

Georgia Defense Lawyers Association

SPONSORSHIP PROGRAM



2018

JANUARY TO DECEMBER

About the GDLA

Founded 51 years ago, the Georgia Defense Lawyers Association (GDLA) offers businesses that provide products and services to the legal community an opportunity to present their message, on a continuing basis, to over 920 civil defense lawyers at 230+ law firms, government agencies and in-house departments across the state of Georgia. The GDLA is a state affiliate of DRI, and was proud to have been honored by DRI as the nation's "Outstanding Defense Organization" in 2012.

51st Annual Meeting

We'll gather June 14-18, 2018 at Hammock Beach Resort in Palm Coast, Florida. This conference always features blockbuster CLE and an extensive exhibit hall of our sponsors, plus networking opportunities at social events each evening.

Georgia Defense Lawyer Magazine

The GDLA publishes *Georgia Defense Lawyer* three times per year. Recent case law developments, legislative updates, practice tips, association news, member news, and more make it an invaluable practice tool. Our magazine was honored by the State Bar of Georgia five years in a row (2011-2015), and again in 2017, with a Best Newsletter Award, recognizing excellence in communications by a voluntary bar. All GDLA sponsors get an ad in each issue; Platinum Sponsors get to place a non-advertorial article. See the benefits pages for details.

Website & Blast E-mail System

The GDLA website is a resource of useful tools for defense attorneys, including: a brief bank, verdicts database, calendar of events, and more. Through the website, members can send a blast e-mail to their colleagues inquiring about experts, points of law, judges, venues, etc. In cases where a blast e-mail relates to a Platinum sponsor's industry, the GDLA seeks to connect the member and sponsor. In the Members Only area, all sponsors are included in a directory listing with links to the company's website.

Networking Event with Platinum Sponsors

Platinum Sponsors have the opportunity to host a networking event for our members. In 2016, three Platinum Sponsors teamed up to host happy hours in three cities. Scheduling is first-come, first-served; GDLA events require a month's notice to members. See next page for details.

Sponsorship Details

Sponsorships run January 1 to December 31 annually. We offer three sponsorship levels: Platinum, Gold and Silver. Each presents a unique opportunity to showcase your company to an audience of consumers who use the tools you offer daily. Whether it's jury consultants, court reporters, expert witness research, accident reconstructionists and other forensic engineers, e-discovery software, or other resources, our lawyer members are always searching for the best tools to support their practices. They are routinely loyal to our sponsors.

Platinum Sponsorship

Benefits

- Leads from GDLA blast e-mail system if/when inquiries relate to your industry arise (see “About the GDLA” for more information)
- Opportunity to use the phrase “A Proud Sponsor of the Georgia Defense Lawyers Association” and GDLA logo on marketing materials and website (use of GDLA logo must be approved in writing by the GDLA)
- Exhibitor status at the GDLA Annual Meeting in the exhibitors’ area — **\$3,500 value***
- A full-page, 4-color ad in all three issues of the GDLA magazine. Right of first refusal to inside front cover, inside back cover or back cover position (first-come, first-served with other Platinum sponsors) — **\$6,000 value**
- Opportunity to include one article in a GDLA newsletter (must be substantive and not advertorial; subject to approval and/or editing | 1,200 word limit) — **\$3,000 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA Web site — **\$1,000 value**
- Opportunity to host one networking event (sponsor bears all associated costs – i.e., food and beverage, event space rental, etc.); event may be exclusive or combined with other sponsors. If co-sponsorship is recommended, GDLA will consult with all involved sponsors before making any decisions related to co-sponsorship. — **\$2,500 value**
- Opportunity to conduct one promotional mailing to GDLA membership† — **\$1,000 value**

* Includes the following passes for company reps only; spouse guest cannot be counted as a company rep:

- Two passes to exhibit area (includes breakfast and breaks each day)
- 6’ skirted table in exhibit area
- Two passes to Welcome Reception
- Two passes to President’s Reception
- Two passes to Closing Reception & Dinner
- Tennis and golf events not included
- Additional rep(s), and/or spouse/guests will be charged separately for social/food and beverage events, as well as recreational events

† Sponsor will provide promotional materials, envelopes and cost of postage and mailing service. GDLA will arrange mailing services in order to keep its membership list secure.

Cost

- GDLA's Platinum Sponsor fee is **\$5,000.00**

Gold Sponsorship

Benefits

- Opportunity to use the phrase “A Proud Sponsor of the Georgia Defense Lawyers Association” and GDLA logo on marketing materials and website (use of GDLA logo must be approved in writing by the GDLA)
- Exhibitor status at the GDLA Annual Meeting in the exhibitors’ area — **\$3,500 value***
- A half-page, 4-color ad in all three issues of the GDLA magazine — **\$4,500 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA website — **\$1,000 value**
- Opportunity to conduct one promotional mailing to GDLA membership† — **\$1,000 value**

* Includes the following for company rep only:

- One pass to exhibit area for company rep only (includes breakfast and breaks each day)
- Skirted table in exhibit area
- One pass to Welcome Reception
- One invitation to private President’s Reception
- One pass to Closing Reception & Dinner
- Tennis and golf events not included
- Additional rep(s), and/or spouse/guests will be charged separately for social/food and beverage events, as well as recreational events

† Sponsor will provide promotional materials, envelopes and cost of postage and mailing service. GDLA will arrange mailing services in order to keep its membership list secure.

Cost

- GDLA's Gold Sponsor fee is **\$3,500.00.**

A NOTE ABOUT ALL SPONSORSHIPS AND ADS: *GDLA welcomes advertisements, sponsorships and exhibits from individuals or companies seeking to reach our members . The policy of GDLA is to accept such advertisements, sponsorships and exhibits that are not illegal or elicit and are not contrary to the interest or aims of GDLA. Subject to this policy, GDLA retains the discretion to reject any sponsorship or advertisement, which it regards as potentially distasteful to GDLA members. (Ad deadlines are Feb. 20, June 20, and Oct. 20.)*

Silver Sponsorship

Benefits

- Opportunity to use the phrase “A Proud Sponsor of the Georgia Defense Lawyers Association” and GDLA logo on marketing materials and website (use of GDLA logo must be approved in writing by the GDLA).
- A quarter page, 4-color ad in all three issues of the GDLA magazine — **\$3,000 value**
- One directory listing and link to your site on the Resources/Sponsors page of the GDLA website — **\$1,000 value**

Cost

- GDLA's Silver Sponsor fee is **\$2,000.00** per year.



**Georgia Defense
Lawyers Association**
Advancing the Civil Defense Bar®

Contact

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