



A CALL FOR UNITY

"Alone we can do so little. Together we can do so much."
— Helen Keller

2022 Colorado Defense Lawyers Association Summer Conference
Thursday August 4—Saturday August 6, 2022
Viewline Resort Snowmass (formerly known as The Westin)

INVITATION to Sponsors & Exhibitors

The Colorado Defense Lawyers Association (CDLA) Board of Directors invites you to another exciting summer conference for its members, this time in beautiful Snowmass Village, Colorado. We do not doubt that the Association's members will find the Conference a rewarding and educational experience, in no small part because of exhibitors and sponsors like you.

This packet includes complete information on all sponsorship offerings and exhibitor information. As you will note, all tier-level sponsorships include access for up to two representatives to the many meals, receptions, presentations, and other offerings at the Conference. In addition, you have complete access to our members throughout your time in Snowmass, which will provide you with countless opportunities to meet and talk with your clients. You can also maximize your exposure beyond an exhibit table by presenting at a general or breakout session or sponsoring an event. Don't miss this opportunity to promote your products and services to attendees from across Colorado. The conference area is large, and we will not be restricted on space, but do remember tables are assigned based upon the date and amount of money received. Rest assured, if the "live" Conference is canceled, you will have to opportunity to participate virtually at a reduced cost or refund 100% of your money.

There are two Conference Chairs this year, CDLA President Michele Choe, Wheeler Trigg O'Donnell LLP, and CDLA Vice President Meredith McDonald, Hall & Evans, LLC, who have committed to putting on an outstanding conference.

The Board appreciates your support of CDLA and looks forward to working with you to make the 2022 Conference a successful event. If you have any questions, please do not hesitate to contact Glenna Donegan at (303) 946-6659 or glenna@codla.org.

Sincerely,
Michele Choe, Esq.
Meredith McDonald, Esq.
2022 Conference Chairs

A CALL FOR UNITY

“Alone we can do so little. Together we can do so much.”

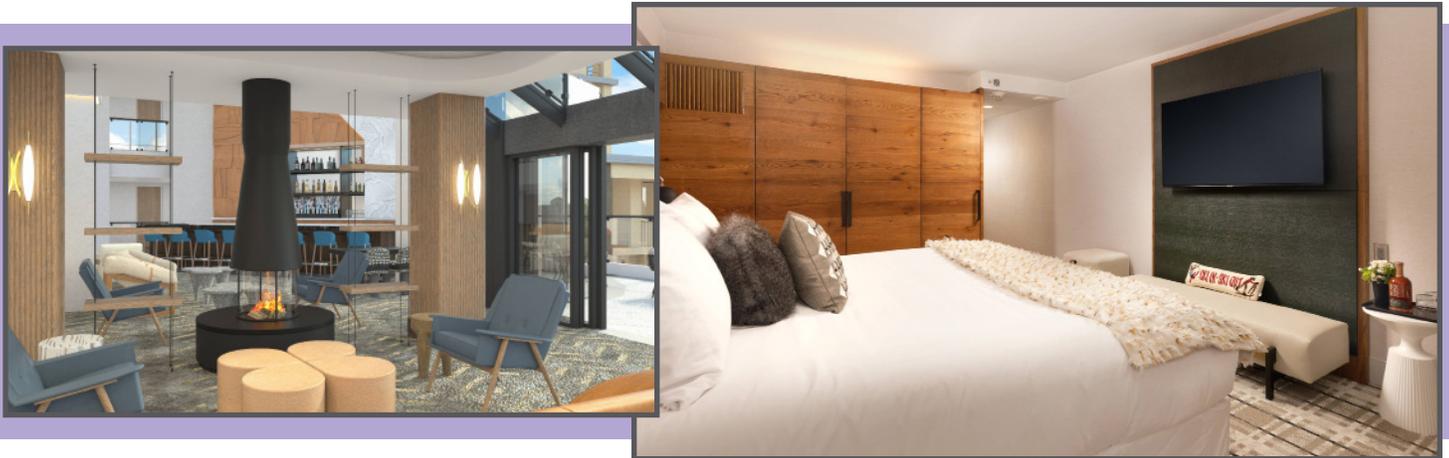
— Helen Keller

2022 CDLA Summer Conference
Viewline Resort Snowmass • August 4–6

ACCOMMODATIONS

The 2022 Conference will be hosted at the Viewline Resort. Room rates starting at \$199+ per night. Please make your reservations before July 1, 2022 to be eligible for the group rate. To make reservations either call the hotel at (800) 525-9402 and use group code CDLA or go to codla.org and click on the conference banner.

We also have a limited amount of rooms starting at \$190+ per night at the **Limelight Hotel Snowmass**. For reservations call (844) 362-7119 Monday–Friday between 8am–5pm MST or e-mail snowmassreservations@limelighthotels.com and reference CODLA 2022 Annual Conference.



Tentative Agenda / SCHEDULE

THURSDAY, AUGUST 4	FRIDAY, AUGUST 5	SATURDAY, AUGUST 6
	6:00 am – 7:00 am Yoga	6:00 am – 7:00 am Yoga
9:00 am – 4:00 pm Exhibitor set-up	7:00 am–8:00 am Networking Breakfast	7:00 am–8:00 am Networking Breakfast
	8:15 am Conference Kickoff	
10:00 am – 4:00 pm Golf	9:00 am – 4:00 pm • General Session – *Keynote* • Networking Breaks • Breakouts • Lunch-and-Learn	8:15 am – 4:00 pm • General Session • Networking Breaks • Breakouts • Lunch-and-Learn • Vendor Raffle
1:00 pm Bike Trail Ride		
6:00 pm – 8:30 pm Opening Reception @ Viewline Resort Snowmass	6:00 am – 9:00 pm Reception Dinner @ Elk Camp	4:30 am – 6:00 pm Farewell Reception @ Limelight Hotel Snowmass

SPONSORSHIP Packages

PLATINUM SPONSOR

General Session Presenting Speaker

(pending Conference Chair approval)

Your company representative presents an approved topic during a General Session before all (+/- 200 anticipated) conference attendees. Sponsor-provided signage may be displayed around the stage or placed in background AV during the presentation. Additionally, the exposure will continue past the conference, as your company bio and hyperlink will be placed in the CDLA Case Law Update for 12 months.

COST: \$15,000 (table included)

DIAMOND SPONSOR

Breakout Session Presenting Speaker

(pending Conference Chair approval)

Here is an opportunity to present directly to your prospective clients. Your company representative presents an approved topic during one of several breakout sessions before +/- 50 conference attendees. Sponsor-provided signage may be displayed around the breakout room or placed in background AV during the presentation. Additionally, the exposure will continue past the conference, as your company bio and hyperlink will be placed in the CDLA Case Law Update for 12 months.

COST: \$7,750 (table included)

DIAMOND SPONSOR

Friday Night Dinner at Elk Camp on top of the Mountain Sponsored by Vocational Diagnostics

Sponsor the Friday night dinner atop of the mountain at Elk Camp Lodge. With over 400 guests, sponsor-provided signage will be prominently displayed by the band and bar, and guests will enjoy cocktail napkins branded with your company's logo as they relax and go down for the evenings event. You will be identified as the sponsor of the dinner in all event materials/ apps and schedules. Additionally, the exposure will continue past the conference, as your company bio and hyperlink will be placed in the CDLA Case Law Update for 12 months.

COST: \$7,600 (table included)



Friday Night Bourbon Tasting at Elk Camp Sponsored by Exponent

This sponsorship offers a unique way to provide all +/- 400 attendees and guests with an experience that will set your brand apart from the rest. Sponsorship includes sponsor-provided signage at the event, Bourbon Tasting Bar, cocktail napkins branded with your company's logo, and identification as the exclusive sponsor in all event materials/apps and schedules. This was a hit at the 2018 and 2019 conference!

COST: \$7,750 (table included)



SPONSORSHIP Packages

GOLD SPONSOR

Thursday Evening Opening/ Welcome Reception at the Backyard of the Viewline Resort Sponsored by JAMS

Sponsor the mountainside outdoor opening reception hosted at the Viewline Resort Snowmass Resort backyard. This exciting event will be attended by 350+ members and guests, mingling and becoming reacquainted. Sponsor-provided signage will be displayed during the entirety of the event. Your company will be identified as a sponsor of the reception and in all event materials/apps and schedules. All bars will have napkins and plastic glassware branded with your company logo creating multiple impressions. Additionally, the exposure will continue past the conference, as your company bio and hyperlink will be placed in the CDLA Case Law Update for 12 months.

COST: \$6,000 (table included)

Cotton Tote Registration Bag

Remember the CDLA and Wheeler Trigg O'Donnell LLC tote bags from conferences past? Everyone loved them and now that we are being charged for using plastic bags, why not sponsor these tote bags! This bag will be used during and away from the conference, and many years to come, you'll use it at the grocery store or out on a picnic. These four-color branded cotton tote bags with your logo are always a hit and will be provided to all members at registration. Put your marketing material within, and sponsor-provided signage will be displayed at the registration table next to the totes indicating you are the exclusive sponsor.

COST: \$6,750 (table included)



Hotel Key Card

All attendees will be reminded of your company each and every time they retrieve their key card. The exclusive sponsor's logo will be included on the approximately 1,000 key cards printed for the Viewline Resort Snowmass, which will be used by members countless times for entry into their hotel rooms.

COST: \$6,750 (table included)

SILVER SPONSOR

Saturday Night Closing Reception Sponsored by Braddy Investigative Group

A 90-minute hosted event at the Limelight Hotel, a short ride down the skittles gondola to the main square where we will be featuring a happy hour with beer, wine and hors d'oeuvres. Sponsorship includes sponsor-provided signage, cocktail napkins branded with your logo and identification as the exclusive sponsor in all event materials / app and schedules. Make a lasting final impression before bidding everyone adieu. And while on the plaza, after the happy hour enjoy dinner with your clients and friends. Or head into Aspen on the shuttle for an evening on the town.

COST: \$5,000 (table included)
Add Photo Booth for \$1,750



SPONSORSHIP Packages

WiFi Sponsored by Forensic Pursuit

Conference attendees must log into the secure WiFi on their smartphone, tablets and laptops to access the silent auction, conference material, polling and social media. With this sponsorship the network and password will be yours to select. The network identity (your company name) will be displayed around the hotel and conference center and we will announce the password to our attendees.

SOLD

COST: \$4,500 (table included)

BRONZE SPONSOR

Breakfast Sponsor

We serve over 300 attendees for breakfast and with this sponsorship your provided signage will identify you as the sponsor for this most important meal of the day. Your sponsorship will also be identified in all event materials/apps and schedules.

COST: \$3,500 (table included)

Brain Cell Rejuvenation Break Sponsor

Our attorneys will need a pick-me-up during a day of CLEs and what better way to get 'em to the finish line than with ice cream sandwiches, snacks, and soft drinks? This sponsorship includes placement of your sponsor-provided signage in and around the snack area as well as acknowledgment of your sponsorship in all event materials/apps and schedules. Sign up for this one—it's a winner!

COST: \$3,500 (table included)

Lunch-and-Learn Sponsor

Have the presenters thank you for your sponsorship to the +/- 200 lawyers during their case law update and legislative update. Box lunches will be sealed with your company logo stickers. And will set up your sponsor-provided signage during the lunch event acknowledging you as the sponsor as well as identify your sponsorship in all event materials/apps and schedules.

COST: \$4,000 (table included)

Base Exhibitor

Create company exposure and brand recognition in the Exhibit Hall with an exhibitor table. Attendees will walk through the Exhibit Hall on their way to all Sessions, offering you visibility and networking opportunities. Hand out your company "swag" and business cards during those impromptu one-on-one interactions with prospective clients so they remember you when they get back to the office. For more details on all that this package offers, see the Additional Sponsorship and Exhibitor Information Section at the end of this packet.

COST: \$2,775



A CALL FOR UNITY

"Alone we can do so little. Together we can do so much." — Helen Keller

2022 CDLA Summer Conference
Viewline Resort Snowmass • August 4–6

SPONSORSHIP Packages

GOLF SPONSORSHIPS

CDLA will host its annual golf tournament at the Ironbridge Golf Club on Thursday before the opening reception. This 18-hole course is surrounded by red-hued mountains, the Roaring Fork River, and Mt. Sopris, designed by Arthur Hills and refined by Tom Lehman.

Golf Hole Sponsorship

Includes a table alongside one hole allowing your representative networking time with member golfers, hand out your swag, at this one-on-one opportunity.

COST: \$600

Golf Box Lunches Sponsored by JAG

Sponsor boxed lunches for the golfer as they play through the scenic course. Includes your logo on the boxed lunches and a table alongside the hole to get the one-on-one time with the member golfer as they play through the tournament.

COST: \$1,500

Beverage Cart Sponsored by AB Litigation Services

Sponsor beer and other refreshments for the member golfers as they play through the scenic course. Includes your logo on the beverage cart that feeds the CDLA Traveling Championship Cup.

COST: \$750

A' LA CARTE SPONSOR

Amp up your brand with one of these options:



Coffee Stations (2)

Sponsored by JAG and Rimkus

Make a huge impact on conference coffee drinkers with company logo'd disposable coffee cups. Maximize your exposure to all attendees.

COST: \$3,000



Push Notification via the CDLA Event App

CDLA's event app permits sponsors to send push notifications to all attendees, driving traffic to your exhibit table, your upcoming drawing, or many other visibility creating opportunities. An example notification is: "Visit [sponsor] at its booth located at [] and learn about their new [product] designed to [benefits of product]." Sponsors will be permitted two push notifications (one each day of the Conference).

COST: \$1,000



A CALL FOR UNITY

"Alone we can do so little. Together we can do so much." — Helen Keller

2022 CDLA Summer Conference
Viewline Resort Snowmass • August 4–6

SPONSORSHIP Packages

A' LA CARTE SPONSOR



Lost Forest Sponsored by Wheeler Trigg O'Donnell

Alpine Coaster Rides at the top of the Elk Camp where we are having our Friday Night event. Sponsorship will include signage for sponsorship throughout the exciting ride in all the conference materials and you may stand and greet all the riders as they embark on this adventure.

COST: \$2,000 per hour

Lanyard Sponsored by JS Held

Your branded logo on every attendee, guest and spouse will be visible throughout the conference appearing on over 400 lanyards. That's a lot of visibility throughout the 3 days!

COST: \$3,750

Yoga Sponsored by Cyopsis

Yoga will be offered on the backyard at the Viewline Resort Snowmass Resort, both Friday and Saturday morning. Your sponsorship includes complimentary signage and acknowledged support in all event materials/apps and schedules.

COST: \$350

Photo Booth

Here is a really fun opportunity; we will have a photo booth at the closing reception. Capture creative, unique and amazing experiences as our guests pose for the camera. The pictures will have your logo embedded as a souvenir for them to take. You are welcome to bring your own props or use the photographers. Lets end the conference with a BANG!

Cost: \$1,750. Add Saturday Night Closing for \$5,000

Additional Sponsor Badge

All sponsorships come with two all-access badges allowing attendance into all CDLA functions and meals. If you would like to have more representatives to help market your brand, be sure to register them.

COST: \$750 ea.

Sponsor Guest Registrations

Wish to bring a guest over the age of 18? Be sure to register them so they can attend the evening events.

COST: \$300 ea. (evening events only)

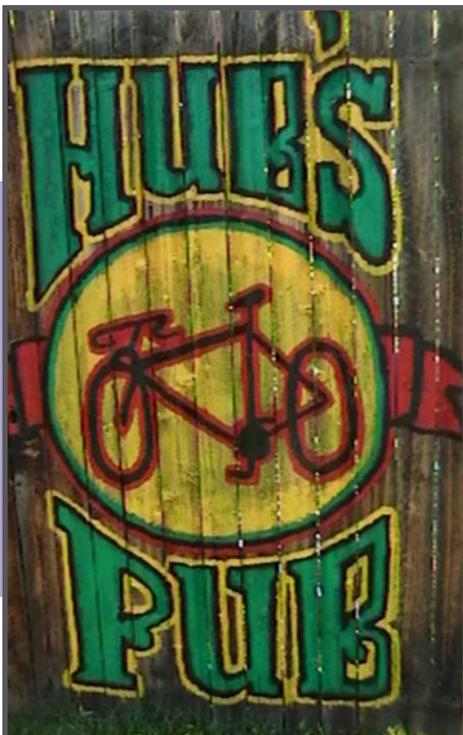
HUBS Pub

Each year at the Annual Conference, the CDLA holds a “Hub’s Pub” event/raffle in honor of Daniel M. Hubbard, a former incoming president of the CDLA, who suffered a cardiac incident while riding his bicycle home from work and passed away. The funds raised at Hub’s Pub are used to fund the Foundation and in memory of Dan Hubbard and his passion for cycling, a portion of those proceeds are used to donate bicycles to Children’s Hospital and to children served through Adams, Broomfield and Jefferson County Court Appointed Special Advocates (CASA).

Since its inception, the Hub’s Pub event has donated 314 bicycles and raised over \$125,732.

Funds are also donated to various causes including, but not limited to, Food Bank of the Rockies, Project C.U.R.E., Alzheimer’s Association, Jessie’s Heart, Florence Crittenton Services, and “Law School...Yes We Can.”

We are hoping that you will help us with a cash donation that we can use to buy raffle items for this great cause for kids who are undergoing some rough times. Please contact Glenna with questions at glenna@codla.org or (303) 946-6659 and thank you in advance for your support!



ADDITIONAL Sponsorship & Exhibitor Info

Exhibitor Package

- The base (Bronze Level) exhibitor fee is \$2,775 for an exhibitor space and includes:
- One 6' x 18" skirted table.
- Electrical hookups.
- Two (2) chairs.
- Company logo with a hyperlink to your company website and a 25-word description in the CDLA Event App available to all attendees with an iPhone, Android Phone, or iPad.
- Admission to all general and breakout sessions, social events, breakfasts, lunches, and evening events.
- Two (2) complimentary badges (additional badges and event wristbands available at \$750 each).
- Guests/spouses/adult children over the age of 18 years may attend evening events for \$300/person for the entire weekend. Those under 18 years of age may attend evening events free. (Guests are not permitted at any event hosted at the Conference Center, including the Exhibit Hall, and are not eligible for attendance at breakfasts, lunches or programming at the Conference Center.)

Exhibitor Location Selection

Exhibitor location selection will occur in July of 2022. Selection is based first upon total dollars spent on overall sponsorships. Therefore, those exhibitors which purchase greater than a base exhibitor sponsorship will make their selections first, in order of highest sponsorship amounts. Following those selections, at least two weeks prior to the conference, a layout of the exhibitor area will be provided and each sponsor will be asked to indicate their top three placement choices. Tables will then be assigned, based on those placement choices, in the order that registration payment was received. Your table will be labeled and ready for you when you arrive at the Conference Center.

Payments, Cancellations & Refunds

All written applications must be received with full payment to be processed. All cancellations and requests for refunds must be made in writing to CDLA. Cancellations postmarked on or before July 15, 2022 will receive a refund, less a \$250 processing fee. No refunds will be made after July 15, 2022. Rest assured, if the "live" Conference is canceled, you will have to opportunity to participate virtually at a reduced cost or refund 100% of your money.

Other Information

The conference will be held in the Viewline Resort Snowmass Conference Center. Access to the Conference Center, is Thursday August 4 from 9:00 am to 4:00 pm and your table will be ready with your name on it when you arrive. We will have approximately 50+ vendors, and space will be at a premium. Please do what you can to limit your space to NO MORE than the 6' x 18" table we will be providing.

You may park in the cul-de-sac right outside the Conference Center to unload, but you must move your vehicle immediately after you have unloaded to make way for others checking in or setting up for the conference.

As noted above, if you are bringing a guest, he/she must also be registered and may only attend the evening events, at a cost of \$300. In order for us to have time to create badges and obtain wristbands, please let us know the name(s) of your guest(s) and pay the corresponding fee at least one week before the conference. Wrist bands will indicate either all-access or evenings only.

CDLA encourages you to hold a business card raffle. Raffle winners will be announced on Saturday, Aug 6 before the final General Session.

Please note that exhibitor tear down is from 3–5:00 pm on Saturday Aug 6. Michele Choe and Meredith McDonald, the 2022 Conference Chairs, have asked that you refrain from breaking down your exhibits prior to that time, as it creates a mess, requiring attendees to navigate the disrupted venue, step over boxes, etc. leading to negative impressions by the attendees. Thank you.

SPONSORSHIP of Events Check all the appropriate packages:

PLATINUM (TABLE INCLUDED)	SILVER (TABLE INCLUDED)	GOLF
General Session Presentation \$15,000	Sat. Night Closing Reception \$5,000 <input type="checkbox"/>	Golf Hole Sponsorship \$600
DIAMOND (TABLE INCLUDED)	WiFi Sponsor \$4,550 <input type="checkbox"/>	Golf Box Lunch \$1,500 <input type="checkbox"/>
Friday Night Dinner \$7,600 <input type="checkbox"/>	BRONZE (TABLE INCLUDED)	Golf Beverage Cart \$750 <input type="checkbox"/>
Friday Night Bourbon Tasting \$7,750 <input type="checkbox"/>	Breakfast \$3,500	A'LA CARTE
Breakout Session Presentation \$7,750	Lunch and Learn \$4,000	Coffee Station—(2) \$3,000 ea. <input type="checkbox"/>
GOLD (TABLE INCLUDED)	Brain Cell Rejuvenation Break \$3,500	Lanyard \$3,750 <input type="checkbox"/>
Thursday Welcome Reception \$6,000 <input type="checkbox"/>	Base Exhibitor \$2,775	Photo Booth \$1,750
Cotton Tote Registration Bag \$6,750	HUB'S PUB DONATION	Lost Forest \$2,000/hr. <input type="checkbox"/>
Hotel Key Cards \$6,750	\$_____	Push Notifications \$1,000
		Additional Sponsor Badge \$750 x _____
		Sponsor Guest Registration (evenings only) \$300 x _____
		TOTAL COST

BUSINESS INFORMATION

Company _____

Address _____

City, State, Zip _____ Website _____

PERSONAL INFORMATION:

Name _____

Email _____ Phone _____

2 ALL-ACCESS BADGES INCLUDED WITH EACH EXHIBITOR/SPONSOR

Badge Name 1 _____

Email Address _____

Badge Name 2 _____

Email Address _____

ADDITIONAL "ALL-ACCESS" WRIST BAND & NAME BADGE (\$750 EA)

Badge Name 1 _____

Email Address _____

Badge Name 2 _____

Email Address _____

VENDOR GUEST BADGES—EVENING EVENTS ONLY (\$300 EACH)

Badge Name 1 _____

Badge Name 2 _____

PAYMENT OPTIONS: Pay by Credit Card: Visa, MasterCard or American Express Accepted

Name on Card _____

Number _____ Exp _____

Address of card holder _____

City, State, Zip _____

CSV Code / 4 digit for AMEX _____ Signature _____

Email completed PDF or scan of form to: glenna@codla.org, or fax to (925) 364-2405.

Pay by check: Make check payable to CDLA and send to Colorado Defense Lawyers Association, 643 Dexter Street, Denver, CO 80220. **Deadline for brochure logo submission April 1. Send PDF of logo and company bio to glenna@codla.org.** We are always happy to discuss other opportunities. Feel free to contact Glenna at (303) 946-6659, and we'll see you in Snowmass!

HOTEL RESERVATIONS: Go to codla.org for your hotel reservations.

Once again, we thank you for your continued support of the Colorado Defense Lawyers Association!