



Build your Business with DRI.

DRI 2024 Seminar Sponsorship Overview

As the leading association for **defense attorneys and in-house counsel**, DRI offers a comprehensive calendar of events designed to help attendees access the valuable content and connections they need to grow their practice. With **8,000+ attendees** projected to attend **20+ programs in 2024**, DRI seminars provide best-in-class education and in-depth practical insights for key legal disciplines and affinity groups across the civil defense sector, providing an environment where **business development** intersects with **professional development**. We have curated high-value opportunities that allow you to showcase your **thought leadership** and participate in **valuable networking** with key decision makers and influencers—all while providing **prominent brand exposure**. DRI is offering a **new opportunity** for our sponsors to directly address attendees with the **DRI Insights Series**. This series will consist of short, powerful presentations that will cover a wide range of topics, including but not limited to emerging legal topics, cutting-edge issues, and important legal changes.

Premier Sponsorship *(Offered exclusively to Solution Providers—Experts & Consultants)*

As one of only six Premier Sponsors for each seminar, you will access the most valuable touch points to connect and engage around content with attendees—both leading up to, during, and after the event—along with networking opportunities, premium recognition, promotional rights, and more, including:

- Opportunity to address seminar attendees from the main stage through the DRI Insight Series* **NEW**
- Preferred status (first right of refusal) for opportunity to participate in main stage programming** **NEW**
- The opportunity to host a 50-minute sponsored webinar, streamed in advance of the seminar, with content archived for on-demand viewing via DRI's Learning Center
- Dedicated 30-minute sponsored virtual session, to be hosted in the event app for on-demand attendee viewing
- Opportunity to author a guest post in DRI's member e-newsletter *The Voice* (500-700 words) and in a DRI Community channel supporting the seminar (200 words)
- Four (4) complimentary seminar registrations, plus the opportunity to purchase additional registrations at the VIP registration rate
- Logo inclusion in seminar advertising placements in *For The Defense*, *The Voice*, and in dedicated seminar promotional emails
- Logo inclusion with hyperlink on the event website and in the event app
- Dedicated table located in a preferred location within the seminar pre-function space (subject to availability) for the distribution of marketing collateral, premiums, etc. **NEW**
- Visual and verbal sponsor acknowledgement in the opening session
- Access to the pre-seminar registration list to facilitate planning for on-site engagement during the seminar
- Contact details for all attendees provided following conclusion of the event for a one-time mailing
- Access to DRI quotes and content for sponsor press releases
- Dedicated account support team and comprehensive post-event fulfillment reporting

Investment: \$8,500

*Premier Sponsor will have an opportunity to present a 10–15-minute presentation in DRI's Insights Series. (Subject to staff approval of topic, content, and length.)

**Premier Sponsors shall receive the first opportunity during program development to participate in main stage and/or breakout programming developed by the seminar committee (subject to availability). To qualify for this opportunity, the Premier Sponsor must commit to the sponsorship of the program no less than 120 days prior to the first day of the program.

Signature Sponsorship *(Offered exclusively to Law Firms)*

As one of only eight Signature Sponsors offered at select seminars, law firms who participate in this exclusive program have an opportunity for enhanced networking and premium recognition in front of the DRI community, including:

- Recognition as one of the presenting sponsors for the Premier networking event, including sponsor signage at the entrance to the event and acknowledgment in the program agenda and supporting marketing materials
- Four (4) complimentary seminar registrations plus the opportunity to purchase additional registrations at the VIP registration rate
- Visual and verbal sponsor acknowledgement in the opening session
- Logo inclusion with hyperlink on the event website and in the event app
- Access to the pre-seminar registration list to facilitate planning for on-site engagement during the seminar
- Contact details for all attendees following conclusion of the event
- Dedicated account support and comprehensive post-event fulfillment reporting

Investment: \$7,500

Seminar Sponsorship *(Law Firms)*

Offered on a limited basis, seminar sponsorship affords a variety of platforms for law firms to connect with attendees, including:

- Two (2) complimentary seminar registrations, plus the opportunity to purchase additional registrations at the VIP registration rate
- Visual and vocal Sponsor acknowledgement in opening session
- Logo inclusion with hyperlink on the event website and in the event app
- Access to the pre-seminar registration list to facilitate planning for on-site engagement during the seminar
- Dedicated account support and comprehensive post-event fulfillment reporting

Investment: \$3,500

Seminar Sponsorship *(Solution Providers—Experts & Consultants)*

Offered on a limited basis, seminar sponsorship affords a variety of platforms to connect with attendees, including:

- Opportunity to participate in main stage programming [^] **NEW**
- Opportunity to have a collateral table located within the seminar foyer space (subject to availability) for the distribution of marketing collateral, premiums, etc. **NEW**
- Two (2) complimentary seminar registrations, plus the opportunity to purchase additional registrations at the VIP registration rate
- Visual and vocal Sponsor acknowledgement in the opening seminar session
- Logo inclusion with hyperlink on the event website and in the event app
- Access to the pre-seminar registration list to facilitate planning for on-site engagement during the seminar
- Dedicated account support team and comprehensive post-event fulfillment reporting

Investment: \$3,500

DRI Insights Series

The DRI Insights Series will consist of short, powerful presentations that will cover a wide range of topics, including but not limited to emerging legal topics, cutting-edge issues, and important legal changes.

NEW

[^] Sponsors will be considered during program development including in the selection of expert participation (subject to availability on a first come basis). To qualify for this opportunity, the Sponsor must commit to the program no less than 120 days prior to the first day of the program.

dri 2024 EVENTS

January 17-19

Phoenix, AZ

- Construction Law Seminar
- Women in the Law Seminar
- Civil Rights and Governmental Tort Liability Seminar

February 7-9

Denver, CO

- Product Liability Conference

February 28 – March 1

Miami, FL

- Litigation Skills Seminar
- Medical Liability and Health Care Law Seminar

March 13-15

Chicago, IL

- Insurance Coverage and Claims Institute
- Insurance Roundtable (March 12-13)

March 20-22

Philadelphia, PA

- Business and Intellectual Property Litigation Super Conference
- Toxic Torts and Environmental Law Seminar
- Life, Health, Disability and ERISA Seminar

April 10-12

St. Louis, MO

- Trucking Law Seminar

May 20-22

Washington, D.C.

- Drug and Medical Device Seminar
- Employment and Labor Law Seminar

June 12-14

Nashville, TN

- Diversity for Success Seminar
- Insurance Bad Faith and Extra-Contractual Liability Seminar
- Young Lawyers Seminar

September 18-20

Chicago, IL

- Senior Living and Long-Term Care Litigation Seminar
- Strictly Automotive Seminar

October 16-18

Seattle, WA

- Annual Meeting

November 6-8

Washington, D.C.

- Asbestos Medicine Seminar
- Retail and Hospitality Litigation Seminar
- Appellate Advocacy Seminar

December 4-6

New York, NY

- Insurance Coverage and Practice Symposium
- Professional Liability Seminar

*Dates and locations are subject to change. Check dri.org for updates.