



## 2020 Annual Sponsorships

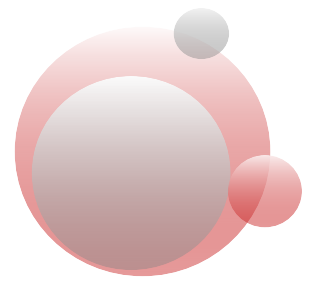
The Florida Defense Lawyers Association is Florida's premiere Defense Bar, serving the needs of civil defense attorneys from Pensacola to the Keys. Partnering with the FDLA is an opportunity to foster meaningful relationships with Florida's top defense attorneys and firms.

Through speaking and publishing opportunities, our Annual Sponsors can showcase their expertise. At our events, Annual Sponsors are afforded ample time to interact socially with our members. Through our new website, being launched in Fall of 2019, we will highlight our Annual Sponsors to draw continued attention to your businesses and create more awareness of your brand among our members. We do this because we understand that connections and familiarity, when coupled with professionalism and trust, lead to lasting business relationships.

Become an FDLA Annual Sponsor, and let us connect you with our growing network of members across Florida.



Florida Defense Lawyers Association  
Ana Ramos, Executive Director  
5727 NW 7 Street  
Suite 66  
Miami, FL 33126  
786-47-8469  
aramos@fdla.org  
www.fdma.org



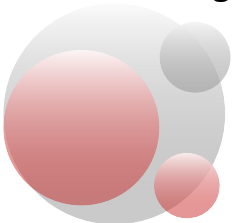
## Essential Benefits of All Annual Sponsorships

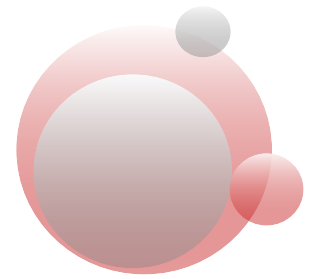
- **FLCC:** Exhibit Space and 2 registrations at the Annual Florida Liability Claims Conference in June at Disney World
- **Get Published:** Availability to submit articles for publication in the Trial Advocate (Limit one published article per year) \*\*
- **Online Advertising:**
  - Year-round recognition as a sponsor on the FDLA Website Sponsor Page with a link-embedded logo
  - Recognition in promotional email blasts for all sponsored FDLA events
- **Print Advertising:** Ad in all issues of our journal, *The Trial Advocate* (Ads vary in size by sponsor level)
- **Member Access:**
  - Advanced copy of attendee lists for any FDLA event attended by the Sponsor
  - Recognition in all materials distributed to attendees and on event signage for any FDLA conference or seminar
  - Inclusion in our email blast list so you can stay up-to-date on FDLA happenings
- **Special Sponsorship Opportunities:** Annual Sponsors get right of first refusal for special sponsorship opportunities at FDLA events

## Platinum Annual Sponsorship - \$20,000 (or \$5,000 per quarter)

### Includes Essential Benefits Plus:

- **Conferences:** Exhibit space and 2 registrations at all 2019 FDLA conferences
- **Speaking Opportunity:** Speaker slot at one FDLA seminar/conference\*\*
- **Webinar:** Opportunity to present one 1-hour webinar offered to FDLA members\*\*
- **Online Advertising:** Banner on FDLA Website Home Page
- **Member Access:** Two pre-approved promotional email blasts to the entire membership per year
- **Advertising:** Full-page ad in all issues of *The Trial Advocate*





## Gold Annual Sponsorship - \$12,000 (or \$3,000 per quarter)

### Includes Essential Benefits Plus:

- **Conferences:** Exhibit space and 2 registrations at all 2019 FDLA conferences
- **Speaking Opportunity:** Choice of a speaker slot at one FDLA seminar/conference **or** opportunity to present one 1-hour webinar offered to FDLA members \*\*
- **Member Access:** One pre-approved promotional email blast to the entire membership per year
- **Online Advertising:** Banner on FDLA Website Home Page
- **Advertising:** Half-page ad in all issues of *The Trial Advocate*

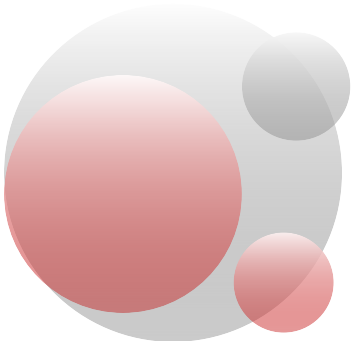
## Silver Annual Sponsorship - \$8,000 (or \$2,000 per quarter)

### Includes Essential Benefits Plus:

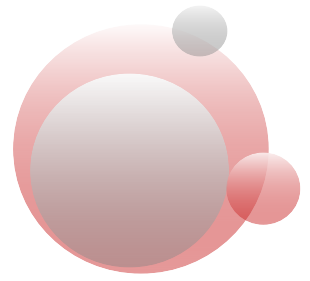
- **Conferences:** Exhibit space and 1 registration at one 2019 FDLA conference of Sponsor's choice
- **Member Access:** One pre-approved promotional email blast to the entire membership per year
- **Advertising:** Quarter-page ad in all issues of *The Trial Advocate*

## Bronze Annual Sponsorship - \$4,000 (or \$1,000 per quarter)

- Includes all the Essential Benefits of Annual Sponsorship with business card sized ad in *The Trial Advocate*.



**\*\* *Trial Advocate* articles and presentations are subject to approval by the FDLA. *Trial Advocate* articles must be substantive and non-promotional. Unless otherwise agreed upon, live or webinar presentations must qualify for FI Bar CLE credit.**



## 2019 FDLA Events

Speaking opportunities and a la carte sponsorships available

### Florida Liability Claims Conference

The FLCC is our flagship conference, drawing attorneys and claims professionals from around Florida each June. The 2020 FLCC will be held at Disney's Boardwalk Inn, and will include many social events, to which our Exhibitors and Sponsors are invited.

### Fall Conference

The Fall Conference is a one-day meeting designed to offer members valuable insight into best practices in firm management. It is designed with managing partners and emerging firm leaders in mind.

### Regional Skills Training Seminars

These seminars, held throughout the state, are one-day events focused on intensive trial and pre-trial skills training for young lawyers. They are the perfect way to impact and connect with Florida's top young lawyers.

### Winter Meeting

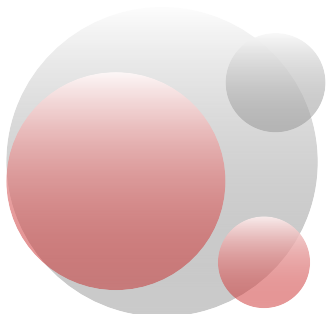
The Winter Meeting is an FDLA January tradition, where ski enthusiasts travel to beautiful resorts to enjoy snow activities as well as excellent CLE. Attending Sponsors enjoy ample opportunity to make connections with attending members. Non-attending sponsorships are also available.

### Webinars

The FDLA regularly puts on live webinars, which we eventually plan to make available for on-demand download on our new website. Platinum and Gold Annual Sponsors may present webinars, and all Annual Sponsors may be webinar sponsors.

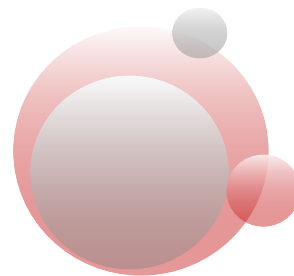
### Happy Hours and Social Events

Sponsor a local happy hour for FDLA members and enjoy an evening of casual interaction with attorneys in the geographic location of your choice. We will organize and promote the event and provide your business with a contact list of all attendees.



2019 Annual Sponsorship	Platinum	Gold	Silver	Bronze
	\$20,000 \$5,000/ Quarter	\$12,000 \$3,000/ Quarter	\$8,000 \$2,000/ Quarter	\$4,000 \$1,000/ Quarter
<b>Speaking Opportunity:</b> Speaker slot at one FDLA seminar/conference including FLCC **	✓	✓		
<b>Webinars:</b> Opportunity to present one 1-hour webinar of choice offered to FDLA members **	✓	<b>Choice of one</b>		
<b>Conferences:</b> Exhibit space and 2 registrations at <b>ALL</b> FDLA conferences and seminars	✓	✓		
<b>Conferences:</b> Exhibit space and 1 registration at <b>1</b> FDLA conference or seminar			✓	
<b>Member Access:</b> Email blast to the entire membership	✓ <b>2 / year</b>	✓ <b>1 / year</b>		
<b>Online Advertising:</b> Banner on FDLA Website Home Page	✓	✓		
<b>FLCC:</b> Exhibit space and 2 registrations at the Florida Liability Claims Conference	✓	✓	✓	✓
<b>Get Published:</b> Availability to submit articles for publication in <i>The Trial Advocate</i>	✓	✓	✓	✓
<b>Print Advertising:</b> Ad in all issues of <i>The Trial Advocate</i>	✓ <b>Full Page</b>	✓ <b>1/2 Page</b>	✓ <b>1/4 Page</b>	✓ <b>Bus. Card</b>
<b>Member Access:</b> Recognition in all materials and signage for all FDLA conferences or seminars	✓	✓	✓	✓
<b>Member Access:</b> Attendee Lists for all conferences and seminars Sponsor attends	✓	✓	✓	✓
<b>Online Advertising:</b> Recognition in all promotional emails for sponsored events.	✓	✓	✓	✓
<b>Online Advertising:</b> Year-round recognition on Website Sponsor Page	✓	✓	✓	✓
<b>Special Opportunities:</b> Right of first refusal for special sponsorship opportunities	✓	✓	✓	✓

**\*\* TA articles and presentations are subject to approval by the FDLA. TA articles must be substantive and non-promotional. Unless otherwise agreed upon, live or webinar presentations must qualify for FI Bar CLE credit.**



## 2020 FDLA Annual Sponsorship Contract

Organization Name: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Business Category: \_\_\_\_\_

(i.e., private investigator, court reporter, software provider, etc.)

**PLATINUM ANNUAL SPONSORSHIP**

\$20,000     \$5,000 per quarter

**GOLD ANNUAL SPONSORSHIP**

\$12,000     \$3,000 per quarter

**SILVER ANNUAL SPONSORSHIP**

\$8,000     \$2,000 per quarter

**BRONZE ANNUAL SPONSORSHIP**

\$4,000     \$1,000 per quarter

By signing this contract, I represent and acknowledge that I have the authority to contract for and bind the company/corporation listed above. I have reviewed the attached Rules and Policies.

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

***Return completed form with payment to:***

Ana Ramos

Executive Director

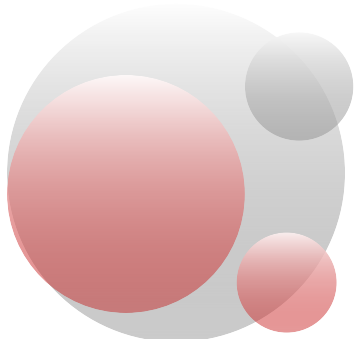
Florida Defense Lawyers Association

5727 NW 7 Street, Suite 66

Miami, FL 33126

Email: [aramos@fdla.org](mailto:aramos@fdla.org)

Website: [www.fdma.org](http://www.fdma.org)



## **FDLA Sponsorship Rules and Policies**

1. Sponsorships are on an annual basis - January 1 through December 31. Prorated rates may be discussed for those who sign up mid-year, however all benefits may not be available. Sponsorships are on a first-come, first-served basis.
2. Payment must be received with the Sponsorship Contract or upon invoice in the case of quarterly payments. No refunds will be issued for a la carte sponsorships unless a seminar cannot be held. Seminar dates are subject to change. Sponsors will be notified.
3. A submitted contract will not be considered unless it is completed and signed. Upon receipt and acceptance of a signed contract, FDLA will provide written confirmation.
4. Sponsorship participation with FDLA does not constitute an endorsement by the FDLA, nor does it imply co-sponsorship. Neither does the exhibiting of products constitute an endorsement by FDLA.
5. Signature on the contract represents acceptance of all rules set forth herein. In the event of fire, strikes, riots, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impractical for the FDLA to perform this agreement, the FDLA's performance under this agreement shall be excused. In such event, all payments made by the Sponsor shall be refunded in full.
6. A fully executed copy of this contract shall serve in all respects as an original for purposes of enforcement of this contract. In the event this contract is interpreted in a court of law, it shall be deemed to have been mutually drafted.
7. For additional information or assistance, contact Ana Ramos, Executive Director, at [aramos@fdla.org](mailto:aramos@fdla.org) or 786-447-8469.

## **FDLA Exhibitor Rules and Policies**

1. Due to space limitations, reservations for meeting exhibit space will be accepted on a first-come, first-served basis. Fees are not refundable. No refunds will be issued unless the seminar cannot be held. Seminar dates are subject to change.
2. FDLA reserves the right to decline space to an applicant if in FDLA's sole judgment the proposed display is not consistent with the purposes of FDLA or would not enhance the event. FDLA also reserves the right to evict any exhibitor whose presentation is deemed offensive. In the event of eviction, exhibitor waves any fees and FDLA is not liable for any refund.
3. All event exhibitor representatives must register upon arrival and must wear identification badges at all times. All exhibits must be complete, in place, and staffed at all times the event is open.
4. FDLA is not responsible for any special equipment, services or facilities requested or arranged for by the exhibitor. Neither FDLA, nor any officers, directors, staff or the hosting facility shall be liable for any damage to or theft of any property contained in or about the booth.
5. Details regarding set-up times, program schedule and dismantling time will be provided to exhibitor.
6. Exhibitors and sponsors who exhibit unprofessional behavior or engage in any sort of harassment toward our attendees may be asked to leave an FDLA event. This is at the sole discretion of the FDLA leadership. No refund of paid fees will be issued. The FDLA reserves the right to refuse any vendor the right to exhibit or sponsor an FDLA event for reasons of such conduct or for any reason it deems proper.

## **FDLA Advertising Policies**

The *Trial Advocate* welcomes advertisements from individuals or companies who would like to reach trial lawyers active in the state of Florida.

1. Due to space limitations, advertisements will be accepted on a first-come, first-serve basis.
2. All advertising is subject to publisher's approval. Advertiser is to provide "camera ready" artwork; additional costs may incur if printer is asked to design artwork. The publisher reserves the right to reject advertising. Advertisers and their agencies assume liability for all content (including text representation and illustration) of advertisements printed and assume responsibility for any resulting claims against the publisher. The publisher assumes no responsibility if, for any reason, it becomes necessary to omit an advertisement.
3. The policy of the *Trial Advocate* is to accept advertising which is not illegal or illicit and is not contrary to the interests or aims of the Florida Defense Lawyers Association. Subject to this policy, the publisher retains the discretion to reject any advertisement which it regards as potentially distasteful to FDLA members.
4. Advertisements are placed according to the discretion of the editor for each issue.
5. Advertising which by its subject matter or content may imply or lead to an implication of FDLA 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 FDLA.
6. Advertisements for tobacco or alcohol will not be accepted.
7. The advertiser agrees to pay on behalf of and indemnify the FDLA against any and all liability, loss, expense (including attorney's fees) arising from claims or 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 FDLA of the advertiser's advertisement.