



Product Liability Conference

Exhibitor & Sponsor Prospectus

February 7-9, 2018

San Diego Marriott Marquis Marina

San Diego, CA



Exhibitor Information

The Product Liability Conference is a three-day event that brings together attorneys and clients specializing in all areas of product liability. This conference includes cutting-edge education, private counsel meetings and Specialized Litigation Group workshops. This event provides an exclusive opportunity to showcase your products and services to this large and influential audience.

Exhibit Schedule

Tuesday, February 6

1:00 p.m. – 5:00 p.m. **Move In**

Wednesday, February 7

8:00 a.m. – 11:00 a.m. **Move In**

12:00 p.m. – 6:30 p.m. **Registration**

12:00 p.m. – 3:30 p.m. **Exhibits**

5:30 p.m. – 6:30 p.m. **Exhibits Open during Networking Reception**

Thursday, February 8

7:00 a.m. – 4:00 p.m. **Registration**

7:15 a.m. – 4:00 p.m. **Exhibits**

6:15 p.m. – 7:15 p.m. **Exhibits Open during Networking Reception**

Friday, February 9

7:30 a.m. – 10:30 a.m. **Registration**

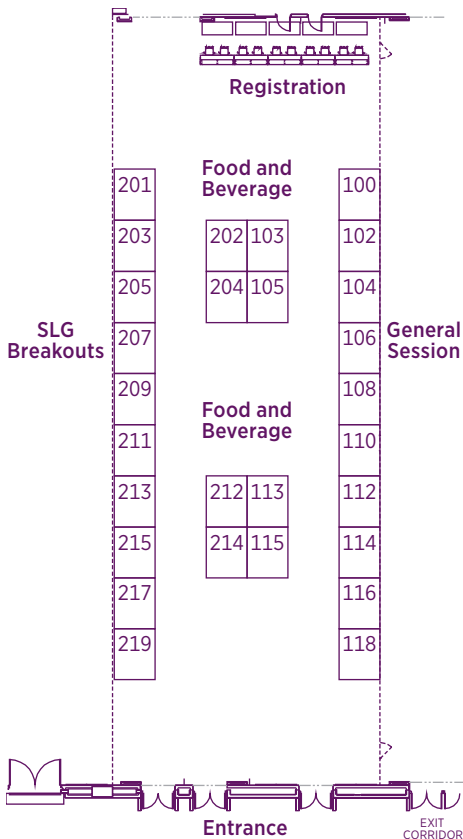
7:30 a.m. – 10:30 a.m. **Exhibits**

10:30 a.m. – 12:30 p.m. **Move Out**

Continental breakfast and breaks served daily in the Exhibit Hall.

Exhibit Hall Floor Plan

Marriott Grand Ballroom
Lobby Level



Booth Package

The booth rental fee is \$3,000 for an in-line booth and \$3,500 for a corner booth and includes:

- 10' x 8' booth in Exhibit Hall
- 6' skirted table
- Two chairs
- Wastebasket
- Identification sign
- Pre-registration list provided two to three weeks in advance of the conference
- Final roster of attendees provided four to six weeks after the conference
- Company contact information and 50-word description in the On-Site Program distributed to all attendees (**contract, payment and description must be received by January 15, 2018**)
- Company logo with a hyperlink to company website, contact information and 50-word description in the DRI Events App available to all attendees with an iPhone or Smart Phone (**contract, payment, logo and description must be received by January 15, 2018**)
- Admission to educational sessions and social events
- Four complimentary badges included; additional badges available at \$50 each (maximum of four)

Exhibitor Benefits

DRI is committed to maximizing your exposure during the 2018 Product Liability Conference. A number of special events are scheduled in the exhibit hall to increase traffic to your booth including cocktail receptions, continental breakfasts, and refreshment breaks.

Traffic Building and Customer Engagement

Traffic Building—To assist in maximizing floor traffic during the 2018 Product Liability Conference DRI is adding food and beverage to the floor plan. This placement has proven to drive more traffic to your booth and maximize time spent on the exhibit floor.

Customer Engagement—DRI highly encourages you to hold a raffle during the Product Liability Conference. If you choose to hold a raffle for a prize(s) we will place ★ next to your exhibitor listing in the Onsite Guide. Raffles will be held on Friday, February 9 during the morning refreshment break. Participating companies will be assigned a time to have their drawing and will do so from a central spot on the exhibit floor. The winner does not need to be present during the drawing to win his or her prize. This process provides you the opportunity to discuss things with customers and prospects in a more effective fashion.

Hotel & Travel Information

A limited number of discounted hotel rooms have been made available at the **Marriott Marquis San Diego Marina, 333 West Harbor Drive, San Diego, CA 92101**. For reservations, contact the hotel directly at 619.234.1500. Please mention **DRI's 2018 Product Liability Conference** to take advantage of the group rate of **\$299 single/double**.

The hotel block is limited and rooms and rates are available on a first-come, first-served basis. You must make reservations by **January 8, 2018** to be eligible for the group rate. Requests for reservations made after **January 8, 2018** are subject to room and rate availability.

Exhibitor Rules & Regulations

DRI is committed to providing each exhibitor an equal opportunity to present its products and services and providing our members access to high-quality services and products. These Contract Conditions/Rules and Regulations have been established to ensure these goals. Every effort will be made to accommodate written requests for exceptions in light of the restrictions imposed by aisle traffic, neighboring exhibits and the general character of the showcase.

Application Procedure and Assignment of Space

DRI offers two ways to reserve exhibit booth space: 1) [Online exhibitor registration page](#); or 2) Submit the completed application (last page of the 2018 Product Liability Conference Exhibitor Sponsor Prospectus). Online booth registration is the quickest way to secure desired booth space and is the preferred method of registration by most exhibitors. If the exhibitor submits an application from the Prospectus, DRI will assign booth space based upon the date of receipt of application and payment in the DRI office.

DRI limits the number of exhibitors in the exhibit hall to allow the exhibitors a greater share of attendees' limited time. Participation in the 2018 Product Liability Conference is on an invitation-only basis. DRI reserves the right to withhold invitations or decline applications for exhibit space regardless of past participation. Booth assignments are solely at the discretion of DRI and are not negotiable. DRI reserves the right to change exhibit hours, rearrange the floor plan, and relocate any exhibitor as necessary at any time.

Written applications will not be processed nor space reserved without full payment by credit card or check. Make all checks payable to DRI. Every effort will be made to place exhibitors at a reasonable distance from direct competitors if a written request is submitted. DRI will send written notification of space assignments. Expressed preferences will be considered, but DRI reserves the final decision in booth assignments.

Each exhibitor must reserve their booth space online or by written application of which these Contract Conditions/Rules and Regulations constitute a part. Payment online or signature and payment on the written application represents acceptance of all of the rules set forth here. In the event of a fire, strikes, riots, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impractical for any reason for DRI to perform this contract, DRI's performance under this contract shall be excused. In such event, all payments made by the exhibitor for exhibit space shall be returned to the exhibitor.

The fee to exhibit is \$3,000 per 10' x 8' in-line booth and \$3,500 for corner booths. This fee includes: 6' skirted table, two chairs, wastebasket, identification sign, pipe and drape, pre-registration list provided two to three weeks in advance of the meeting, final roster of attendees provided four to six weeks after the meeting, listing of company name with contact information/company description in the On-Site Agenda, listing in Conference App with company logo hyperlinked to company website and general perimeter security during non-exhibit hours.

Payments, Cancellations and Refunds

All applications must be received with full payment to be processed. Contract, payment and description must be received by January 15, 2018. All cancellations and requests for refunds must be made in writing to DRI Meeting Services. Cancellations postmarked on or before January 26, 2018 will receive a refund, less a \$500 processing fee. Absolutely no refunds will be made after January 26.

Use of Space

No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles. Any special promotions, music or stunts planned for the exhibit hall, or in the area of the Marriott Marquis San Diego Marina including the parking lots, sidewalks and streets adjacent to the area, must be cleared with DRI. DRI reserves the right to designate specific days and hours during which such special promotions and stunts may be conducted, if they are permitted at all.

Absolutely no exhibits are permitted outside of the Marriott Marquis San Diego Marina. There are to be no displays in hotel rooms or hotel public areas or other public areas in the Marriott Marquis San Diego Marina area. DRI reserves the right to control all suites and meeting rooms in the Marriott Marquis San Diego Marina. These controls have already been set up with the proper person at the hotel. Requests for function space, including meeting and hospitality rooms, must be submitted in writing to DRI for approval. No entertainment, meetings or similar activities will be permitted in the hotel suites, meeting rooms or other private or public facilities during hours which conflict with DRI exhibit hall hours or DRI social events. Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their own regular products/services, or which are not compatible with the character of DRI.

Installation of Exhibits

At the time of writing these rules, installation hours are Tuesday, February 6, 2018, 1:00 p.m.-5:00 p.m. and Wednesday, February 7, 8:00 a.m.-11:00 am. Permission to work outside of the established time must be obtained in writing from the DRI Senior Meeting Services Coordinator. Approval for early/late installation will be granted on an individual basis. If an exhibit is not set up by Wednesday, February 7, 2018 at 11:00 a.m., DRI reserves the right to reassign such space to let another exhibitor have the booth, if available, setup at the cost of the exhibitor or to make such other use of the space as deemed necessary or appropriate. NOTE: Set up hours specified here are subject to change, in which case, all exhibitors will be notified in writing.

Dismantling of Exhibits

No crating or packing of goods may occur between 12:00 p.m. Wednesday, February 7, 2018 and 10:30 a.m. Friday, February 9, 2018. Dismantling or removing an exhibit or materials, including packing literature or products, before the official closing of the 2018 Product Liability Conference is strictly prohibited. Any exhibitor who begins dismantling of his display before the close of the meeting will lose his company's priority status in any future DRI event and may lose the privilege of exhibiting entirely. Dismantle hours are Friday, February 9, 2018 from 10:30 a.m. to 12:30 p.m. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the exhibitor.

Exhibitor Rules & Regulations, *cont.*

General Contractor

Freeman, 6060 Nancy Ridge Drive Ste C, San Diego, CA 92121-3210; (phone) 858.320.7800. All equipment, crates and boxes must be shipped to Freeman.

Exhibitor Information and Service Kit

Freeman will mail to each exhibitor, approximately 35 days prior to the conference, an information and service kit that provides exhibitors with complete shipping instructions, production information and other forms for all services needed during installation, exhibit period and removal of exhibit.

Exhibitor Liability, Indemnification and Insurance

Exhibitor remains solely responsible for the safety of its property at all times during transit to and from the Exhibit Hall and within the Hall. Neither DRI, the service contractors, management of the Exhibit Hall, nor any officers, staff or directors of same (hereinafter "Meeting Management") are responsible for Exhibitor's property or any loss thereto from any cause. EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THE MEETING MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

Exhibitor agrees that it will indemnify and save Meeting Management harmless from and against all claims on account of injury to any person to the extent that any such injury was caused wholly or in part by an act or omission of exhibitor or any of its agents, employees, contractors, guests, licensees or invitees. This indemnification of Meeting Management by Exhibitors is effective unless such injury was caused by the sole negligence or gross negligence or willful misconduct of Meeting Management.

Each exhibitor, for himself, his agents and employees agrees to abide by all Contract Conditions/Rules and Regulations set forth therein, or by any subsequent amendments or interpretations.

Exhibitor Registration and Name Badges

Exhibiting companies receive four registration badges as part of their booth rental fee. Exhibitor registration will be located in the exhibit hall and will be open during exhibit hours. Name badges will be distributed on-site. Badges may reflect the name of the exhibiting company shown on the application for exhibit

space. All representatives of exhibiting companies must register and wear an exhibitor's badge while in the exhibit hall. Company badges will not be accepted in lieu of an official badge. Additional badges can be purchased on-site at registration for \$50 each.

Endorsements

The exhibiting of products at the 2018 Product Liability Conference does not constitute an endorsement by DRI. Exhibitors are not permitted to represent their goods or services as having been endorsed by DRI unless DRI has specifically provided such endorsement in writing. Participation by an exhibitor at the 2018 Product Liability Conference does not entitle the exhibitor to use such names other than with reference to the exhibitor's participation as an exhibitor at the DRI Product Liability Conference. Participation at the 2018 Product Liability Conference does not imply endorsement or approval by DRI of any product, service or participant and none shall be claimed by any participant.

Enforcement

The rules and regulations set forth herein will be enforced by DRI's Product Liability Conference Program Chairs, as authorized by the DRI Officers and Board of Directors. Any exhibitor not abiding by any of the DRI Rules and Regulations, may, at the discretion of DRI's Product Liability Conference Program Chairs, entirely lose the privilege of exhibiting at future DRI events.

Labor Relations

Employees of exhibiting companies may set up their own exhibits without assistance from the local decorators union. Any labor services that may be required beyond what your employees can provide, must be rendered by the union personnel and can be ordered in advance through Freeman. Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. Freeman can provide these services as necessary to ensure for a safe and orderly move-in/out.

An outside exhibit house must notify Meeting Management three weeks prior to the conference set up of the name(s) of all of their clients exhibiting in the exhibit hall along with the names of their permanent personnel who will be working at the conference. An original certificate of insurance must be filed with meeting management three weeks prior to exhibitor set up.

About DRI

DRI—The Voice of the Defense Bar is an international organization of more than 22,000 attorneys defending the interests of business and individuals in civil litigation. DRI provides professional information to its members through educational conferences, publications and other member services. It is also a forum for exchanging ideas on current issues of importance to defense lawyers and corporations.

Sponsorship Opportunities

MAXIMIZE YOUR PRESENCE AT THE 2018 Product Liability Conference

Choose a sponsorship level that fits your needs:

SPONSORSHIP LEVEL	AMOUNT OF CONTRIBUTION	ADDITIONAL BENEFITS
DIAMOND SPONSOR	\$10,000 +	<ul style="list-style-type: none"> ■ Eight complimentary registrations ■ Recognition as a Diamond Sponsor ■ Four complimentary tickets to a luncheon (<i>if applicable</i>) ■ Advanced registration rate guaranteed for firm/organization registrations above sponsorship ■ Introduction at committee business meeting
PLATINUM SPONSOR	\$7,500-\$9,999	<ul style="list-style-type: none"> ■ Six complimentary registrations ■ Recognition as a Platinum Sponsor ■ Two complimentary tickets to a luncheon (<i>if applicable</i>) ■ Advance registration rate guaranteed for firm/organization registrations above sponsorship
GOLD SPONSOR	\$5,000-\$7,499	<ul style="list-style-type: none"> ■ Four complimentary registrations ■ Recognition as a Gold Sponsor
SILVER SPONSOR	\$3,000-\$5,000	<ul style="list-style-type: none"> ■ Two complimentary registrations ■ Recognition as a Silver Sponsor
BRONZE SPONSOR	1,750-\$2,999	<ul style="list-style-type: none"> ■ One complimentary registration ■ Recognition as a Bronze Sponsor

Certain sponsorship opportunities can be sold at co-sponsorship levels if not already purchased exclusively. Please contact DRI for sponsorship details. Sponsorships are sold on a first come first served basis. Sponsorships may also be combined in order to achieve a higher level of benefit and exposure.

Rules & Regulations

Provisions

All sponsorships will be confirmed by a sponsorship agreement issued by DRI and completed by the firm/company representative. Fees are non-negotiable/non-refundable. Payment must be received at the time of signature in order to reserve the sponsorship. No refunds will be issued unless the conference cannot be held. Conference dates and events are subject to change. Sponsors will be notified.

Sponsorship of any of the activities covered herein is limited to the sponsorship of one event per conference, not the conference itself. Joint sponsorship opportunities are available for most events, subject to the approval of each potential joint sponsor and DRI, in advance.

DRI limits the number of sponsors per conference and event in order to maximize the exposure of the sponsoring firm/company. DRI reserves the right to decline any offered sponsorship regardless of past participation.

Signature on the agreement represents acceptance of all rules set forth here. In the event of fire, strikes, riots, civil commotion, acts of God, war or other unavoidable circumstances rendering it impossible or impractical for DRI to perform this agreement, DRI's performance under this agreement shall be excused. In such event, all payments made by the sponsoring firm/company shall be refunded in full.

Endorsements

Sponsorship of a DRI conference does not constitute an endorsement by DRI, nor does it imply co-sponsorship of the conference.

Signage

DRI will provide all signage for sponsored events. In order to have the company/firm name listed, it must be incorporated into the logo that is submitted to DRI. For conferences with multiple sponsors, some additional signage may be used to recognize all sponsors. Corporate logo banners or promotional items may not be used unless approved by DRI in advance.

Sponsorship Renewal Policy

DRI sponsors are provided with an invitation to renew their current sponsorship for up to three consecutive years. Within 30 days following a conference, sponsors will be offered the option to accept or decline a right-of-first refusal email invitation. The option is available for a period of no longer than three weeks.

If a sponsor does not accept their right-of-first refusal invitation during this period of time, the option to renew is lost and the sponsorship is open to the public on a first-come, first-serve basis. Sponsors are responsible for contacting DRI directly to secure sponsorships that become open to the public.

Once a sponsorship is renewed, sponsors may upgrade to another available sponsorship up to six months prior to the date of the conference. After this period of time, upgrades are not accepted. Upgrades are subject to an additional non-refundable fee of \$500 over and above the cost of the sponsorship. To secure the upgraded sponsorship, a signed agreement and the \$500 is due to DRI within 15 business days of receiving the agreement. Once an upgrade is made, sponsors forfeit the right-of-first refusal option on the original sponsorship.



Diversity and Inclusion in DRI: A Statement of Principle

DRI is the largest international membership organization of attorneys defending the interests of business and individuals in civil litigation. Diversity is a core value at DRI. Indeed, diversity, which includes sexual orientation, is fundamental to the success of the organization, and we seek out and embrace the innumerable benefits and contributions that the perspectives, backgrounds, cultures and life experiences a diverse membership provides. Inclusiveness is the chief means to increase the diversity of DRI's membership and leadership positions. DRI's members and potential leaders are often also members and leaders of other defense organizations. Accordingly, DRI encourages all national, state and local defense organizations to promote diversity and inclusion in their membership and leadership.

Harassment and Discrimination

DRI is committed to the policy of equal opportunity regardless of race, color, religion, sex, sexual orientation, gender, national origin and disability in all of its programs and activities, as well as maintaining an environment in our programs and activities which is free from all forms of harassment or discrimination of any kind. Pursuant to this policy, if any person who attends our programs or activities experiences unlawful discrimination or harassment, this should be reported to the Executive Director so that appropriate action may be taken.



Exhibit Space Application

Application deadline is January 15, 2018.

February 7-9, 2018 | Marriott Marquis San Diego Marina | San Diego, CA

Exhibitor Information (Please print or type all information.)

Company Name* _____

Company Contact** _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email* _____ Website _____

* Company name, address, city, state, zip, phone, fax and web address should be submitted as it will appear in the on-site program.

** Company contact and email should be for the person who will receive all communication from DRI and Freeman.

We will participate in the Exhibitor Raffle Yes No

Preferred Booth Locations 1 _____ 2 _____ 3 _____ 4 _____

Name Badges Needed

Name _____	Email _____
Name _____	Email _____
Name _____	Email _____
Name _____	Email _____

Please list any direct competitors to avoid proximate placement _____

DRI will make every effort to avoid placement near a listed competitor, but cannot make guarantees due to space limitations and booth layout.

Please attach a brief company description (no more than 50 words) for inclusion in the On-Site Program.

Payment Information (Please make checks payable to DRI.)

Each 10' x 8' in-line booth space is \$3,000 and corner booths are \$3,500.

Full payment is due with this contract.

____ Number of in-line booths x \$3,000 = _____
 ____ Number of corner booths x \$3,500 = _____
 ____ Number of additional name badges x \$50 = _____

Please note: Four complimentary exhibitor name badges are included with each booth.

Additional badges are available at \$50 each (maximum of four). Please attach a list of all additional exhibitor names.

My check for _____ (USD) is enclosed.
 Please charge my VISA MasterCard American Express.

Card # Exp. Date - CVC

Name on Credit Card (Please print) _____ Authorized Signature of Cardholder _____

We hereby tender \$ _____ as the total cost of the booth rental fee. We agree to all of the rules and regulations stipulated by DRI, and we shall hold harmless DRI, the Marriott Marquis San Diego Marina, and their legal entities from claims of any nature arising from the occupancy of assigned space or from activities of our employees or representatives. Allocation of exhibit hall space shall be solely at the discretion of DRI.

We have thoroughly read the 2018 Product Liability Conference Exhibitor Rules and Regulations and agree to abide by them.

Authorized Company Representative Signature _____ Date _____

Please send completed application and payment to:

John Hovis | Sponsorships and Exhibits Manager
 DRI—The Voice of the Defense Bar
 55 W. Monroe St., Ste 2000 | Chicago, IL 60603
 P: 312.698.6218 | F: 312.795.0749 (credit card payments only) | E: jhovis@dri.org