



# Vendor Sponsorship Opportunities

We offer many packages to fit your needs. Fiscal Year 2020-21

## Who We Are.

MDTC is an association of the leading lawyers in the State of Michigan dedicated to representing individuals and corporations in civil litigation. As the State's premier organization of civil litigators, the impact of MDTC Members is felt through its Amicus Briefs, often filed by express invitation of the Supreme Court, through its far reaching and well respected Quarterly publication and through its timely and well received seminars. Membership in MDTC also provides exceptional opportunities for networking with fellow lawyers, but also with potential clients and members of the judiciary.

## Why Partner with the MDTC?

In today's fast paced and busy work environments, making personal connections with potential clients is hard. Partnering with the MDTC provides your company access and valuable networking with top litigators from across Michigan in a less formal yet professional environment.

# Vendor Sponsorship 2020-21

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

		Gold \$10935	Design Your Own	Needed Details of Sponsorship
Annual Past Presidents Reception Sponsor *	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
The Defense Network	\$750	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Circle one: Flint, Grand Rapids, Lansing,
Winter Meeting Exhibitor **	\$600	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Marquette, Saginaw, Southeast Michigan,
Winter Meeting Meal Sponsor *	\$350	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Traverse City
Market Your Company Winter Meeting	\$300	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Annual Meeting Exhibitor **	\$750	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>* This sponsorship DOES NOT</b>
Annual Meeting Meal Sponsor *	\$350	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>include attendance at the event.</b>
Market Your Company Annual Meeting	\$300	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Attendance fees are extra.</b>
MDTC Fun-Run Sponsor *	\$600	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Vendor Profile – Website	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>** Vendors can bring up to two</b>
Website Featured in Quarterly	\$500	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>company representatives. Beyond</b>
Quarterly Advertisement (4 issues)	\$1000	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>two, additional Fees will be</b>
Section Teleconference Sponsor	\$350	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>incurred.</b>
Link on MDTC Website	\$600	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Legal Excellence Awards *	\$300	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Amicus Brief Updates - NEW</b>	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Vendor Resource Bank - NEW</b>	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
E-Newsletter Text Link Sponsor	\$600/4 issues	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
E-Newsletter Banner Sponsor	\$2400/4 issues	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Social Media Posts - NEW</b>	\$250/4 posts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Social Media Shout Out - NEW</b>	\$200	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>60 Second Ad - Board Meeting - NEW</b>	\$300/1 ad	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Educational Tip - Board Meeting - NEW</b>	\$250/1 ad	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Email Event Promotion - Constant Contact - NEW</b>	\$250/1 event	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Email Event Promotion - List-serve - NEW</b>	\$200/1 event	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Event Promotion - Facebook - NEW</b>	\$150/1 event	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>CHOOSE PLAN</b>	\$12,150 Value	<input type="checkbox"/>	<b>Total:</b>	

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

**TOTAL CHARGE: \$** \_\_\_\_\_

On occasion, MDTC will add events/activities to their calendar.

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](mailto:info@mdtc.org) Website: [www.mdtc.org](http://www.mdtc.org)

Updated 9-9-2020 vs

### Past Presidents Reception Sponsor

\$200

**September 24, 2020**, Detroit Golf Club, Detroit, MI

Names of sponsors displayed on signage boards at dinner, in the program, and printed in the Quarterly. Exclusive dinner for all Past Presidents and current leadership. **The deadline to confirm your reservation is 9/4/2020.**

### Winter Meeting – Table Exhibitor

\$600

**November 6, 2020**, Sheraton Detroit Novi, Novi, MI

Exhibitors have the opportunity to introduce a keynote speaker on first come first serve basis, attend and display literature about their products and services during the conference, and participate in all scheduled activities. Company name will be displayed on signage boards. 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 are 8:30 a.m. to 4:00 p.m. Table/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 10/19/2020.**

### Winter Meeting – Meal Sponsor

\$350

Special signage on each table and a larger sign at the entrance to the lunch room will be included with this sponsorship package. **The deadline to confirm your reservation is 10/19/2020.**

### Legal Excellence Awards

\$300

**March 18, 2021**, Gem Theatre, Detroit, MI

An award ceremony recognizing many people and aspects of the law. Recognition as a sponsor will be given at the event and inclusion in event promotion and inclusion on a red carpet photo backdrop at the event. **The deadline to confirm your reservation is 2/28/2021.**

### Annual Meeting – Table Exhibitor

\$750

**June 17 & 18, 2021**, Hotel Indigo, Traverse City, MI.

Exhibitors have the opportunity to introduce a keynote speaker on first come first serve basis, attend and display literature about their products and services during the conference, and participate in all scheduled activities. Company name will be displayed on signage boards. 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 5/24/2021.**

### Annual Meeting – Meal Sponsor

\$350

June 17 & 18, 2021, Hotel Indigo, Traverse City, MI – Special signage on each table and a larger sign at the entrance to the lunch room will be included with this sponsorship package. **The deadline to confirm your reservation is 5/24/2021.**

### MDTC Fun-Run – Rockwell’s Ramble

\$600

June 18, 2021, Hotel Indigo, Traverse City, 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 4/10/2021.**

### Market Your Company

\$300 - 1 event

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

### The Defense Network

\$750

“The Defense Network” are MDTC regional meetings created to provide interaction between lawyers locally. Events arrangements are being developed for events in Flint, Grand Rapids, Lansing, Marquette, Saginaw, Southeast Michigan, and Traverse City. If fully implemented, most defense lawyers throughout Michigan will have a local event right down the road from home. Sponsors will receive recognition at these events for their sponsorship.

Promotion – Distribution: MDTC will distribute your company materials to all attendees, list your company in the pre/post marketing. Available for the **Winter or Annual Meeting and Conference**

### Vendor Profile – Quarterly / Website

\$200 - 1 issue

Feature your company’s profile in the Quarterly. Provide a history on your company or a personal profile of a significant staff member.

### Member Website featured in Michigan Defense Quarterly

\$500 - 1 issue

Feature your website in MDTC’s Quarterly publication.

### Advertisement in Michigan Defense Quarterly

\$1000 - 4 issues

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

### Your company’s link placed on MDTC’s website

\$600 - 1 year

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

### Section Teleconference Sponsor

\$350 per event

(Law practice updates /Education opportunities)

Appellate Practice	Labor and Employment	Trial Practice
Commercial Litigation	Law Practice Management	Professional Liability & Health Care
General Liability	Municipal & Gov’t Liability	Insurance
In-House Counsel	Young Lawyers	

### Vender Resource Bank - NEW

\$200

Company logo will be put on MDTC’s website with link to the company’s site, only accessible to members of MDTC.

### Amicus Brief Updates - NEW

\$200

Company name will be attached to amicus brief press releases that are sent out to the legal community throughout the year when a brief is filed or an opinion is received.

### E-Newsletter Text Link Sponsor

\$600 - 4 Issues

Company logo will be put on MDTC's website with link to the company's site, only accessible to members of MDTC.

Have your company logo with link to your company/firm website as the official sponsor. One Banner Sponsor per issue. – \$600

### E-Newsletter Banner Sponsor

\$2400 - 4 Issues

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 per issue.

### Social Media Posts - NEW

\$250 - 4 Posts

MDTC will share posts from the your company to our social media pages, tagging your company page in them.

### Social Media Shout Out - NEW

\$200 - 1 Post

MDTC will make a post to all of its platforms (Facebook, Instagram, Twitter, and LinkedIn) shouting out the sponsor with their logo and tagging all social media the sponsor has. Post will also include a live link to the sponsor's website. **Can purchase more than one.**

### 60 Second Ad - Board Meeting - NEW

\$300 - 1 Ad

MDTC will play a short 60 second ad halfway through the monthly board meeting, where all board members will see it. **Can purchase more than one.**

### Educational Tip - Board Meeting - NEW

\$250 - 1 Ad

A company representative can enter the meeting before it starts and give a short tip (preferably in relation to COVID-19) and then leave the meeting. **Can purchase more than one.**

### Email Event Promotion - Constant Contact - NEW

\$250 - 1 Event

MDTC will create a detailed email with all of the event information, including speakers and how to register, and send it to all of its members several times before the event to encourage attendance. **The sponsor must send a list of attendees, if possible, to MDTC after the event.**

### List-serve Email Marketing - NEW

\$200 - 1 Event

MDTC will create a simple email with the event details, including how to register, and send it once to all members who are in its list serve. **Can purchase more than one.**

### Event Promotion - Facebook - NEW

\$150 - 1 Event

MDTC will set up an event on Facebook, including how to register, and promote it to its social media following until the event is over. **Can purchase more than one.**

## 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 with 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: \_\_\_\_\_