

CONNECTICUT TRIAL LAWYERS ASSOCIATION



MEDIA KIT

2009 - 2010

**EXHIBITING
SPONSORSHIPS
WEB ADVERTISING
PRINT ADVERTISING
ANNUAL MEETING
PARTNERSHIPS**

**100 WELLS STREET ■ SUITE 2H ■ HARTFORD, CT 06103
TELEPHONE: 860/522-4345 ■ FACSIMILE: 860/522-1027
WWW.CTTRIALLAWYERS.ORG**

CONNECTICUT TRIAL LAWYERS ASSOCIATION EXHIBITING OPPORTUNITIES

The CTLA - Civil Justice Foundation holds **both half and full day seminars** with an attendance of between 50 and 150 trial lawyers. Half-day seminars run from 9:00 a.m. - 1:00 p.m. and have one scheduled break. Full day seminars run from 9:00 a.m. - 3:00 p.m. or 9:00 a.m. - 5:00 p.m. and include a morning, afternoon and lunch break. **Exhibit at 3 or more seminars and receive a 10% discount when payment is made in full.**

Exhibitors are acknowledged at the seminar by the program chair. We provide a six-foot table for your display and an electrical outlet if you require power. If available, High-Speed Internet lines may be provided for an additional fee (contact the hotel directly). **Exhibitors also receive a mailing list of attendees approximately one week after the program.**

Distribute Company Collateral: For those times you can't be there, simply send us your brochure or flyer (we'll give you an estimated count prior to the program), and we'll distribute them to all attendees. The fee for this service is \$150.

27th Annual College of Evidence (Exhibit)

September 25, 2009; Grassy Hill CC, Orange

9:00 am – 1:00 pm, Exhibit Fee: \$350

Approx. attendance: 75

Distribute collateral: \$150

Approx. attendance: 80-100

Distribute collateral: \$150

Annual Legal Support Staff (Exhibit)

October 16, 2009; Grassy Hill CC, Orange

9:00 am – 1:00 pm, Exhibit Fee: \$350

Approx. attendance: 75

Distribute collateral: \$150

Workers' Compensation Seminar (Exhibit)

February 5, 2010; Grassy Hill CC, Orange

9:00 am – 1:00 pm, Exhibit Fee: \$350

Approx. attendance: 50

Distribute collateral: \$150

Trial Demonstration (Exhibit)

November 6, 2009;, Grassy Hill CC, Orange

9:00 am – 3:00 pm, Exhibit Fee: \$500

Approx. attendance: 75 – 100

Distribute collateral: \$150

Criminal Litigation (Exhibit)

March 6, 2010; Grassy Hill CC, Orange

9:00 am – 5:00 pm, Exhibit Fee: \$500

Approx. attendance: 125

Distribute collateral: \$150

Premises Liability (Exhibit)

November 20, 2009; Grassy Hill CC, Orange

9:00 am – 1:00 pm, Exhibit Fee: \$350

Approx. attendance: 75

Distribute collateral: \$150

Car Wrecks and Truck Wrecks (Exhibit)

March 19, 2010; Grassy Hill CC, Orange

9:00 am – 3:00 pm, Exhibit Fee: \$350

Approx. attendance: 75 - 100

Distribute collateral: \$150

Employment Law (Exhibit)

December 4, 2009; Grassy Hill Country Club

9:00 am – 1:00 pm, Exhibit Fee: \$350

Approx. attendance: 50

Distribute collateral: \$150

Advanced Trial Skills (Exhibit)

April 9, 2010; Grassy Hill CC, Orange

9:00 am – 3:00 pm, Exhibit Fee: \$350

Approx. attendance: 75

Distribute collateral: \$150

Uninsured/Underinsured Motorist Cases (Exhibit)

January 16, 2010

Quinnipiac University School of Law

9:00 am – 1:00 pm, Exhibit Fee: \$350

Full Disclosure: Playing by the "New Rules" (Exhibit)

April 23, 2010; Grassy Hill CC, Orange

9:00 am – 1:00 pm, Exhibit Fee: \$350

Approx. attendance: 75

Distribute collateral: \$150

CONNECTICUT TRIAL LAWYERS ASSOCIATION EXHIBITING OPPORTUNITIES

ANNUAL MEETING June 7, 2010 Water's Edge Resort & Spa, Westbrook, CT

EXHIBIT: \$800

Benefits Include:

- Booth at program: 10:00 am – 5:30 pm
- Listing in event program
- Up to 300 attendees throughout the day
- Attendance at cocktail hour
- Mailing list of attendees

CO-SPONSORSHIPS: \$1500

Choose one: Breakfast Luncheon Cocktail Hour

Benefits Include:

- Booth at program: 10:00 am – 5:30 pm
- Listing in event program
- Up to 300 attendees throughout the day
- Attendance at cocktail hour
- Mailing list of attendees
- Signage at event
- Listing on website
- Full-page advertisement in Event Program

DISTRIBUTE COLLATERAL: \$300

- Your company literature is included in the meeting packet distributed to all attendees.

EVENT PROGRAM ADVERTISEMENT

Half - page (4.5" w x 3.5" h): \$250

Full - page (4.5" w x 7.5" h): \$350

- Full color ads

CONNECTICUT TRIAL LAWYERS ASSOCIATION ADVERTISING OPPORTUNITIES

WEBSITE: WWW.CTTRIALLAWYERS.ORG CTLA recently launched an all-new website, developed in collaboration with our members – they told us their needs and we made it happen. The new site provides all the tools they need and use!

YEARLY CONTRACT: \$1200 per year (may be paid in monthly installments of \$100)

- a. Logo/link on the following web pages:
 - Home page
 - Members area home page
 - Verdicts and Settlements
 - Events and Seminars
 - Member Directory
- b. Revolving advertisement: ads will be displayed at least once per hour depending on the number of advertisers
- c. Size specifications: 160 pixels high x 160 pixels wide

MONTHLY CONTRACT: \$150 PER MONTH (Same benefits and size specifications as above)

THE FORUM: CTLA'S highly acclaimed magazine, now exclusively online!

Full-page (7.5" w x 10.5" h): **\$1750**

Half-page (7.5" w x 5.5" h): **\$1000**

Quarter-page (3.75" w x 5" h or 7.5" w x 2.5" h): **\$750**

Benefits include:

- Accessible and fully searchable only online at www.cttriallawyers.org
- Judges receive CD version
- **Permanency: all issues are archived on our website, so your ad lives on the site for YEARS.**
- Full - color ads
- High resolution, camera-ready ads must be submitted electronically

STEPHEN G. FRIEDLER MEMORIAL GOLF TOURNAMENT PROGRAM

Half-page (4.5" w x 3.5" h): **\$150**

Full-page (4.5w x 7" h): **\$300**

- 80-100 players
- Listing on the Public Resources section of www.cttriallawyers.org
- All Proceeds Benefit "Public Resources" at www.cttriallawyers.org

ADVERTISING PACKAGE

The Forum/Annual Meeting Program/Golf Program: \$1950 (\$2400 value - save \$450)

Benefits Include:

- Full-page advertisements in all publications listed above
- **Permanency: all issues of "the Forum" are archived on our website, so your ad lives on the site for YEARS.**
- Listing on the Public Resources section of www.cttriallawyers.org

CONNECTICUT TRIAL LAWYERS ASSOCIATION SPONSORSHIP OPPORTUNITIES

☐ SEMINARS: \$2500 PER SEMINAR

Benefits include:

- Booth at seminar
- Mailing list of attendees
- Advertisement on event and product pages of website (**your ad lives here as long as the seminar is offered for sale, typically 2 – 3 years**)
- Advertisement in email announcements (**offers permanency, as your ad lives in recipients' inboxes, may be forwarded, etc.**)
- Advertisement in registration confirmation (**again – permanency**)

☐ SEMINAR MATERIALS: \$1500 PER SEMINAR

Benefits include:

- Advertisement (live link) on CD of materials
- Advertisement in any printed copies distributed
- Advertisement on event and product pages of website (**your ad lives here as long as the seminar is offered for sale, typically 2 – 3 years**)

STEPHEN G. FRIEDLER MEMORIAL GOLF TOURNAMENT

(Sponsorships are tax deductible minus \$200 for Super sponsorship and minus \$50 for tee or putting green sponsorships)

☐ Super Sponsorship: \$1200

Benefits include:

- Golf for four
- Signage at tee
- Full-page ad in Event Program
- Listing in Event Program
- Listing on Public Resources Section of www.cttriallawyers.org

☐ Tee Sponsorship: \$500

Benefits include:

- Golf for one
- Signage at tee
- Listing in Event Program
- Listing on Public Resources Section of www.cttriallawyers.org

☐ Putting Green Sponsor: \$750

Benefits include:

- Golf for one
- Extra large signage on putting green
- Listing in Event Program
- Listing on Public Resources Section of www.cttriallawyers.org

CONNECTICUT TRIAL LAWYERS ASSOCIATION PACKAGE OPPORTUNITIES

PARTNERS FOR JUSTICE PARTNERSHIPS

Our most prestigious sponsorships offer high visibility and recognition. We've created three customized packages intended to meet your needs *and* fit your budget, each providing multiple marketing opportunities while making the most of your marketing dollars. Whether Gold, Silver or Bronze, your sponsorship provides maximum access and exposure to the most influential and successful trial lawyers in Connecticut.

Benefits include:

- Sponsor seminar(s)
 - Gold sponsor – 6 seminars
 - Silver sponsor – 3 seminars
 - Bronze Sponsor – 2 seminars
- Mailing list of seminar attendees
- Booth at Annual Meeting (excluding Bronze Sponsors); mailing list of attendees
- One year of advertising on www.cttriallawyers.org
- **PROMINENT*** advertisement on event and product pages of website (**your ad lives here as long as the seminar is offered for sale, typically 2 – 3 years**)
- **PROMINENT*** advertisement in email announcements (**offers permanency, as your ad lives in recipients' inboxes, may be forwarded, etc.**)
- **PROMINENT*** advertisement in registration confirmation (**again - permanency**)
- Advertisement (live link) on CD of seminar materials (approximately 1,500 copies distributed per year)
- Advertisement in any hardcopies of seminar materials
- Advertisements in "The Forum"
 - Gold Sponsor – 2 full-page ads
 - Silver Sponsor – 1 full-page ad
 - Bronze Sponsor – 1 half-page ad
- May be paid in monthly installments

* Advertisements are larger than those purchased through a monthly or yearly contract.
Size specifications: 360 pixels wide x 160 pixels high.

Gold Level Sponsor: \$15,000 (\$28,000 Value!)

Annual (\$15,000)

Monthly (\$1,250 per month)

Silver Level Sponsor: \$9,000 (\$14,500 Value!)

Annual (\$9,000)

Monthly (\$750 per month)

Bronze Level Sponsor: \$6,000 per year (\$9,800 Value!)

Annual (\$6,000)

Monthly (\$500 per month)

SPONSOR/ADVERTISER/EXHIBITOR RESERVATION FORM

Choose the marketing opportunities that are right for you and submit the completed form(s) along with this registration form. Contact Diana Roe (860) 522-4345, with any questions.

General Category of exhibit _____

Company Name _____

Business Contact _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Email _____

Authorized Agent Name (type or print) _____

Authorized Agent Signature _____

Business/Company Description

Please provide a brief description of your company's products or services: _____

10 % Discount for 3 or more seminars (please calculate amount) _____

Amount Due: _____

Payment Method:

_____ Check enclosed (Payable to CTLA)

_____ Charge to: MasterCard Visa American Express

Booth space and assignments are prioritized and assigned according to sponsorship level and date registrations are received. Exhibitors are limited to 2 representatives per seminar. Coffee service and lunch, when applicable, is included with fee.

Reservations cannot be accepted without payment in full. No refunds will be issued for cancellations. Please make checks payable to CTLA. Details and confirmation will be sent following receipt of registration.

Publication of sponsorship materials does not imply endorsement of product or services. The CTLA – Civil Justice Foundation reserves the right to reject any sponsorship materials for any reason, at its sole discretion, including, but not limited to, rejection on the basis of content or format.

Sponsor agrees to hold harmless and indemnify the CTLA – Civil Justice Foundation and its directors, officers, agents, employees, subsidiaries, affiliates, successors and assigns from and against any and all loss, damage, liability, claims, costs, causes of action, judgments, payments, expenses, including expenses for investigation and attorneys' fees, which in any way result or arise from the acts or omissions of the sponsor, its directors, officers, agents, employees, parent, subsidiaries, affiliates, successors, assigns or insurers in connection with the sponsorship materials.

Return to: CTLA, 100 Wells St., Suite 2H, Hartford, CT 06103 Tel: (860) 522-4345 Fax: (860) 522-1027