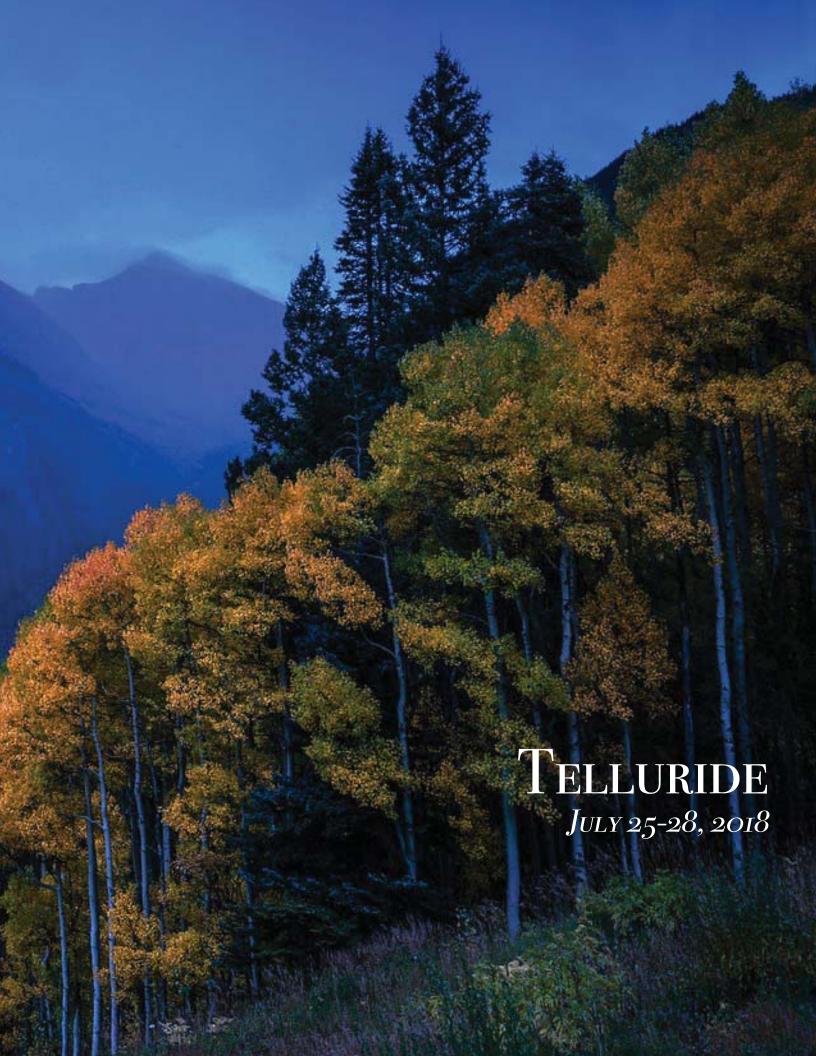


## CDLA 2018 ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES





## **Thank You to 2017's Sponsors**

























































































## **WELCOME**

The 2018 Colorado Defense Lawyers Association's (CDLA) Annual Conference will undoubtedly be the most engaging Annual Conference to date, in no small part because of exhibitors and sponsors like you. Attendees will start each day with yoga or a workout on the top of San Sophia overlooking our 2018 host town of Telluride, Colorado. Taking cue from this natural setting and true to our 2018 Health and Wellness theme, attendees will then hear from inspirational speakers before participating in candid discussions on how to be better stewards to ourselves, the legal profession and our judicial system. All the while, guests will be taken on a tour of the town's farmer's market by a local nutritionist or partake in a coordinated hike in the San Juan Mountains and Wilson Peak. Several other offerings will include golf, mountain biking, rock climbing and a cook-off challenge. In the evenings, we will all come together for locally sourced long-table dinners and share in conversations of the day's events.

Don't miss this opportunity to promote your products and services to attendees from across Colorado and the mountain region. Everything about the Annual Conference has been evaluated and up-dated thanks to insight from our recent sponsor roundtables. This packet includes complete information on all offerings, including a tenative schedule, floor plan, general meeting information, registration packet, and available sponsorship opportunities. You can also maximize your exposure beyond an exhibit table by also sponsoring an event at the Annual Conference or conducting a business card raffle. CDLA has scheduled several events to create opportunities for exhibitors and sponsors to meet and talk with our members, including several reception dinners, daily continental breakfasts and refreshment breaks to increase traffic in the exhibit showcase, and small networking events. More importantly, all tier-level sponsorships include access to all receptions, presentations, and other offerings of the Annual Conference so that you have complete access our members throughout your time in Telluride.

The Board appreciates your support of CDLA and look forward to working with you to make Telluride a successful event. If you have any questions regarding the Annual Conference contact me at 303.573.2915 or creeves@waltzreeves.com. For complete meeting information, please visit mycdla.org.

Kind regards,

Christopher R. Reeves, Esq.

2018 Conference Chair



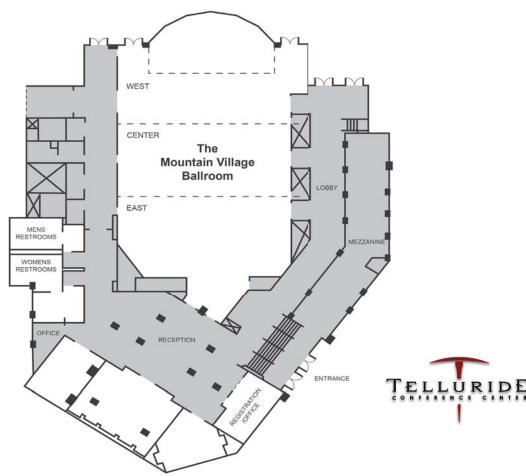
## DISCOVER: CDLA



With more than 740 members statewide and growing, the Colorado Defense Lawyers Association (CDLA) is dedicated to civil defense and the promotion of fairness and integrity in the civil justice system. The organization is comprised of in-house, staff and private attorneys who defend the interests of businesses and individuals in civil disputes.

CDLA members benefit from access to resources and tools for legal professionals who strive to provide superior and balanced service to their clients. CDLA also actively works to advance the civil defense barandits members at all levels of the government and practice of law.

THE ANNUAL CONFERENCE is a three-day event that brings together approximately 250 attorneys, plus exhibitors and guests from across Colorado and the Mountain Region. Attendees are a cross-section of the CDLA membership as a whole. This meeting includes educational sessions offering general session and specialized substantive law continuing legal education, workshops, networking and social events. This event provides you with the exclusive opportunity to showcase your products and/or services to this large and influential audience.



Wednesday, July 25

4:00 p.m.-Hotel Check-In

5:30 p.m.-8 p.m.

Sunset Concert w/ CDLA

VIP Cocktail Tent (lawn
behind the Madeline

Hotel)

Thursday, July 26

9:00 a.m.–4:00 p.m. Move-In – Telluride Conference Center

10:00 a.m.–4:00 p.m.

Name Badge/Wristband

Pickup

6:30 p.m.—9:30 p.m.

Opening Reception (at Madeline Hotel)
The Peaks Resort and
Spa)

Friday, July 27

7:00 a.m.—4:00 p.m. **Exhibits, Registration Bag Pick-Up, Programming** 

7:30 a.m.–8:30 a.m. **Breakfast in Exhibit Hall** 

6:30 p.m.–9:30 p.m. Evening Dinner (at the Madeline Hotel) Saturday, July 28

7:00 a.m.–3:00 p.m. **Programming** 

7:30 a.m.–8:30 a.m. **Breakfast in Exhibit Hall** 

7:30 a.m.–2:00 p.m. **Exhibits Open** 

2:00 p.m.—3:30 p.m. Move -Out (no exceptions)

4:00 p.m.-5:30 p.m. Closing Cocktail and Cook-Off Challenge (at the Madeline Hotel)

## **AGENDA**

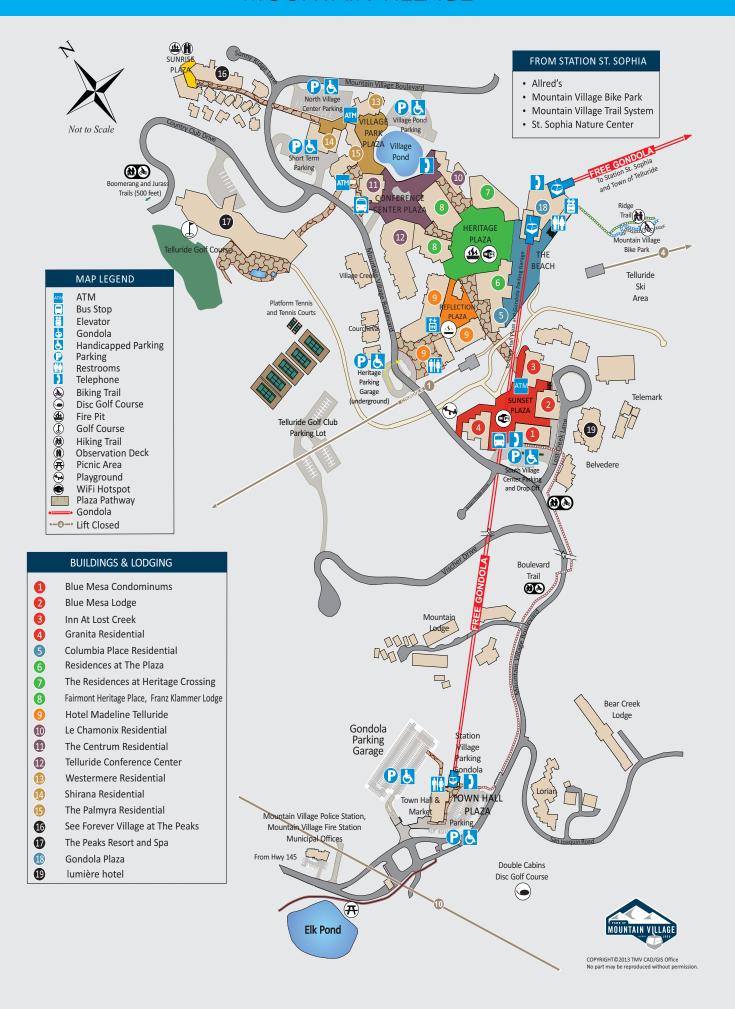
Below is our anticipated conference structure with general sessions and panels

Below is our anticipated conference structure with general sessions and panels.					
Wednesday July 25	Thursday July 26	Friday July 27	Saturday July 28		
		<b>6:30am – 7:30am</b> Yoga @ San Sofia	<b>6:30am-7:30am</b> Fitness @ Mountain Village Plaza		
	<b>9am – 4pm</b> Exhibitor Set-Up	7:00–8:30am Registration / Breakfast @ Conference Center	7:00-8:30am Networking Breakfast @ Conference Center		
		Start 8:30am	Start 8:30am		
	10am – 4pm	Conference Kickoff!	General Session		
	Name Badge / Wristband Pickup	General Session	Networking Break		
		Networking Break	Breakouts		
		Breakouts			
		Lunch CLE Session	Lunch CLE Session		
		Networking Break	Networking Break		
	<b>12pm – 5pm</b> Golf / Xtreme CLE	General Session	General Session		
		Networking Break	Vendor Drawings		
		Breakouts Till 4pm	Closing Remarks Till 3pm		

**6:00pm**Sunset Concert and VIP Cocktails

6:30pm Opening Reception @ The Peaks Resort 6:30pm Reception Dinner @ Madeline Hotel 4:00pm Cocktails & Top Chef Cook-off Tasting Challenge

#### **MOUNTAIN VILLAGE**



## **ACCOMMODATIONS**

**MADELINE HOTEL** Reserve rooms at **Madeline Hotel** directly with the resort @ (855) 923-7640, noting your participation at the CDLA Annual Conference. NOTE: Suites and Residences also include a pull-out couch.

Rates (includes parking fees (regular \$25/day)

King \$199 (Reg. \$268)



**King Luxe** \$219 (Reg. \$299)



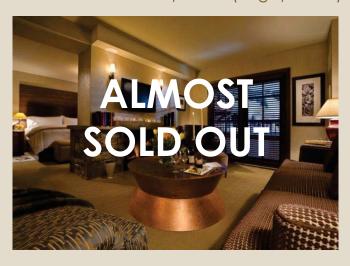
King Lux Balcony \$249 (Reg. \$330.65)



**Double Queen \$279 (Reg. \$330.65)** 



One Bedroom Suite \$269.00 (Reg. \$375.98)



Two Bedroom Suite \$489.00 (Reg. \$503.48)







#### **One Bedroom Residence** \$359.00 (Reg. \$443.98)



**Two Bedroom Residence** \$489.00 (Reg. \$656.48)



# **THE PEAKS RESORT & SPA**Reserve rooms at **The Peaks** directly with the resort @ (888) 696-6734, noting your participation at the CDLA Annual Conference.

Rates (includes parking fees (regular \$25/day)

One or Two King \$189 (Reg. \$342)









STAY AT THE PEAKS RESORT FOR ACCESS TO TELLURIDE-

# AMERICA'S BEST

Condé Nast Traveler

**Small Town** 

Travel + Leisure

**Mountain Towns** 







## Kimberley Motley

KEYNOTE: Nicknamed "911" and a former Miss Wisconsin 2004, Ms. Motley is the first and only foreign lawyer to practice in Afghanistan. The feature documentary about her work, Motley's Law, was released in the fall of 2015, and the Grand Jury Prize at DOC NYC, New York's Documentary Festival. Her expert legal work and legal research and precedent has earned international attention with segments on CNN, the BBC, NBC, and Dan Rather Reports, as well as articles in The New York Times, Vanity Fair, The Guardian, The Washington Post, and The Huffington Post, among many others. Motley has also published several articles on juvenile justice and contemporary legal issues in Afghanistan. She is currently penning a book chronicling her experiences as a Western attorney in the Middle East. She has lectured around the world including at TEDGlobal.

As CDLA's keynote, Ms. Motley will discuss the global human rights economy, and how and why we should all pay attention to - and take full advantage of - the rule of law.

She will also conduct a separate break-out workshop with young lawyers to develop their negotiation skills.

#### **PLATINUM SPONSORSHIP**

Keynote Sponsor (pending speaker approval)

Maximize your conference experience and brand exposure with this unique opportunity. Sponsor representative will introduce our keynote speaker through pre-recorded introduction and will then personally participate in interview portion of keynote's General Session presentation before all conference attendees. Additionally, sponsor provided signage may be displayed around stage in non-obstructive manner OR placed in background AV video during presentation. Sponsor will be identified as the exclusive sponsor of keynote in all event materials/apps/schedules.

See full sponsorhip listing for all included benefits.

EXCLUSIVE SPONSORSHIP COST: \$15,000







Kick things up a notch with a crowd-pleasing whiskey tasting. This Indulge & Delight session will feature regional and notable whiskeys that will pair perfectly with our Thursday night Carolina lowcountry inspired reception with coastal southern fare. This sponsorship offers a unique way to provide attendees with an experience that will set your brand and visibility apart from the rest. Sponsorship includes exclusive signage at the tasting location/bar, branded napkins with the sponsor's logo that will be used for the tasting, and identification as the exclusive sponsor of the tasting in all event materials/apps/schedules.

See full sponsorhip listing for all included benefits.

EXCLUSIVE SPONSORSHIP COST: \$4,750



#### SILVER SPONSORSHIP

Indulge & Delight: Colorado Wine Tasting

Provide attendees with the opportunity to experience the quality and unique tastes that Colorado winemakers have to offer during the Friday Night Dinner. A limited selection of wines will be matched to complement Friday night's fresh vinyard inspired reception dinner hosted by the Madeline Hotel. Sponsorship includes exclusive signage at the tasting location/bar, branded napkins with the sponsor's logo that will be used for the tasting, and identification as the exclusive sponsor of the tasting in all event materials/apps/schedules.

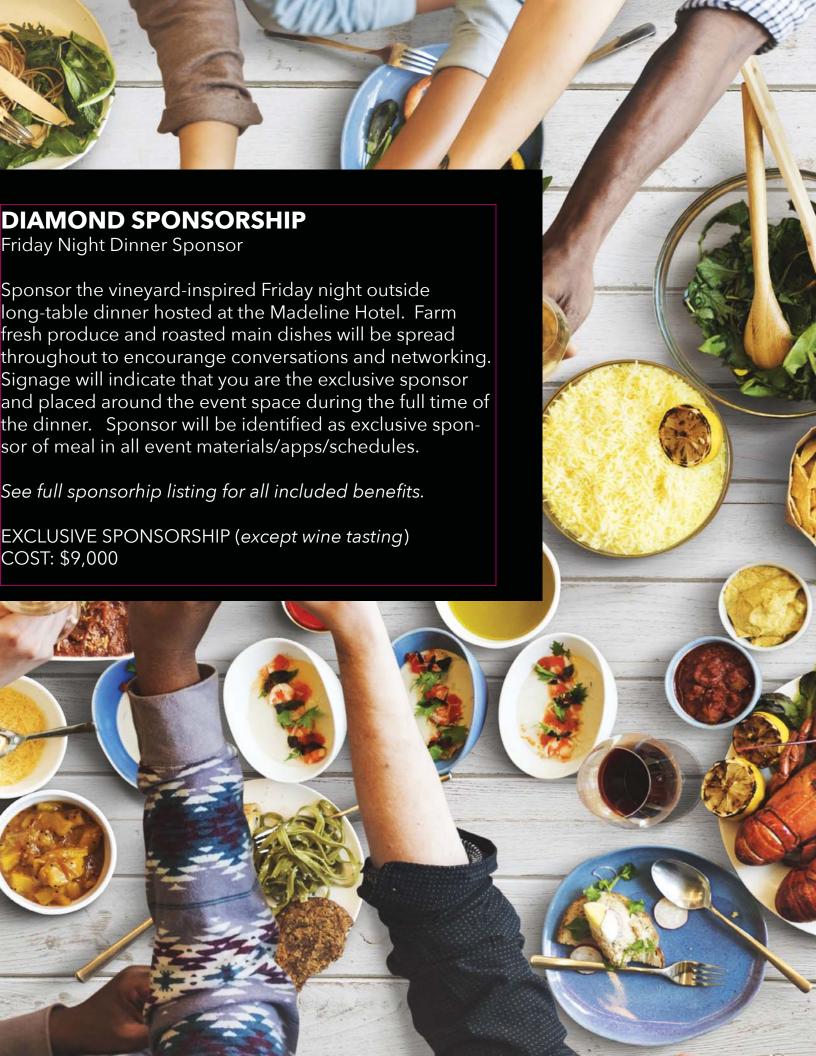
See full sponsorhip listing for all included benefits.

EXCLUSIVE SPONSORSHIP COST: \$4,750













#### SILVER SPONSORSHIP

Wake-Up: Bacon Bloody Mary and Mimosa Bar

After a late night at the Friday night dinner and after party in town, attendees will appreciate a fresh Bloody Mary with all the fixings or refreshing mimosa at the start the programming Saturday morning at the Telluride Conference Center. The Bacon Bloody Mary and Mimosa Bar will be the talk of the conference. Sponsorship includes exclusive signage at the bar, branded napkins with the sponsor's logo that will be used at the bar, and identification as the exclusive sponsor of the bar in all event materials/apps/schedules.

See full sponsorhip listing for all included benefits.

EXCLUSIVE SPONSORSHIP COST: \$4,750

#### SILVER SPONSORSHIP

Wednesday Night Concert VIP Cocktail Tent

With early guests arriving late in the day, this exclusive sponsorship will offer attendees the opportunity to unpack and then take in Telluride's Wednesday night Sunset Concert located just behind the Madeline Hotel with a refreshing cocktail sponsored by you. CDLA's cocktail tent will be located alongside the Madeline Hotel for easy access and visibility to conference attendees after their long drive to Telluride. Sponsorship includes exclusive signage at the tasting location/bar, branded napkins with the sponsor's logo that will be used for the tasting, and identification as the exclusive sponsor of the bar in all event materials/apps/schedules.

See full sponsorhip listing for all included benefits.

**EXCLUSIVE SPONSORSHIP COST: \$4,250** 

#### **GOLD SPONSORSHIP**

Nalgene Bottle Sponsorship

Registrants will be provided a 32 oz. Nalgene brand, BPA Free wide-mouthed water bottle in multiple vibrant shades. Water stations will be placed throughout the convention space to encourage registrants to use their water bottle during and well after the event. The sponsor's logo will be imprinted alongside/or on opposite side of CDLA's logo on the bottle for long-term exposure.

See full sponsorhip listing for all included benefits.

**EXCLUSIVE SPONSORSHIP COST: \$6,750** 



#### **GOLD SPONSORSHIP**

Cotton Tote Registration Swag Bag Sponsorship

For 2018, CDLA will be providing all registrants with a durable cotton canvas tote swag bag to use during and long after the conference. The tote will include the exclusive sponsor's logo alongside/or on opposite side of CDLA's logo for long-term exposure well beyond the event. The tote will be filled with gifts from sponsors, snacks, and the branded Nalgene bottle and provided during the event's registration.

See full sponsorhip listing for all included benefits.

EXCLUSIVE SPONSORSHIP COST: \$6,750





## **PLATINUM**

Platinum sponsorship opportunities are the sure-fire way to put your brand on the forefront of the Conference experience. These packages include exclusive marketing opportunities and guarantee maximum exposure. Take advantage of being one of the most valued sponsors with premium benefits during the conference.

#### **PACKAGES AVAILABLE:**

**Keynote Sponsor** (pending speaker approval)

Sponsor representative will introduce keynote speaker through pre-recorded introduction and will then personally participate in interview portion of keynote's General Session presentation before all conference attendees. Additionally, sponsor provided signage may be displayed around stage in non-obstructive manner OR placed in background AV video during presentation. Sponsor will be identified as the exclusive sponsor of keynote in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP COST: \$15,000 Platinum Level

General Session Presenting Speaker (pending Conference Chair approval)

Sponsor representative presents on approved topic and format during General Session before all attendees. Sponsor provided signage may be displayed around stage in non-obstructive manner OR placed in background AV during presentation.

COST: \$15,000 Platinum Level

#### **EACH PLATINUM PACKAGE INCLUDES:**

-	Get Exposure	-	Get Noticed	-	Get Social
$\bigcirc$	One (1) 30- Second General Session Pitch w/ Non-Keynote Speaker Introduction	Fe	vo (2) App Social Media eed / Sponsored Post ds During Conference	<b>⊘</b>	Two (2) Full-Access* Registrations
$\odot$	One (1) 2-Minute Breakout Section Pitch w/Speaker Introduction	2x	ideo Ad in Digital Signs «/Day During onference	<b>⊘</b>	Event App Listing/Bio
$\bigcirc$	One (1) Push Notification/Text to All Attendees	3x	and-Alone Logo Slide Day During<br onference.	$\bigcirc$	Opening Reception
		<b>⊘</b> Ex	khibitor Table	$\bigcirc$	Friday Sit Down Dinner
		Sp	oonsor Recognition	$\bigcirc$	Closing Cocktail Party
				$\bigcirc$	Daily Breakfast
				$\bigcirc$	Daily Sit Down Luncheon
				$\bigcirc$	Daily Beverage Breaks

#### - NOTE -

As always, we can customize a program to help you achieve the greatest results, just reach out to us and let us know what you would like us to consider. For more information on any of CDLA's exhibitor and sponsorship opportunities, contact our Marketing Director, Glenna Donegan, at 303.946.6659 or glenna@codla.org.

<sup>\*</sup> Except New Lawyer Cocktail CLE

### DIAMOND

Stand out amongst the crowd. Diamond sponsorship packages provide top-tier benefits that attendees are sure to take note of. Being the second-highest sponsor will guarantee multiple opportunities to put your brand in the spotlight.

#### **PACKAGES AVAILABLE:**

#### **Opening/Welcome Reception Sponsor**

Designated signage will be created for the Thursday night Carolina Lowcountry-inspired opening reception hosted at The Peaks Resort. The signage will indicate that you are the exclusive sponsor and placed around the event space during the full time of the reception. Sponsor will be identified as exclusive sponsor of meal in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP (except whiskey tasting) COST: \$9,000 Diamond Level

#### Friday Night Dinner Sponsor

Designated signage will be created for the vineyard-inspired Friday night outside long-table dinner hosted at the Madeline Hotel. The signage will indicate that you are the exclusive sponsor and placed around the event space during the full time of the dinner. Sponsor will be identified as exclusive sponsor of meal in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP (except wine tasting) COST: \$9,000 Diamond Level

**Breakout Session Presenting Sponsor** (pending Conference Chair approval)

Sponsor representative presents on approved topic and format during one of several substantive Breakout Sessions. Sponsor provided signage may be displayed around room in non-obstructive manner OR placed in background AV during presentation.

COST: \$7,750 Diamond Level

#### **EACH DIAMOND PACKAGE INCLUDES:**

-	Get Exposure	-	Get Noticed	-	Get Social
$\odot$	One (1) 2-Minute Breakout Section Pitch w/Speaker Introduction	$\odot$	Two (2) App Social Media Feed / Sponsored Post Ads During Conference	$\odot$	Two (2) Full-Access* Registrations
		$\odot$	Video Ad in Digital Signs 1x/Day During Conference	$\odot$	Event App Listing/Bio
		$\odot$	Stand-Alone Logo Slide 2x/ Day During Conference.	$\odot$	Opening Reception
		$\odot$	Exhibitor Table	$\odot$	Friday Sit Down Dinner
		$\odot$	Sponsor Recognition	$\odot$	Closing Cocktail Party
				$\odot$	Daily Breakfast
				$\odot$	Daily Sit Down Luncheon
				$\odot$	Daily Beverage Breaks

<sup>\*</sup> Except New Lawyer Cocktail CLE



Get the full-spectrum sponsorship platform to spread your marketing message and expand brand awareness. These Gold Sponsorship packages capture the attention of attendees with a prominent location in the Exhibit Hall.

#### **PACKAGES AVAILABLE:**

#### Cotton Tote Registration Swag Bag Sponsorship

For 2018, CDLA will be providing all registrants with a durable cotton canvas tote swag bag to use during and long after the conference. The tote will include the exclusive sponsor's logo alongside/or on opposite side of CDLA's logo for long-term exposure well beyond the event. The tote will be filled with gifts from sponsors, snacks, and the branded Nalgene bottle and provided during the event's registration.

EXCLUSIVE SPONSORSHIP COST: \$6,750 Gold Level

#### Nalgene Bottle Sponsorship

Registrants will be provided a 32 oz. Nalgene brand, BPA Free wide-mouthed water bottle in multiple vibrant shades. Water stations will be placed throughout the convention space to encourage registrants to use their water bottle during and well after the event. The sponsor's logo will be imprinted alongside/or on opposite side of CDLA's logo on the bottle for long-term exposure.

EXCLUSIVE SPONSORSHIP COST: \$6,750

Gold Level

#### **Meeting Mobile App Sponsorship**

In 2018, CDLA will use for the first time a mobile event app to host all schedules, maps, bios and presentation materials. The app's social media, polling and photo postings will be used throughout the conference. The app will identify the exclusive sponsor on all main pages of the app., in the main header of the app, and will list the sponsor first in list of sponsor bios within the app. This sponsorship also includes one (1) push notification (text message) to registrants to bring attention to your booth, drawing registration or other marketing effort during the conference. (Purpose and content of the push notification must be approved by the Conference Chair.)

EXCLUSIVE SPONSORSHIP COST: \$5,750

Gold Level

#### **EACH GOLD PACKAGE INCLUDES:**

#### Get Exposure

#### One (1) 30-Second Breakout Section Pitch w/ Speaker Introduction

#### **Get Noticed**

One (1) App Social
Media Feed / Sponsored
Post Ads During
Conference

#### - Ger socio

- Two (2) Full-Access\*
  Registrations
- Stand-Alone Logo Slide 1x/ Day During Conference.
- Event App Listing/Bio

- Exhibitor Table
- Opening Reception
- Sponsor Recognition
- Friday Sit Down Dinner
- Closing Cocktail Party
- Oaily Breakfast
- Oaily Sit Down Luncheon
- Oaily Beverage Breaks

<sup>\*</sup> Except New Lawyer Cocktail CLE

## **SILVER**

Make sure your brand touches any and all prospects with a Silver Sponsorship package. Connect with VIP customers in an engaging way with on-site exposure and branded experiences.

#### **PACKAGES AVAILABLE:**

#### **Hotel Key Card Sponsorship**

Increase your visibility by branding all attendees' guest keycards. Sponsor's logo will be included on a custom designed keycard for the event for guests of the Madeline Hotel and The Peaks Resort and Spa. Attendees will be reminded of your company each time they retrieve their keycard.

EXCLUSIVE SPONSORSHIP COST: \$5,500 Silver Level

#### Digital Photo Booth Sponsor

Attendees to the Thursday night reception will have the opportunity have photos taken by a digital photo booth in front of a unique backdrop, complete with fun props and an Instagram photo frame cutout. Sponsor's name will appear prominently on the photo frame.

EXCLUSIVE SPONSORSHIP COST: \$5,250 Silver Level

#### New Lawyer Cocktail CLE Presenter (3 sponsors max)

Meet one-on-one with CDLA's younger members and conduct a 50-minute discussion during Friday's early afternoon programming about tips and best practices for locating, evaluating, hiring and working with retained experts. Cocktails for attendees and presenters will be provided. This program will occur at an adjacent bar, where possible/permitted. Designated signage with the sponsor's name indicating your sponsorship will be prominently placed at the location. Sponsor access is exclusive to this event's sponsors – only. Not included in the overall access pass.

COST: \$5,000/sponsor Silver Level

#### Indulge & Delight: Whiskey Tasting

Kick things up a notch with a crowd-pleasing whiskey tasting. This Indulge & Delight session will feature regional and notable whiskeys that will pair perfectly with our Thursday night Carolina lowcountry inspired reception with coastal southern fare. This sponsorship offers a unique way to provide attendees with an experience that will set your brand and visibility apart from the rest. Sponsorship includes exclusive signage at the tasting location/bar, branded napkins with the sponsor's logo that will be used for the tasting, and identification as the exclusive sponsor of the tasting in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP COST: \$4,750 Silver Level

#### Indulge & Delight: Colorado Wine Tasting

Provide attendees with the opportunity to experience the quality and unique tastes that Colorado winemakers have to offer. A limited selection of wines will be matched to complement Friday night's fresh vineyard inspired reception dinner hosted by the Madeline Hotel. Sponsorship includes exclusive signage at the tasting location/bar, branded napkins with the sponsor's logo that will be used for the tasting, and identification as the exclusive sponsor of the tasting in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP COST: \$4,750 Silver Level

#### Wake-Up: Bacon Bloody Mary and Mimosa Bar

After a late night at the Friday night dinner and after party in town, attendees will appreciate a fresh Bloody Mary with all the fixings or refreshing mimosa at the start the programming Saturday morning at the Telluride Conference Center. The Bacon Bloody Mary and Mimosa Bar will be the talk of the conference. Sponsorship includes exclusive signage at the bar, branded napkins with the sponsor's logo that will be used at the bar, and identification as the exclusive sponsor of the bar in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP COST: \$4,750 Silver Level

#### Wednesday Night Concert VIP Cocktail Tent

With early guests arriving late in the day, this exclusive sponsorship will offer attendees the opportunity to unpack and then take in Telluride's Wednesday night Sunset Concert located just behind the Madeline Hotel with a refreshing cocktail sponsored by you. CDLA's cocktail tent will be located alongside the Madeline Hotel for easy access and visibility to conference attendees after their long drive to Telluride. Sponsorship includes exclusive signage at the tasting location/bar, branded napkins with the sponsor's logo that will be used for the tasting, and identification as the exclusive sponsor of the bar in all event materials/apps/schedules.

EXCLUSIVE SPONSORSHIP COST: \$4,250 Silver Level

#### **EACH SILVER PACKAGE INCLUDES:**

- Get Noticed	- Get Social
Stand-Alone Logo Slide 1x/ Day During Conference.	Two (2) Full-Access* Registrations
Exhibitor Table	Event App Listing/Bio
Sponsor Recognition	Opening Reception
	Friday Sit Down Dinner
	Closing Cocktail Party
	Oaily Breakfast
	Daily Sit Down Luncheon
	Daily Beverage Breaks

<sup>\*</sup> Except New Lawyer Cocktail CLE

# **BRONZE**

Get noticed in a big way. Grow your business and make a lasting impact with a Bronze Sponsorship package. Get an exhibit space in the most high-traffic locations of our buzzing Exhibit Hall and showcase your brand.

#### **PACKAGES AVAILABLE:**

#### Catchbox Mic Sponsor

To facilitate the 2018 Annual Conference's focus on making people talk and discuss at every session, we will be employing a tessing Nerf-tyle mic. Your company's logo or name will fly through the audience during General Sessions of the Annual Conference on a CatchBox – a throwable softmicrophene used to ask and answer questions by the audience. The mic will be used throughout the entire conference and in up-coming CDLA events, where needed, giving you a marketing investment beyond the annual conference.

**EXCLUSIVE SPONSORSHIP COST: \$4,000** 

**Bronze Level** 

#### WiFi Sponsorship

The conference will feature WiFi access throughout the event where guests can log in on their own smartphones, tablets, and laptops. Sponsor high-profile branding and exposure while giving attendees the necessary service of WiFi. Designated signage with the sponsor's name indicating your sponsorship will be prominently placed throughout the Telluride Conference Center, along with the network identify and password.

**EXCLUSIVE SPONSORSHIP COST: \$4,000** 

**Bronze Level** 

#### **Recharge Lounge Sponsorship** (2 sponsors max)

Our attendees are rarely able to leave work back at the office while at the Annual Conference. To assist, we will be providing an attorney lounge at the Telluride Conference Center, complete with charging options for their impromptu meetings and calls. Sponsor logo will appear on signage prominently displayed in the lounge room during the entire length of the conference. Sponsors are encouraged to provide and place branded phone chargers and literature in the lounge.

COST: \$3,500/sponsor

**Bronze Level** 

#### **Breakfast Sponsorship** (2 exclusive opportunities)

Designated signage will be created for one of two morning breakfasts. The signage will indicate that you are the exclusive sponsor of that breakfast and placed around the event space during the full time the breakfast is served. Each sponsor will be identified as the exclusive sponsor of its breakfast in all event materials/apps/schedules.

COST: \$3,250 Bronze Level

#### **Lunch Sponsorship** (2 exclusive opportunities)

Designated signage will be created for one of two sit-down CLE-presentation lunches under a tent just outside the Telluride Conference Center. The signage will indicate that you are the exclusive sponsor of that lunch and placed around the event space during the full length of the lunch CLE. Each sponsor will be identified as the exclusive sponsor of its lunch in all event materials/apps/schedules.

COST: \$3,250 Bronze Level

#### **Afternoon Break Sponsorship** (2 exclusive opportunities)

Provide attendees with a midday snack and thirst quencher. Everyone needs a "pick me up" after a long day of classes and discussions. Attendees will be pleasantly surprised with a sweet snack and beverage. Sponsorship includes exclusive signage at the snack bar and identification as the exclusive sponsor of the bar in all event materials/apps/schedules.

COST: \$3,250 Bronze Level

#### **Exhibitor** (limited exhibitor-only space available)

Create company exposure and brand recognition in the Exhibit Hall with our base-level sponsorship at the Annual Conference. The Exhibit Hall offers sponsors visibility and networking opportunities with dedicated breaks to promote traffic and one-on-one contact with attendees.

COST: \$2,750 Bronze Level

#### **EACH BRONZE PACKAGE INCLUDES:**

# **Get Noticed Get Social** Two (2) Full-Access\* Exhibitor Table Registrations Sponsor Recognition Event App Listing/Bio Opening Reception Friday Sit Down Dinner Closing Cocktail Party Daily Breakfast Daily Sit Down Luncheon Daily Beverage Breaks

<sup>\*</sup> Except New Lawyer Cocktail CLE

# À la Carte Sponsorships

Discover more ways for your brand to make a lasting impact, before, during, and after CDLA'18 in Telluride. Amp up your brand presence with these fun and impactful additional marketing opportunities. Elevate your brand exposure, drive new leads, and foster connections that span the globe. Check with our Marketing Director to see how these valuable add-ons could be a part of your presence in Telluride!

<u>Note</u>: Because many of the above listed package benefits are limited in quantity, they are exclusive to identified sponsorship packages. Purchase of A la Carte add-ons will not entitle sponsors to advance in a tier-level and obtain associated package benefits without prior approval by the Conference Chair.

#### **AVAILABLE ADD-ONS:**

#### Lanyard Sponsorship

Place your logo on every attendee with a branded conference lanyard. Each attendee will receive this item during registration to use and wear the duration of the event. Your brand will be visible throughout the conference and serve as a keepsake long after attendees return home. Sporsor's name/logo will appear prominently on over 450 lanyards. Any extra lanyards will be given to the sponsor at the end of the conference.

#### **EXCLUSIVE SPONSORSHIP COST: \$3,750**

#### **Push Notification via Event App**

CDLA's event app permits sponsors to send sponsored push notification to all or some attendees to drive traffic to your exhibit table, your up-coming prize drawing, or many other visibility creating purposes. An example notification is: "Visit [sponsor] at its booth located at [ ] and learn about our new [product] designed to [benefits of product]." Sponsors will be permitted one (1) push notification.

#### COST: \$1000

#### Fitness/Yoga Sponsorship (2 exclusive opportunities)

True to our health and wellness theme at the 2018 annual conference, yoga atop Telluride's San Sophia mountain (top of the free gondola) and fitness classes in Mountain Village Square will be offered to all attendees Friday and Saturday morning at 6:30 a.m. Participants will work up a sweat and then be offered a small fruit smoothie before heading back to get ready for the day's programming. Sponsorship includes exclusive signage at the fitness location and identification as the exclusive sponsor of that day's fitness program in all event materials/apps/schedules.

COST: \$700/each

#### **Golf Box Lunches**

CDLA will host its annual golf tournament at the Telluride Golf Club Thursday before the night's opening reception. Sponsor boxed lunches for golfers as they play through Telluride's scenic course. Sponsorship includes a table alongside one (1) hole for where a sponsor's representative gets one-on-one time with golfers as they play through the tournament.

#### **EXCLUSIVE SPONSORSHIP COST: \$1,250**

#### **Golf Beverage Cart**

Sponsor beer and other beverages to golfers as they play through Telluride's scenic course.

#### **EXCLUSIVE SPONSORSHIP COST: \$750**

#### **Golf Hole Sponsorship**

Sponsorship includes a table alongside one (1) hole for where a sponsor's representative gets one-on-one time with golfers as they play through the tournament.

COST: \$600/each

#### **Event App Social Media Advertisement** (4 opportunities)

CDLA's Annual Conference event app has a social media feed much like your Facebook wall where attendees will post photos, questions, and interact with each other during our time in Telluride. CDLA's voting/polling tech is built into this wall and will be used throughout the conference therefore ensuring maximum visibility. Sponsored posts are a great way to promote your company. Sponsors will provide a banner image with their logo, a captivating caption, and a link to their website or invite attendees to download additional information via a link. There are several post formats available to sponsors to customize the post's look and function.

COST: \$500/each

#### **Digital Signage Advertising** (6 opportunities)

Bring your message to life on the dedicated digital signage displayed at the Telluride Conference Center, the Madeline Hotel, and The Peaks Hotel and Resort. Digital signs will be placed close the interior entrances of all three locations and will contain the day's schedule, maps, and other attendee resources. Add your digital ad (no sound permitted) to the loop, increase your visibility and perhaps show off what you do in a 30-second video spot.

COST: \$500/each

**NEW** - In 2018, the Annual Conference will employ an event app to place all aspects of the Conference in the hands of each attendee, sponsor and guest. True to our health and wellness theme, the Conference will be paperless, with no printed materials/programs.

#### **FUNCTIONALITY**

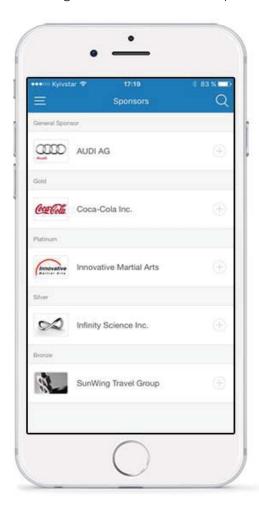
- Interactive Maps of: Exhibitor Locations, Conference Center and Town
- Schedule w/ Personal Itinerary Builder
- Presentation Materials/Downloads
- Attendee & Speaker Bios
- Sponsor + Exhibitor Bios
- Presentation Reviews
- Notepad
- Polling

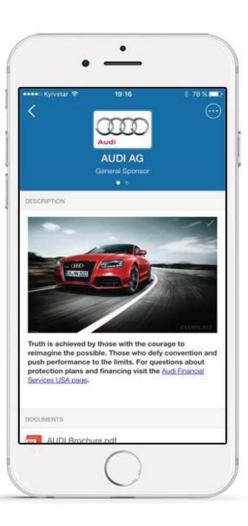
#### **ENGAGEMENT**

- Social Media Stream + Posts/Photos/Comments/Likes
- Gamification of App Use
- Twitter Integration
- Push Notifications
- Private Texting

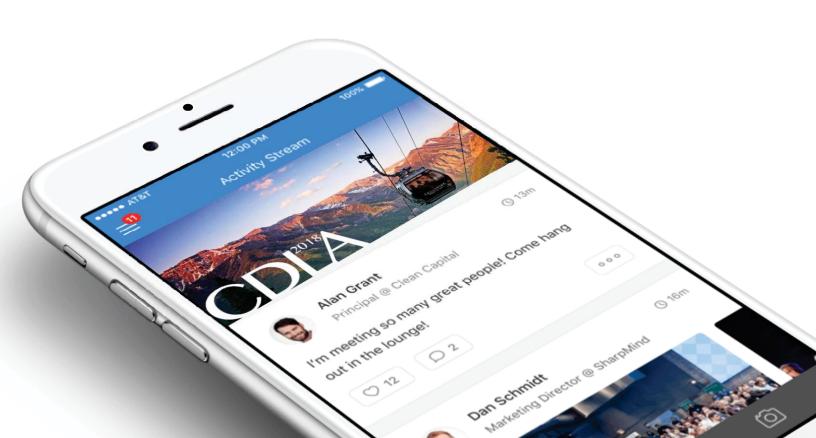
#### INCLUDED FOR ALL EXHIBITORS + SPONSORS

- Company Listing w/ logo, email, phone, website, materials, and short bio
- Registered Conference Rep. Bios





# THE EVENT APP



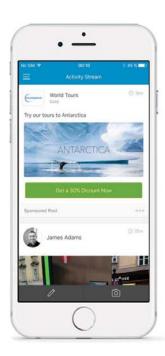
#### ADDITIONAL À LA CARTE OPTIONS

#### SPONSORED POSTS

- (4-opportunities)-- 3 remaining

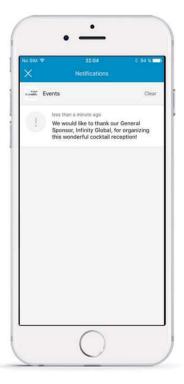
CDLA's Annual Conference event app has a social media feed much like your Facebook wall where attendees will post photos, questions, and interact with each other during our time in Telluride. CDLA's voting/polling tech is built into this wall and will be used throughout the conference therefore ensuring maximum visibility. Sponsored posts are a great way to promote your company. Sponsors will provide a banner image with their logo, a captivating caption, and a link to their website or invite attendees to download additional information via a link. There are several post formats available to sponsors to customize the post's look and function.





COST: \$500/each





#### PUSH NOTIFICATIONS

(2 opportunities)

CDLA's event app permits sponsors to send sponsored push notification to all or some attendees to drive traffic to your exhibit table, your up-coming prize drawing, or many other visibility creating purposes. An example notification is: "Visit [sponsor] at its booth located at [ ] and learn about our new [product] designed to [benefits of product]." Sponsors will be permitted one (1) push notification.

COST: \$1000

# ADDITIONAL REGISTRATIONS

#### **Additional Sponsor Registrations**

Have more representatives on the ground to create visibility and exposure. Those who sponsor at any of our tier levels may buy additional sponsor registrations for their employees/representatives to attend the full conference.

**COST:** \$750

#### **Sponsor Guest Registrations**

Sponsors who wish to bring a personal guest/spouse/adult child 18 years or older to the evening events may purchase guest registrations. CDLA loves kids. There is no additional fee for guests under the age of 18 years.

Guests, whether of an attendee or sponsor, are welcome at guest-specific day events and night dinners/cocktails, only. Guests are not permitted at any event hosted at the Telluride Conference Center, including the Exhibit Hall, and are not eligible for attendance in breakfasts, lunches or programming at the Telluride Conference Center.

COST: \$300 (for the entire weekend)

**Note:** The purchase of Additional Sponsor and/or Guest Registrations will not be considered in any sponsorship tier designation or the booth location selection process.

### SPONSORSHIP AND EXHIBITORS

#### **Exhibitor Packages**

The base (Bronze Level) exhibitor fee is \$2,750 for an exhibitor space and includes:

- ⊕ One (1) 6' × 18" (or larger) skirted table
- ① Two (2) chairs
- Exhibitor location selection will occur in early June of 2018, organized on an overall sponsorship level basis (i.e. overall dollars paid). See Rules for details.
- Pre-registration list provided two to three weeks in advance of the meeting
- Final roster of attendees provided four to six weeks after the meeting
- Company logo with a hyperlink to company website, contact information and 35-word description in the CDLA Event App available to all attendees with an iPhone, Android Phone, or iPad (contract, payment, logo and description must be received by Friday, June 1, 2018)
- Admission to all educational sessions and social events <u>except</u> the New Lawyers Cocktail CLE
- Two (2) complimentary badges included; additional badges and event wristbands available at \$750 each
- Guests/spouses/adult children over the age of 18 years may attend evening events for \$300/person for the entire weekend only. Those under 18 years of age may attend evening events free. Guests are not permitted at any event hosted at the Telluride Conference Center, including the Exhibit Hall, and are not eligible for attendance in breakfasts, lunches or programming at the Telluride Conference Center.

#### Traffic Building

To assist in maximizing floor traffic during the 2018 Annual Conference food and beverage are placed within the Exhibitor Hall within the Telluride Conference Center. In addition to putting food and beverage in outlining corners or aisles, food and beverage will also be located in the booth aisles. This placement drives more traffic around and to your booth and maximizes time spent on the exhibit floor.

#### Customer Engagement

CDLA highly encourages you to hold a business card raffle during the Annual Conference. Raffles will be held on Saturday July 28, 2018 before the last session of the day. Participating companies will have their drawing before attendees in the General Session conference space.

## Hotel and Travel Information

A limited number of discounted hotel rooms have been made available at the **Madeline Hotel** and **The Peaks Resort and Spa** in Telluride, CO. The hotel block is limited and rooms and rates are available on a first-come, first-served basis. You must make reservations by **July 1, 2018** to be eligible for the group rate. Requests for reservations made after **July 1, 2018** are subject to room and rate availability. Visit <a href="www.mycdla.org">www.mycdla.org</a> for more information.

#### Exhibitor Rules and Regulations

CDLA is committed to providing each exhibitor an equal opportunity to present its products and services and providing our members access to high-quality services and products. Contract Conditions/Rules and Regulations have been established to ensure these goals. Every effort will be made to accommodate written requests for exceptions in light of the restrictions imposed by aisle traffic, neighboring exhibits and the general character of the showcase.

#### **Application Procedure**

CDLA limits the number of exhibitors in the exhibit hall in order to allow the exhibitors increased access to attendees. Applications are time sensitive and on a first-come, first-served basis. Exhibitors must submit a completed 2018 CDLA Annual Conference Exhibitor Application. Applications will not be processed nor space reserved without the required full payment by credit card or check. Make all checks payable to CDLA.

#### **Exhibitor Location Selection**

Payment and completed applications must be received no later than **June 1**, **2018** to take full advantage of the exhibitor table/site selection process.

Exhibitor table selection will open in mid-June 2018 with a specific date announced no later than 30 days before the selection process is opened. For 2018, exhibitor table selection will occur on a cascading wave system, with those exhibitors at the highest sponsorship amounts (as of the opening of the selection process) going first. Additional attendee registrations are not considered sponsorship. Once open, invitations will be emailed to exhibitors in the first selection wave. Once they have selected, the next wave of invitations are sent out. This process will continue until all exhibitors have an opportunity to select their location. Where an exhibitor submits its application after June 1, 2018, it will default into the last selection wave.

#### Payments, Cancellations and Refunds

All written applications must be received with full payment to be processed. All cancellations and requests for refunds must be made in writing to CDLA. Cancellations postmarked on or before June 1, 2018 will receive a refund, less a \$500 processing fee. Absolutely no refunds will be made after June 1, 2018.

#### Use of Space

No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles. Any special promotions, music or stunts planned for the exhibit hall, or in the area of the Telluride Conference Center including the parking lots, sidewalks and streets adjacent to the area, must be cleared with CDLA. CDLA reserves the right to designate specific days and hours during which such special promotions and stunts may be conducted, if they are permitted at all.

#### Installation of Exhibits

At the time of writing these rules, installation hours are Thursday, July 26, 2018, starting at 9:00 a.m. based on a target move-in. All exhibitors should try to be set up by 5:00 p.m., where possible. Permission to work outside of the established time will be granted, where possible, with prior notice. If an exhibit is not set up by Friday, July 27 at 7:30 a.m., CDLA reserves the right to reassign such space to another Exhibitor or to make such other use of the space as deemed necessary or appropriate. NOTE: Set up hours specified here are subject to change, in which case, all Exhibitors will be notified.

#### Dismantling of Exhibits

Dismantle hours are Saturday, July 28, 2018 from 2:00 p.m. to 4:00 p.m. No crating or packing of goods may occur between 7:30 a.m. Friday, July 27, 2018 and 2:00 p.m. Saturday, July 28, 2018. Dismantling or removing an exhibit or materials, including packing literature or products, before the official closing of the 2018 Annual Conference is not permitted without prior notice and approval.

#### **Endorsements**

The exhibiting of products or services at the 2018 Annual Conference does not constitute an endorsement by CDLA or its members. Exhibitors are not permitted to represent their goods or services as having been endorsed by CDLA unless CDLA has specifically provided such endorsement in writing.

### SPONSOR REGISTRATION - CDLA'18 TELLURIDE

TIERS:	(Opportunity Title / Description)	COST:
Platinum:		
Diamond:		
Gold:		
Silver:		
Bronze:		
À la Carte Options:		
, i de conse e pinente		
Additional Sponsor Badges:	# of badges x \$750	= <u></u>
Personal Guest Registration:	_	=
r craonar Cocar Registration.	Total Amount Due: \$	
	Total Amount Due: \$	
Company	Address	
Sponsor Badge #1 - FIRST NAME	LAST NAME	E-MAIL
Sponsor Badge #2 - FIRST NAME	LAST NAME	E-MAIL
EXTRA Sponsor Badge - FIRST NAME	LAST NAME	E-MAIL
EXTRA Sponsor Badge - FIRST NAME	LAST NAME	E-MAIL
GUEST Registration - FIRST NAME	LAST NAME	E-MAIL
GUEST Registration - FIRST NAME	LAST NAME	E-MAIL
PAYMENT OPTIONS:		
Pay by Credit Card: Visa, MasterCard or	American Express Accepted	
Name on Card	CC Number	Exp. Date CSV Code
Address of Card Holder		State, City, Zip Code
	You me	ay process today!
Signature	Please	process on February 16, 2018.

OR - Pay by Check: Make check payable to CDLA and send to Colorado Defense Lawyers Association, 643 Dexter Street, Denver, CO 80220

Please use additional forms where not enough space for attendee/guest registrations. Email completed PDF or scan of form to: <a href="mailto:glenna@codla.org">glenna@codla.org</a>, or Fax to (925) 364-2405. Send PDF of logo and company bio to the same email upon registration.

 $\begin{tabular}{ll} \textbf{HOTEL RESERVATIONS:} Go to www.\underline{mycdla.org} for your hotel reservations. \\ \end{tabular}$ 

Once again, we thank you for your continued support of the Colorado Defense Lawyers Association! See you in Telluride!