

Tennessee Defense Lawyers Association



2024 Sponsorship Opportunities

Who We Are

The **Tennessee Defense Lawyers Association** is a group of lawyers primarily engaged in civil defense litigation, who have the opportunity to exchange ideas, techniques and information through our association. We also strive to improve trial practice by supporting high standards for litigation practice and courtroom manners within the adversarial system of jurisprudence.

Our Growth

TDLA takes pride in its ability to maximize your business's exposure to our growing membership of defense attorneys in Tennessee. The exceptional growth of TDLA and its sponsors over the past few years is a testament to our ability to work cohesively with our partners. TDLA will host our 2024 Annual Meeting in the fall.

Our Sponsors

You are receiving this information because one or more of our Board Members have recommended your business as a dependable, professional vendor worthy to gain more exposure with our membership.



About Tennessee Defense Lawyers Association

Founded over 50 years ago, TDLA offers several events and opportunities throughout the year for your business to benefit from your sponsorship. With our growing membership today across the state, our growth is a direct result of partnership with our member firms and partners.

Annual Meeting

Our TDLA Annual Meeting is held in the fall. We draw many of our Past President's and TDLA members from across the state.

Newsletters & TDLA Journal Magazine

TDLA offers a monthly newsletter to its members featuring the latest TDLA news and legal updates. This is sent as an e-blast to members as well as posted on our website at www.tdla.net, where past and present editions may be viewed at anytime. We also offer a bi-annual magazine which contains articles authored mostly by our members.

Website and Emails

At TDLA we recognize the growing need for easier and faster ways to communicate and connect with our members. The TDLA website is a wonderful resource of useful tools for our defense attorneys. Through the website, members may find a directory of Preferred Vendors, legal updates and email colleagues inquiring about experts, points of law, venues, judges, etc.

CLE Seminars and Webinars

TDLA hosts many CLE accredited webinars throughout the year to benefit our members. Many are hosted by our sub-committees representing Employment Law & Workers' Compensation, Tort Law, Professional Negligence & Healthcare and Young Lawyers.

*** New This Year! ***

KDC/ TDLA Joint Annual Meeting 2024

Joint Sponsorship Advantage

We appreciate and value our sponsors! For those vendors sponsoring **both KDC and TDLA** at any of their levels during the Joint Annual Meeting in Lexington, October 9-11, 2024 the state organizations are offering the following sponsor incentives:

- Invitation to attend awards dinner (max 2 people)
- Invitation to attend both conference night receptions.
- Recognition during the awards dinner
- Opportunity for announcement of company during session break
- Named as Joint Reception Sponsor
- Named as Joint Session Break Sponsor
- Exclusive placement within exhibit space
- Special logo placement on conference posters
- Double Down – Attendees get an extra chance of winning by visiting our special joint sponsor booths on their conference “bingo” card.

*It is important to note, sponsors of only one state organization will be offered an exhibit booth for two attendees and placement on the bingo card. Sponsors of only one state during the joint annual meeting will not be offered the incentives listed above.



PRIME “All Events” SPONSOR

\$7,500

(ONE Sponsor only)

Benefits

- First right of refusal as a TDLA “Prime Sponsor” (Limited to three years)
- Opportunity to present to Board of Directors (once annually)
- Opportunity to Present/Provide a Speaker at Fall AND Spring Meeting/Seminar (once annually) on a substantive, non-advertorial subject.
- Opportunity to attend one Young Lawyer Cocktail Reception in city of your choice.
- Opportunity to publish a substantive, non-advertorial article in membership-wide TDLA Journal magazine and/ or Newsletter (once annually)
- Opportunity for a Prime full page ad in Journal magazine and/ or Newsletter
- Opportunity to present one substantive, non-advertorial Webinar
- A full page ad included in Four (4) of the TDLA monthly Newsletters (8 1/2” x 11”, full color ad)
- Exhibitor at Fall Meeting/Seminar, which includes:
 - ~ Prime placement of exhibit space at Annual Meeting
 - ~ Attendance of three (3) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
 - ~ Exhibitor table (6 ft.) and table cover
 - ~ A list of seminar attendees
 - ~ Lodging at TDLA member rate
 - ~ Recognition as a Presenting Sponsor in handout materials and throughout seminar
- Opportunity to participate in the TDLA Trial School as a juror or expert witness with sponsor logo on materials. Lunch sponsor at Trial School.
- Listed in all TDLA publications and on TDLA website along with our TDLA logo, and link to Sponsor website
- Named a “TDLA Preferred Provider”



Presenting Sponsors

\$5,000

(Limited availability, limited to one of each business type)

Benefits

- First right of refusal as a TDLA “Presenting Sponsor” (Limited to three years)
- Opportunity to Present/Provide a Speaker at Fall OR Spring Meeting/Seminar (once annually) on a substantive, non-advertorial subject.
- Opportunity to publish a substantive, non-advertorial article in membership-wide TDLA Journal magazine and/ or Newsletter (once annually)
- Opportunity for a regular full page ad in Journal magazine and/ or Newsletter
- Opportunity for a half page ad included in Four (4) of the TDLA monthly Newsletters (8 1/2” x 11”, full color ad)
- Exhibitor at Fall Meeting/Seminar, which includes:
 - ~ Prime placement of exhibit space at Annual Meeting
 - ~ Attendance of two (2) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
 - ~ Exhibitor table (6 ft.) and table cover
 - ~ A list of seminar attendees
 - ~ Lodging at TDLA member rate
 - ~ Recognition as a Presenting Sponsor throughout seminar
- Opportunity to participate in the TDLA Trial School as a juror or expert witness with sponsor logo on materials. Breakfast sponsor at Trial School.
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website
- Named a “TDLA Preferred Provider”



Title Sponsors

\$3,000

(Unlimited Sponsorship Availability)

Benefits

- Opportunity to publish a substantive, non-advertorial article in membership-wide TDLA Newsletter (once annually)
- Opportunity to place a half page ad in Two (2) of the TDLA Newsletters.
- Exhibitor at Fall Meeting/Seminar, which includes:
 - ~ Preferred placement exhibit space at the Annual Meeting
 - ~ Attendance of two (2) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
 - ~ Exhibitor table (6 ft.) and table cover
 - ~ A list of seminar attendees
 - ~ Lodging at TDLA member rate
 - ~ Recognition as a Title Sponsor throughout seminar
- Opportunity to participate in the TDLA Trial School as a juror or expert witness with sponsor logo on materials.
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website
- Named a “TDLA Preferred Provider”



Patron Sponsors

\$1,500

(Unlimited Sponsorships Available)

Benefits

- Exhibitor at Fall Meeting/Seminar, which includes:
 - ~ Attendance of two (2) representatives at Seminar, breakfasts, and Friday night cocktail reception/dinner
 - ~ Exhibitor table (6 ft.) and table cover
 - ~ A list of seminar attendees
 - ~ Lodging at TDLA member rate
 - ~ Recognition as a Patron Sponsor in handout materials and throughout seminar
- Opportunity to participate in the TDLA Trial School as a juror with sponsor logo on materials
- Listed in all TDLA publications and on TDLA website, with link to Sponsor website

Friends of TDLA Sponsors

\$750

(Unlimited Sponsorships Available)

Benefits

- Listed in all TDLA publications and on TDLA website, with link to Sponsor website



Expand Your Brand With ~ a la carte Opportunities ~

First Come, First Serve!

TDLA Journal Magazine/ Newsletter Ads

(printed electronically bi-annually for entire membership)

Prime Full page ad (inside front cover* or inside back cover*) **\$500/ 1 issue**
-or Save!- **\$900/ 2 issues**

- Ad is 8.5" x 11", Full color, Full bleed

Full page ad **\$450/ 1 issue**
-or Save!- **\$800/ 2 issues**

- Ad is 8.5" x 11", Full color, Full bleed

Half Page ad **\$250/ 1 issue**
-or Save!- **\$450/ 2 issues**

- Ad is 8.5" x 5.5", Full Color, Full bleed

Quarter page ad **\$125/ 1 issue**
-or Save!- **\$175/ 2 issues**

- Ad is 4.25" x 5.5", Full Color, Full bleed

CLE Sponsorship

Seminar or Webinar opportunity to present One-hour substantive, non-advertorial CLE program which TDLA will advertise to membership. Details TBD. *(one available per vendor)*.....**\$1,000**

Cocktail Hour Sponsorships

Annual Meeting Hospitality Suite.....**\$1,500**
Sponsor our hospitality suite at the TDLA Annual Fall Meeting *(two available-not same business type)*

Young Lawyers Member Reception.....**\$300**
(one available per vendor) Two-hour cocktail reception in Tennessee city of your choice for Young Lawyer Members and prospective Young Lawyer Members only

Breakfast and Break Sponsors

Breakfast Sponsor *(2 available) at Annual Meeting (TBD with KY)*.....**\$300**

Break Sponsor *(2 available) at Annual Meeting (TBD with KY)*.....**\$300**

* Prime Full Page Ad placement depends on Prime Sponsor location for one issue.



Tennessee Defense Lawyers Association

2024 Sponsor Commitment Form

* 2024 Sponsorships run from January 1, 2024 to December 31, 2024*

Company: _____

Contact: _____ **Website:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Business Type: (i.e. Forensic Engineering/ Consulting, Court Reporting, Investigation, Insurance, etc.)

Attendee #1: _____

Attendee #2: _____

(Limit 2 attendees per company; additional representatives are \$100 each)

Participation Level: (First Come, First Serve)

a la carte Opportunity Level(s): (First Come, First Serve)

Total Investment: _____

Date: _____ **Signature:** _____

Please make your check payable to **Tennessee Defense Lawyers Association** and Remit to:

TDLA

Attn: Mary Gadd, Executive Director

Post Office Box 282

Lookout Mountain, Tennessee 37350

Questions? Email or call Mary Gadd, *TDLA Executive Director* at
office@tdla.net or call 423.314.2285

A Note about TDLA Sponsorships and Ads: 2024 TDLA sponsorships run from January 1, 2024 to December 31, 2024. The Tennessee Defense Lawyers Association welcomes advertisements, sponsorships and exhibits from individuals or companies seeking to reach members of TDLA. The policy of TDLA is to accept such advertisements, sponsorships and exhibits that are not illegal or elicit and are not contrary to the interest or aims of the TDLA. Subject to this policy, the TDLA retains the discretion to reject any sponsorship or advertisement, which it regards as potentially distasteful to TDLA members. By signing this Commitment Form you agree to our sponsorship agreement. TDLA Sponsorships are first come, first serve. Thank you!