exhibit table for non-law firm sponsors and seating for two representatives for the Thursday, April 25 session.
- Logo placed in the conference promotional email campaigns.
- Logo placed on the conference signage at the Cocktail Reception and Welcome PowerPoint.
- Exclusive vendor attendance at the Cocktail Reception and tickets for two representatives.
- One half-page advertisement inserted in a single 2019 issue of PACDL's *For The Defense*.*
- Logo included in the conference course materials.

Gold Sponsor

\$3,500

Pre-Event

- Logo inserted as a Gold Sponsor in the 2019 Joint Annual Conference Brochure.**
- Logo placed in the conference promotional email campaigns.
- Logo included on PACDL website (www.pacdl.org) for 30 days.

On-site

- Two CLE registration vouchers for both session days.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo placed on the conference signage.
- Logo included in the conference course materials.

Post-Event

- Half page advertisement inserted in a single 2019 issue of PACDL's digital magazine, *For The Defense*.*
- Recognition as a Gold Sponsor in the May 2019 issue of PACDL's *For The Defense*.

Silver Sponsor

\$2,000

Pre-Event

- Logo included on PACDL website (www.pacdl.org) for 15 days.

On-Site

- One one-day CLE Registration for the 2019 Joint Annual Conference.
- Logo incorporated on the scrolling Welcome PowerPoint presentation.
- Logo placed on the conference signage.
- Logo included in the conference course materials.

Post-Event

- Recognition as a Silver Sponsor in the May 2019 issue of PACDL's *For The Defense*.*
- One - 1/4 page advertisement in *For The Defense*.*

Patron Sponsor \$1,000

On-Site

- Logo placed on the conference signage as a Patron Sponsor.
- Logo included in the conference course materials.
- 50% off a one-day Registration for the 2019 Joint Annual Conference.

Post-Event

- Recognition as a Patron Sponsor in the May 2019 issue of PACDL's *For The Defense*.

WiFi Sponsor \$750 (2 available)

On-Site

- Logo placed on conference signage, inserted in the course materials, and incorporated into the scrolling Welcome PowerPoint.

Host of General Session Speaker \$600 (5 available)

- Logo placed in course materials.

SWAG (as provided by sponsor) \$500

- Distributed to all conference attendees at the Conference.
- Product purchased by the sponsor.

2019 Joint Annual Conference Exhibit Opportunities

A limited number of exhibit tables are available at the 2019 Joint Annual Conference. See the contract for specific terms and conditions. Space is assigned on a first-come, first-served basis and based on space availability at host facility.

Exhibit fees:

- Full Two-Day fee - \$1,500 Thursday, April 25 AND Friday, April 26, 2019.
- Single day fee - \$1,000 per day Thursday, April 26 OR Friday, April 27, 2019.

Exhibit space rental includes the following:

- One six-foot draped exhibit table with seating for two representatives. Electric service may be secured for an additional fee.
- Two company representatives per booth. Additional representatives are \$250 per person (includes breakfast, lunch and beverage breaks).
- Exhibit set-up: 7:45 a.m. - 8:30 a.m. each day.
- Exhibit tear-down: 5:00 p.m. daily.
- Direct sales are permitted at each booth.

Exhibit hours:

- 8:30 a.m. – 5:00 p.m. Thursday and Friday.
- Please note conference attendees are required to remain in session rooms for the entirety of the program to receive full CLE program credits. Exhibitors may not delay, attempt to delay or prohibit attendees from promptly entering session rooms.

* Advertising artwork provided by sponsor no later than six weeks in advance of magazine issue date, check with PACDL staff for 2019 deadlines.

** Please double-check deadline for insertion into brochure.

2019 White Collar Practice Sponsorship Opportunities (November 2019)

Platinum Sponsorship \$5,000 (only 5 available)

Pre-Event

- Logo inserted as Platinum Sponsor in the conference brochure.**
- Logo included in promotional seminar email campaigns.
- One full page advertisement inserted in a single 2019 issue of PACDL's *For The Defense*.*
- Logo included on PACDL website (www.pacdl.org) for 45 days.
- First right of sponsorship renewal.

On-Site

- Three CLE registration vouchers for both session days.
- Logo placed on seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Platinum Sponsor in the December 2019 issue of PACDL's *For The Defense*.

Gold Sponsorship \$3,500

Pre-Event

- Logo inserted as a Gold Sponsor on the seminar brochure.**
- Logo included on seminar promotional email campaigns.
- Full page advertisement inserted in a single 2019 issue of PACDL's *For The Defense*.*
- Logo included on PACDL website (www.pacdl.org) for 30 days.
- First right of sponsorship renewal.

On-Site

- Two CLE registration vouchers for both session days.
- Logo placed on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Gold Sponsor in the December 2019 issue of PACDL's *For The Defense*.

WiFi Sponsor \$1,000 (Two Available)

- 50% off one-day seminar registration for one individual.
- Logo placed on conference signage, inserted into the seminar course materials, and incorporated into the scrolling Welcome PowerPoint.

Silver Sponsorship \$2,500

Pre-Event

- Logo inserted as a Silver Sponsor on the seminar brochure.**
- One Half-Page advertisement in a single 2019 issue of PACDL's digital magazine, *For The Defense*.*
- Logo placed on PACDL website (www.pacdl.org) as a Silver Sponsor for 15 days.

On-Site

- One CLE registration voucher for both session days.
- Logo placed on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Silver Sponsor in the December 2019 issue of PACDL's *For The Defense*.

Patron Sponsorship \$1,250

Pre-Event

- One-Quarter page advertisement in a single 2019 issue of PACDL's digital magazine, *For The Defense*.*

On-Site

- Logo placed as a Patron Sponsor on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint.
- Logo inserted in the seminar course materials.
- One CLE registration for one day.

Post-Event

- Recognition as a Patron Sponsor in the December 2019 issue of PACDL's *For the Defense*.

Thursday Cocktail Reception \$1,500 (Two Available)

- Logo included as the Cocktail Reception Sponsor on seminar promotional email campaigns.
- Tickets for four company representatives to the Thursday Cocktail Reception.
- Logo placed on seminar signage at the Thursday Cocktail Reception.
- Recognition as a Sponsor in the December 2019 issue of PACDL's *For the Defense*.
- First right of sponsorship renewal.

* Advertising artwork provided by sponsor no later than six weeks in advance of magazine issue date, check with PACDL staff for 2019 deadlines.

** Please double-check deadline for insertion into brochure.

Niche Conferences

2019 DUI and Motor Vehicle Summit

Platinum Sponsorship

\$3,000

(Exclusivity for the industry category; limited to 3 industry categories)

Pre-Event

- Logo included in promotional seminar email campaigns.
- Logo included on PACDL website (www.pacdl.org) for 45 days.

On-Site

- One six-foot draped exhibit table and seating for two representative for both session days (limited availability – first come, first served) OR a full page advertisement inserted in a single 2019 issue of PACDL's digital magazine, *For The Defense*.*
- Two CLE registration vouchers.
- Logo placed on seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint presentation.
- Logo inserted in the seminar course materials.
- Recognition from the podium.

Post-Event

- One full page advertisement inserted in a single 2019 issue of PACDL's *For The Defense*.*
- First right of sponsorship renewal.

Gold Sponsorship

\$1,500

Pre-Event

- Logo placed on PACDL website (www.pacdl.org) as a Silver Sponsor for 20 days.

On-Site

- One CLE registration voucher for one session day for one individual.
- One six-foot draped exhibit table with seating for two representatives. (Electric service may be secured for an additional fee). Exhibit set-up: 7:45 a.m. - 8:30 a.m. Exhibit tear-down: 4:15 p.m.
- Logo placed on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint.
- Logo inserted in the seminar course materials.

Post-Event

- Recognition as a Gold Sponsor in a 2019 issue of PACDL's *For The Defense*.
- One Half-Page advertisement in a single 2019 issue of PACDL's digital magazine, *For The Defense*.*

Silver Sponsorship

\$750

On-Site

- Logo placed as a Silver Sponsor on the seminar signage.
- Logo incorporated in the scrolling Welcome PowerPoint.
- Logo inserted in the seminar course materials.
- 50% off the registration fee for one individual.

Post-Event

- One-Quarter page advertisement in a single 2019 issue of PACDL's digital magazine, *For The Defense*.*

Other CLEs

Any of our smaller CLE's offered throughout the year can be sponsored with the following benefits:

Friend Sponsor

\$500 (limited to 3 sponsorships per CLE)

- Logo placed on PACDL website (www.pacdl.org) as a sponsor of that CLE for 15 days.
- Logo included in the course materials, incorporated into the Welcome PowerPoint, and placed on the seminar signage for that single CLE course.

Sponsorship and Exhibitor Application

Representative's Name _____ Date _____

Firm or Company Name _____

Company Address _____

City _____ State _____ Zip _____

Representative Telephone No. _____

Email _____

Submit to: Pennsylvania Association of Criminal Defense Lawyers, 115 State Street, Harrisburg, PA 17101
fax: 717.234.7462; or email: pacdl@pacdl.org.

Please indicate your sponsorship level or interest as an exhibitor below:

- | | |
|--|--|
| <input type="checkbox"/> Defender of Freedom \$7,500 | <input type="checkbox"/> White Collar Practice Platinum Sponsor \$5,000 |
| <input type="checkbox"/> Joint Annual Conference Platinum Sponsor \$5,000 | <input type="checkbox"/> White Collar Practice Gold Sponsor \$3,500 |
| <input type="checkbox"/> Joint Annual Conference Gold Sponsor \$3,500 | <input type="checkbox"/> White Collar Practice Silver Sponsor \$2,500 |
| <input type="checkbox"/> Joint Annual Conference Silver Sponsor \$2,000 | <input type="checkbox"/> White Collar Practice Patron Sponsor \$1,250 |
| <input type="checkbox"/> Joint Annual Conference Patron Sponsor \$1,000 | <input type="checkbox"/> White Collar Practice WiFi Sponsor \$1,000 |
| <input type="checkbox"/> Joint Annual Conference WiFi Sponsor \$750 | <input type="checkbox"/> White Collar Practice Thursday Cocktail Reception \$1,500 |
| <input type="checkbox"/> Joint Annual Conference Sponsor of General Speaker \$600 | <input type="checkbox"/> DUI and Motor Vehicle Platinum Sponsor (\$3,000 exclusivity per category) |
| <input type="checkbox"/> Joint Annual Conference SWAG Sponsor \$500 | <input type="checkbox"/> DUI and Motor Vehicle Gold Sponsor (\$1,500 nonexclusive) |
| <input type="checkbox"/> Joint Annual Conference Thursday Evening Cocktail Reception \$3,000 | <input type="checkbox"/> DUI and Motor Vehicle Silver Sponsor (\$750 nonexclusive) |
| <input type="checkbox"/> Joint Annual Conference 2-Day Exhibitor \$1,500 | <input type="checkbox"/> Other CLE Friend Sponsor (insert CLE event _____) \$500 |
| <input type="checkbox"/> Joint Annual Conference 1-Day Thursday Exhibitor \$1,000 | |
| <input type="checkbox"/> Joint Annual Conference 1-Day Friday Exhibitor \$1,000 | |

PAYMENT

All sponsorships and exhibitors must be paid in full at least 30 days prior to the CLE seminar.

Choose your payment method: Check or Credit Card *Check enclosed made payable to PACDL

Name on Credit Card _____

Type of Card _____

Credit Card Number _____ Expiration Date _____ CVW Code _____

Card Billing Address _____

City _____ State _____ Zip _____

Sponsor/Exhibitor Contract: Terms and Conditions

1. Application and Contract. Exhibitor/Sponsor agrees to abide by all rules and regulations outlined in this contract. The signing of this contract indicates agreement by the Exhibitor/Sponsor to comply with conditions of the contract. The application for sponsorship or exhibit space is subject to approval by the Pennsylvania Association of Criminal Defense Lawyers (PACDL) which reserves the right, at its sole discretion, to accept, reject or limit the exhibit or sponsorship opportunities requested by any company or organization. Applications for sponsorship and exhibit space will be reviewed in order of receipt and insofar as possible, opportunities will be assigned on a first-come, first served basis and space available basis.

2. Payment and Cancellation. PACDL will process this application once full payment is received. PACDL does not invoice for exhibit or sponsorship space. Once an application and payment have been received, sponsors and exhibitors will receive a confirmation with additional information. Any cancellation must be made in writing. Any Sponsor or Exhibitor who cancels 20 days or less prior to a contracted event shall not receive a refund. For written cancellations communicated more than 20 days in advance of the event, PACDL shall refund the Exhibitor/Sponsor fee received less \$250. If an Exhibitor fails to show during the exhibit hours, PACDL has the right to use the "no show" exhibit space in such a manner as it deems fit.

3. Exhibit Site and Time. PACDL reserves the right to make changes in the event or set-up times and exhibit hours and dates; however, any such changes will be made known as far in advance as possible. PACDL has the right to approve Sponsors and Exhibitors, assign an exhibit space for Exhibitors, and approve all demonstrations, exhibits or promotions to be presented.

4. Force Majeure. PACDL shall not be liable in damages for any delay or default in performing hereunder if such delay or default is caused by conditions beyond its control including, but not limited to acts of God, government restrictions, wars, insurrections and/or any other cause beyond the reasonable control of PACDL. Sponsors and Exhibitors shall be released and discharged from any obligation or liability under this contract, including their obligation to pay a Sponsor or Exhibit fee to PACDL for an event that is cancelled due to force majeure and PACDL shall promptly issue to Sponsor or Exhibitor a full refund in the total amount of payment already received less any related show expenses incurred by PACDL through the date of cancellation.

5. Insurance and Liability. Exhibitor shall, at its own expense, secure and maintain insurance to protect it from any losses it may suffer during a PACDL event including move-in and dismantling if exhibiting. Exhibitors shall indemnify and hold harmless PACDL and its members, employees, directors, and agents from all liability which might ensue from any liabilities, damages, actions, losses, claims and expenses (inclusive of attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault or violation of a law or ordinance by the Exhibitor or its employees, agents, contractors, patrons and invitees. The Exhibitor hereby waives each and every claim that arises or may arise in its favor against any one or more of the indemnities for any and all losses of damage. Such waiver precludes the Exhibitor's assignment of any claim by subrogation or otherwise.

6. Registration. Each exhibitor shall receive name badges for each tabletop space purchased as described in this prospectus; each additional company representatives must pay a \$250 fee in advance to PACDL.

7. Exhibit Move-In and Out. Exhibit set-up time for any events contracted will be expressed through contract confirmation prior to the event. Exhibit dismantling and move-out must occur at the designated time stated in the contract confirmation. Any Exhibitor who chooses to leave prior to the designated move-out time, may forfeit their rights to exhibit at any future events with PACDL.

8. Security. There is no on-site security at these events. The exhibit spaces are located in a public area and the Exhibitor assumes all responsibility and risk. It is recommended that exhibit space be staffed at all times and anything of value be removed at the conclusion of the day's event or when the exhibit space is unoccupied. PACDL, its directors, agents, employees, and members and the hotel assume no responsibility for unsecured items left in the exhibit space.

9. Ancillary Functions. Sponsors/Exhibitors must notify PACDL if any ancillary functions are planned during their contracted event. These functions must be approved in advance by PACDL and may be subject to fees. PACDL reserves the right to request and enforce cessation of any non-approved activity as it sees fit.

10. Use of Space. Direct selling is permitted at each booth. All demonstrations or other sales activities must be confined to the limits of the exhibit space. No Exhibitor shall assign, sublet or share the space allocated nor represent, advertise or distribute literature for the product or services of any other firm, corporation or individual without the knowledge and consent of PACDL. Displays shall not be placed in a manner as to interfere with other exhibits, meal functions or meeting rooms, or host facility access areas. PACDL reserves the right to exclude from exhibition any or all literature, illustrations, materials or products that, in its judgment, are discriminatory, not suitable, objectionable or not consistent with proper decorum of informational exhibits. Exhibits which include the video with sound must be constructed or arranged so that the volume does not exceed that of normal conversations and it must not disturb the educational sessions or interfere with adjacent Exhibitors or sponsored events.

11. Food and Beverage. Any food or beverages offered or given away at exhibit tabletops must be approved by PACDL. If approved, all food and beverages must be ordered from the hotel.

12. Souvenirs, Samples and Promotional Items. Distribution of souvenirs, samples and promotional items, are permitted provided there is no interference with other Exhibits or Sponsors. PACDL may withhold or withdraw permission to distribute souvenirs, advertising or other material if considers objectionable.

13. Regulations. Exhibitors/Sponsors shall abide by and observe all laws, rules and regulations of the hotel or venue operator and any regulations or decisions of PACDL for the efficient and safe operation of the event. To ensure the safety of all participants, all Exhibitors and Sponsors shall observe all state and local fire regulations. The cost for repairing any damage to the hotel caused by an exhibitor or sponsor will be the responsibility of the Exhibitor or Sponsor who shall pay for the damage upon demand. Nothing can be posted, tacked, nailed, screwed or otherwise attached to the hotel columns, walls, floors, ceiling or furniture. No flammable fluids, substances or materials of any nature, including decorative materials that are not flame-proof, may be used in the exhibit space. All electrical service must be ordered and paid for in advance.

14. Trademarks. Sponsors and Exhibitors hereby grant PACDL a non-exclusive limited license to use, display, and reproduce its logo, trademarks and service marks, and trade names only in connection with the promotion and advertisement of the contracted event and any signage or listing of the Exhibitors and Sponsors of the event. Sponsors and Exhibitors represent and warrant to PACDL and unconditionally guarantee that all of their trademarks are owned by them or that they have permission from the rightful owner to use each of these elements.

15. Nature of Relationship. The parties agree that nothing in this Contract shall be construed as creating a joint venture, partnership, endorsement, franchise, agency, employer/employee, or similar relationship between parties.

Exhibitor or Sponsor Name _____

Exhibitor or Sponsor Representative _____

Date _____

PACDL Representative _____

Date _____