



New Mexico Defense Lawyers Association

2019 Vendor Sponsorships

OPPORTUNITY | VISIBILITY | INFLUENCE

At NMDLA, we value our partnership with sponsors. Sponsorship allows us to maintain and expand our membership services. We offer your company access to a targeted segment of the legal market and the insurance community. Our membership is drawn from those practicing civil defense work. We have over 400 members state-wide.

PREMIER VENDOR SPONSORSHIPS - \$1500

- Recognition on the NMDLA website with logo and link to your website, includes a paragraph about your products/services
- Exhibit table and two free registrations at all NMDLA events including the Annual Meeting Luncheon and up to four CLE seminars, with attendee contact information provided
- Verbal acknowledgment at all NMDLA events and CLE seminars
- Full page advertisement in each issue of *Defense News* (4 per year - a \$540 value)
- NEW: Once yearly use of the NMDLA membership mailing list for advertising materials pre-approved by NMDLA
- NEW: Once yearly Sponsor e-blast to NMDLA membership with advertising content pre-approved by NMDLA
- NEW: Opportunity to author a brief, substantive, non-advertorial article for placement in an issue of *Defense News* (all articles must be approved by the *Defense News* Editorial Board)

VENDOR SPONSORSHIPS - \$1000

- Recognition on the NMDLA website with logo and link to your website, includes a paragraph about your products/services
- Exhibit table and two free registrations at all NMDLA events including the Annual Meeting Luncheon and up to four CLE seminars, with attendee contact information provided
- Verbal acknowledgment at all NMDLA events and CLE seminars
- Full page advertisement in each issue of *Defense News* (4 per year - a \$540 value)

Premier and Vendor Sponsorships are annual, January 1 - December 31.

A LA CARTE SPONSORSHIP OPPORTUNITIES

Event Sponsorships

Event sponsorships include placement of sponsor logo on all marketing materials, display of sponsor logo in PowerPoint welcome slide and sponsor contact information in seminar materials (where applicable). Sponsors are also recognized in the *Defense News* and on social media (Twitter and Facebook). Event sponsorship, including exhibit table and two free registrations, applies to the following events:

- Annual Meeting & Awards Luncheon - \$750
- Annual Meeting Cocktail Reception - \$400
- Young Lawyers Reception - \$400
- 2017 Annual Civil Rights CLE Seminar - \$400

For additional event sponsor opportunities, contact nmdefense@nmdla.org.

E-blasts to Members (New Opportunity!)

NMDLA sends frequent e-blasts to members including announcements of Defense Wins by members. The Defense Wins e-blasts have the highest open and click through rates of all our e-blast announcements. This opportunity is limited to one sponsor per e-blast.

- Sponsorship of one "Defense Wins" e-blast with sponsor logo and recognition as a sponsor - \$125
- Sponsorship of one "Request for Information" e-blast to membership with sponsor logo and recognition as a sponsor - \$75

Event Exhibitor - prices vary per event

- Exhibit table at event
- One free registration for the event
- Verbal acknowledgement at the event

For further information contact NMDLA at 505.797.6021 or nmdefense@nmdla.org.

NMDLA Vendor Sponsorship Application

OPPORTUNITY | VISIBILITY | INFLUENCE

Company Name: _____ Main Contact: _____

Address _____

City, State, Zip: _____

Phone: _____ Email: _____

Company Website: _____

Premier Vendor Sponsorship \$1500

Vendor Sponsorship \$1000

A La Carte Event Sponsorship Opportunities

Annual Meeting & Awards Luncheon \$750

Annual Meeting Cocktail Reception \$400

2017 Annual Civil Rights CLE Seminar \$400

Young Lawyers Reception \$400

E-blasts to Members (New Opportunity!)

Defense Wins Announcements \$125

Request for Information \$75

Contact NMDLA for Event Exhibitor Opportunities - 505.797.6021, nmdefense@nmdla.org

The Fine Print

Sponsorships and exhibitor space are guaranteed on a first-come, first-served basis. Sponsor and exhibitor fees are not refundable. All sponsors and exhibitors will be confirmed by this agreement issued by NMDLA and completed by the firm/company representative. Payment must be received at the time of signature in order to make reservation. No refunds will be issued unless the seminar cannot be held. Seminar dates and events are subject to change.

NMDLA limits the number of sponsorships and exhibits per seminar and event in order to maximize the exposure of the sponsoring firm/company. The NMDLA reserves the right to decline any offered sponsorship or exhibitor regardless of past participation.

Sponsorship participation with NMDLA does not constitute an endorsement by NMDLA, nor does it imply co-sponsorship. Neither does the exhibiting of products constitute an endorsement by the NMDLA.

In all matters relating to the interpretation of the following policies and their application to potential advertising, the decision of NMDLA will be final and controlling. All advertising is subject to NMDLA approval. NMDLA reserves the right to reject any advertising at any time that NMDLA determines is not in keeping with the standards of NMDLA publications.

Advertising which by its subject matter or content may imply or lead to an implication of NMDLA endorsement, recommendation, support, or approval will be accepted if, as a condition of acceptance, it includes in the advertisement a disclaimer which indicates that the product or service is not endorsed, recommended, supported, or approved by NMDLA.

NMDLA requires full payment before publishing any advertisement. The advertiser agrees to pay on behalf of and indemnify the NMDLA against any and all liability, loss, or expenses (including attorneys fees) arising from claims for libel, unfair competition, unfair trade practice, infringement of trade names or patents, violation of rights of privacy, and infringement of copyrights and proprietary rights resulting from the publication by the NMDLA of the advertiser's advertisement. The NMDLA will not be liable for failure to furnish advertising space or to publish any advertisement due to strikes, labor disputes, government action, act of God, war, breakdown of equipment, or any other circumstance beyond the NMDLA's control.

Payment Information

Enclosed is check # _____, payable to NMDLA

Please charge \$ _____ to MasterCard or VISA

Card Number: _____ (Do not FAX or e-mail credit card information)

Exp. Date: _____ Card Security Code: _____ Name on Card: _____

Return this form with payment to: NMDLA, PO Box 94116, Albuquerque, NM 87199-4116