



Sponsorship Opportunities

Choose one of the three option plans available

Gold Package



Build Your Own



Firm Options



Gold Sponsor Opportunities



Purchase all & receive a 15% discount - \$6056.25
 On occasion, MDTC will add events/activities to their calendar.
 ** Please check with us to see if new opportunities are available.
 Deadline September 31, 2015

Develop Your Own Sponsor Package



Select the events you are interested in sponsoring and return the Sponsor Form with payment information included. Other ad sizes are available at different rates.
 As another benefit to our Sponsors, MDTC offers Sponsors the opportunity to share insight into their area of expertise by submitting an article to the Michigan Defense Quarterly. A non-promotional piece discussing issues of significance or interest to the legal defense community, or a general interest defense law article, is a great way to increase your and your firm's visibility among the Michigan Defense Quarterly readership. MDTC's normal advertiser fee schedule would not apply to such an article. MDTC reserves the right to refuse and/or edit any article.

Firm Sponsor Benefits At A Glance Package (firms only)



Select a plan you're interested in

	*			
	Platinum \$5,000	Gold \$3,500	Silver \$2,500	Bronze \$1,500
Logo Inclusion on all Annual & Winter Meeting Promotions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoted through Social Media Twitter/Facebook	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Annual & Winter Meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Outing - includes four golfers & hole sponsor signage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf Outing signage	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Regional Meetings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Section Teleconference/Webinars	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One Complimentary Individual Registration to One DRI Seminar	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One Complimentary Individual Registration to MDTC Annual Meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One Complimentary Individual Registration to MDTC Winter Meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CHOOSE PLAN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* includes sponsorship of all additional special events planned in addition to the annual calendar events

Sponsorship Tiers (vendors only)

Select a plan and check the event(s) you're interested in

15% OFF



Open Golf Hole Sponsor	\$425	<input checked="" type="checkbox"/>	<input type="checkbox"/>
*Bi-Annual Judges Event	\$350	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Annual Past Presidents Dinner Sponsor	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Winter Meeting Exhibitor	\$550	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Market Your Company Winter Meeting	\$300	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Annual Meeting Exhibitor	\$700	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Market Your Company Annual Meeting	\$300	<input checked="" type="checkbox"/>	<input type="checkbox"/>
MDTC Fun-Run Sponsor	\$600	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Vendor Profile in Quarterly / Website	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Website Featured in Quarterly	\$500	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Quarterly Advertisement (4 issues)	\$800	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Section Teleconference Sponsor	\$350	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Link on MDTC Website	\$600	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Firm Sponsor Annual Meeting	\$500	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E-Newsletter Text Link Sponsor	\$150/per issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>
E-Newsletter Banner Sponsor	\$600/per issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CHOOSE PLAN		<input type="checkbox"/>	<input type="checkbox"/>

Name of Contracting Representative _____ Who is Attending (name(s) that plan to attend) _____

Company Name (please print Exactly how you want your company name to appear) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address _____

Check enclosed, payable to MDTC Paying by credit card (complete information below) TOTAL CHARGE: \$ _____

Visa MasterCard MDTC does not accept American Express or Discover.

Credit Card number _____ Exp. Date _____

Billing Address _____ Zip _____

Authorized Signature _____ Print Name _____ Date _____

Please be advised that no copyrighted music can be played at MDTC events. If music is played, sponsors will be subject to penalties.

Please complete this form and return to: MDTC, PO Box 66, Grand Ledge, MI 48837

Phone: (517) 627-3745 Fax: (517) 627-3950 Email: info@mdtc.org www.mdtc.org Updated 8/25/15 kp

*The Bi-Annual Judges Event Sponsorship only applies to the fiscal year that it takes place in.

Open Golf Outing – Hole Sponsor

September 11, 2015, Mystic Creek, Milford, MI

Hole Sponsors get recognition during the event and in the *Quarterly*.
All skill levels welcome to attend.

The deadline to confirm your reservation is August 13, 2015.

\$425

Annual Past Presidents Dinner Sponsor

November 12, 2015, Sheraton Detroit Novi, Novi MI

Names of sponsors displayed at dinner tables during event and printed in the *Quarterly*. Exclusive dinner for all Past Presidents and current leadership.

\$200

Winter Meeting – Table Exhibitor

November 13, 2015, Sheraton Detroit Novi, Novi MI

Exhibitors have the opportunity to introduce a keynote speaker, attend and display literature about their products and services during the conference, and participate in all scheduled activities. Exhibitors are listed in the *Quarterly*. Complete listing of all event attendees available on request. Also receive two complimentary registrations and meal tickets. Attendance Demographic: Civil defense attorneys from 0-50 years in practice. Table/Booth space dimensions are approximately 6`x3`. Exhibit hours are 8:30 a.m. to 4:00 p.m.

The deadline to confirm your reservation is October 22, 2015.

\$550

Annual Meeting – Table Exhibitor

May 12 & 13, 2016, The Atheneum, Detroit, MI

Exhibitors have the opportunity to introduce a keynote speaker, attend and display literature about their products and services during the conference, and participate in all scheduled activities. Exhibitors are listed in the *Quarterly*. Complete listing of all event attendees available on request. Also receive two complimentary registrations and meal tickets. Exhibit hours: Thursday 1:00 p.m.-7:00 p.m. and Friday 8:00 a.m.-12:00 p.m. Tables/Booth space dimensions are approximately 6`x3`. Attendance Demographic: Civil defense attorneys from 0-50 years in practice.

The deadline to confirm your reservation is April 30, 2016.

\$700

MDTC Fun-Run – Rockwell's Ramble

May 13, 2016, The Atheneum, Detroit, MI

Held in conjunction with the MDTC Annual Meeting and Conference

Names of sponsors displayed during event and printed in the *Quarterly*. T-shirts are distributed the day of the event reflecting the firm/company sponsors.

The deadline to confirm your reservation is April 30, 2016.

\$600

Market Your Company

Promotion – Distribution: MDTC will distribute your company materials to all attendees, list your company in the pre/post marketing.

Winter or Annual Meeting and Conference

\$300 – 1 event

Vender Profile – Michigan Defense Quarterly / Website

Feature your company's profile in the Quarterly. Provide a history on your company or a personal profile of a significant staff member. Add link to website.

\$200 – 1 issue

Member Website featured in Michigan Defense Quarterly

Feature your website in MDTC's quarterly publication.

\$500 – 1 issue

Advertisement in Michigan Defense Quarterly

1/2 page horizontal 7.5x 5.5 (Special placement costs more.)

\$800 – 4 issues

Your company's link placed on MDTC's website

Have a link to your website displayed on the front page of MDTC.org

\$600 – 1 year

Section Teleconference Sponsor

(Law practice updates /Education opportunities)

Appellate Practice

Commercial Litigation

General Liability

In-house Counsel

Insurance

Labor and Employment

Law Practice Management

Municipal & Gov't Liability

Professional Liability & Health Care

Trial Practice

Young Lawyers

\$350

E-Newsletter Sponsor

Distribution: Members & Prospects of MDTC (estimated 1000) Justices, COA Judges, Circuit Judges and other elected officials and dignitaries.

Banner Sponsor – Have your company logo with link to your company/firm website as the official sponsor. One Banner Sponsor per issue.

\$600

Text Link Sponsor – Have your company name listed in a special area in the E- Newsletter listing the issue sponsors, with a live link to the firm/company website.

\$150

MDTC Sponsor/Exhibitor Rules

1. Reservations for exhibit space will be accepted on a first-come, first-served basis. All exhibit space sales are final, and no refunds for cancellations will be granted. Michigan Defense Trial Counsel, Inc. ("MDTC") reserves the right to limit the number of spaces an Exhibitor may purchase. No subletting of space is permitted without the written consent of MDTC.
2. Applications for space must be made on the Exhibit Space Contract/Sponsor Application. A submitted application will not be considered unless it is completed and signed. Upon receipt and acceptance of a signed exhibitor application, MDTC will provide a written confirmation.
3. MDTC reserves the right to decline space to an applicant if in MDTC's sole judgment the proposed display is not consistent with the purposes of MDTC or would not enhance the exposition. MDTC also reserves the right to evict any Exhibitor whose presentation is deemed offensive. In the event of eviction, Exhibitor waives any fee and MDTC shall not be liable for any refund.
4. All 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 show is open.
5. Any Exhibitor failing to occupy space contracted for is not relieved of the obligation for payment of the full rental of such space. If any space is not occupied one-half hour before the opening of the show, the space is forfeited without refund. No exhibit will be allowed to dismantle until after the conclusion of the show.
6. MDTC is not responsible for any special equipment, services, or facilities requested or arranged for by an Exhibitor. Each Exhibitor is solely responsible for placing its display in its designated space and removing it on the final show date. All effects remaining afterwards are deemed abandoned and are subject to removal and destruction.
7. Each Exhibitor shall conduct its activities so as to avoid interference neighboring exhibits. It shall be the responsibility of an Exhibitor to report or call to the attention of the manager any questionable activity or disturbing influence that requires correction.
8. To assure the safety and security of goods and equipment. It is the responsibility of Exhibitors to remove valuables or take steps to secure them at the close of the business day. Neither MDTC nor the exhibition facility will be liable for any damage to or theft of any property contained in or about the booth of any Exhibitor.
9. All electrically wired display material must comply with requirements of the National Board of Fire Underwriters. Display fabrics must be flameproof. No open flames are allowed. The determination of MDTC or the exhibition hall as to the propriety of electrical wiring or similar display-related issues is final.
10. All exhibits shall be contained within the contracted exhibit space. No items may be placed in the aisles. No hazardous materials may be stored, placed, or displayed in the booth. No company identification may be placed outside your specific exhibit area (i.e., on posts, pillars, walls, tables, ceilings, etc.). No music, live or recorded, will be allowed at individual booths except as might be included in a videotape or through headphones.
11. Violations of any of the regulations by an exhibiting firm or its representatives will result in the forfeiture of exhibit space and loss of monies paid. Any matters arising not specifically provided herein shall be cared for at the discretion of the MDTC.
12. Exhibitor agrees to comply promptly with all state and local laws and ordinances and to take out and pay for any permits and licenses required by any governmental agency and pay any fees related thereto. Prizes, awards, drawings, raffles, lotteries, and/or contests sponsored by an Exhibitor not otherwise prohibited by law are permitted.
13. No failure nor neglect of MDTC in any instance to exercise any right, power, or privilege under this contract or these regulations shall constitute a waiver of any other right, power, or privilege or of the same right, power, or privilege in any other instance. Any waiver by MDTC must be contained in a written instrument signed by a duly authorized representative of MDTC.
14. 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. For additional information or assistance, contact Madelyne Lawry, MDTC, PO Box 66, Grand Ledge, MI 48837, (517) 627-3745.

Terms of Contract

1. Exhibitor acknowledges that MDTC assigns all space on a first-come, first-served basis and agrees that MDTC has the right to 1) assign exhibitors to the best alternate space and to make reasonable shifts in location, 2) limit the number of spaces an exhibitor may purchase, 3) decline to lease space to an applicant if, in MDTC's sole judgment, the proposed display is not consistent with the purposes of MDTC, and 4) immediately evict any Exhibitor whose presentation is deemed offensive.
2. Exhibitor agrees to hold harmless MDTC and all agents and employees thereof (hereafter "Indemnities") for any damages or charges for violations of any law or ordinance, whether from the negligence of Exhibitor or those holding under Exhibitor. Exhibitor agrees to indemnify and hold harmless the Indemnities from all costs, damages, or liability, including attorney's fees, arising from or by reason of any accident, bodily injury, or other occurrence to any person(s), including Exhibitor, its employees, agents, and business invitees, arising from or out of the Exhibition premises.
3. Exhibitor shall maintain reasonable insurance coverage for any loss or damages to Exhibitor's property or any potential liability arising from Exhibitor's participation and further waives any claims of subrogation against MDTC in the event of a loss that is compensated by the insurance coverage applicable to Exhibitor or its property.
4. If this application is accepted, Exhibitor agrees to abide by the terms hereto and the Exhibit Rules, which are incorporated herein, and agrees that failure to do so subjects Exhibitor to eviction, without rights to recourse or a refund. Exhibitor's representative affirms that he or she is fully authorized to bind Exhibitor to the terms herein and to execute this document on behalf of Exhibitor.

This contract is not binding until signed by both parties.

Exhibitor: _____

By: _____

Date: _____

MDTC

By: _____

Date: _____