



# 2024

## CDLA Summer Conference

### “A Changing World”

Thursday 8/1—Saturday 8/3  
Hotel Eldorado  
Santa Fe, New Mexico



## *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 Santa Fe, New Mexico. 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 Santa Fe, 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 restricted on space—we can only accommodate 50 vendor tables this year, so reserve as soon as you can. Tables are assigned based on the date and the amount received. No preference will be given unless funds have been received.

This year's Conference Chair, Rob Hinckley, *Buchalter*, has committed to putting on an outstanding conference along with the help of Billy-George Hertzke, *SGR, LLC* and Meredith McDonald, *O'Hagan Meyer*.

The Board appreciates your support of CDLA and looks forward to working with you to make the 2024 Conference a successful event.

If you have any questions, please contact Glenna Donegan at (303) 946-6659 or [glenna@codla.org](mailto:glenna@codla.org).

Sincerely,  
Rob Hinckley 2024 Conference Chair



# 2024 Colorado Defense Lawyers Association Summer Conference

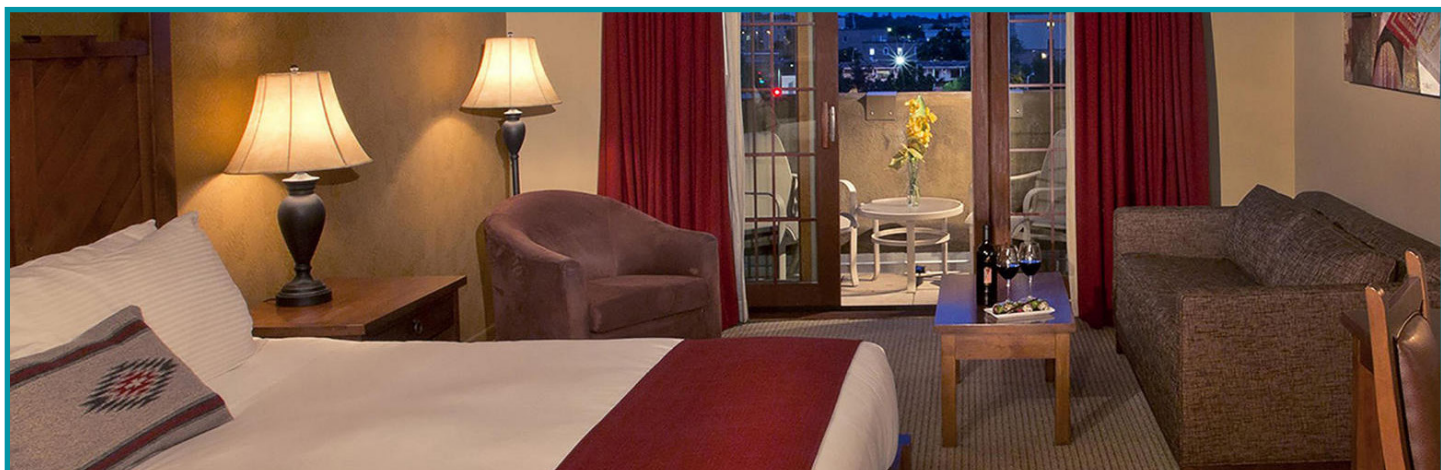
## Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### Accommodations

**The 2024 Conference will be hosted at the Eldorado Hotel and Spa.**

For more than 25 years the AAA Four-Diamond rated Eldorado Hotel & Spa has provided Santa Fe with well-appointed accommodations, exceptional service, flawless weddings, customized special events and superior guest amenities. Located just steps from the historic Santa Fe Plaza, the Eldorado Hotel & Spa is walking distance from a host of local treasures, including the Georgia O’Keeffe Museum, Canyon Road art galleries, and much more in a city rich in history. Enjoy fabulous cuisine at The Old House and unwind in our new Agave Lounge. Spend your days being pampered at the lavish Nidah Spa or bask in the desert sun by our small rooftop pool. Eldorado is also a Green hotel. Perfect for relaxing getaways, shopping and dining excursions, or exploring art galleries and museums Eldorado is a cherished destination among Santa Fe spa hotel.

Room rates starting at \$279++ per night. Please make your reservations before June 30, 2024 to be eligible for the group rate. **To make reservations either call the hotel at 1-800-955-4455, use booking code 2407CODLAW or [click here](#) OR go to the [codla.org](#) website and click on the banner.**



### Tentative Agenda & Schedule

THURSDAY, AUGUST 1	FRIDAY, AUGUST 2	SATURDAY, AUGUST 3
<b>9:00 am - 4:00 pm</b> Exhibitor set-up	<b>7:00 - 8:00 am</b> Networking Breakfast	<b>7:00 - 8:00 am</b> Networking Breakfast
<b>10:00 am - 4:00 pm</b> Golf Tournament at Black Mesa Golf Club	<b>8:15 am</b> Conference Kickoff	<b>8:15 am - 4:00 pm</b> <ul style="list-style-type: none"> <li>• General Session</li> <li>• Networking Breaks</li> <li>• Substantive Law Breakout Session</li> <li>• Lunch-and-Learn</li> </ul>
<b>1:00 pm</b> Bike Trail Ride	<b>8:30 am - 4 pm</b> <ul style="list-style-type: none"> <li>• General Session – <i>*Keynote*</i></li> <li>• Networking Breaks</li> <li>• Substantive Law Breakout Session</li> <li>• Lunch-and-Learn</li> </ul>	
<b>6:00 pm - 8:30 pm</b> Opening Reception at the New Mexico History Museum / Palace of the Governors	<b>6:00 pm - 9:00 pm</b> Friday Evening Reception at <b>SANTA FE CONVENTION CENTER</b>	<b>4:30 pm - 6:00 pm</b> Farewell Reception – Cava Bar and Grill – The Eldorado Hotel and Spa





## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### 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 banners may be displayed around the stage. Additionally, the exposure will continue past the conference, as your company bio and hyperlink will be placed on the CDLA website.

**INVESTMENT: \$15,000 (Base Exhibitor Level Included)**



#### Diamond Sponsor



##### Breakout Session Presenting Speaker (limited to four)

(pending Conference Chair approval)

This 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 banners may be displayed around the breakout room. Additionally, the exposure will continue past the conference, as your company bio and hyperlink will be placed on the CDLA website.

**INVESTMENT: \$7,775 (Base Exhibitor Level Included)**



##### Friday Night Dinner at the Santa Fe Convention Center

Two Sponsorships are available for the Friday Night Reception. With over 350-400 guests, you may provide your own banner prominently displayed. Guests can enjoy a cocktail in cups and napkins branded with your company's logo, provided by CDLA for the evenings event. You will be identified as one of two sponsors of the dinner in all event materials / apps and schedules. Additionally, the exposure will continue past the conference, as your company LOGO and hyperlink will be placed on the CDLA website.

**INVESTMENT: \$7,775 (Base Exhibitor Level Included) – Two Sponsorships**



##### Friday Night Bourbon Tasting—Santa Fe Convention Center

This sponsorship offers a unique way to provide all +/- 350-400 attendees and guests with an experience that will set your brand apart from the rest. You may provide your own banner and tablecloth at the Bourbon Tasting Bar, cocktail napkins branded with your company's logo, provided by CDLA. This opportunity creates multiple impressions and identification as the exclusive sponsor in all event materials/apps and schedules.

**INVESTMENT: \$7,775 (Base Exhibitor Level Included)**



## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### Sponsorship Packages

#### Gold Sponsor

##### Thursday Evening Welcome Reception at the New Mexico History Museum / Palace of the Governors

Two Sponsorships are available for the opening reception hosted at the New Mexico History Museum/Palace of the Governors. This exciting event will be attended by 350-400 attendees and their guests, mingling, and becoming reacquainted. Sponsor-provided banner(s) may 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, provided by CDLA creating multiple impressions. Additionally, the exposure will continue past the conference, as your company LOGO and hyperlink will be placed on the CDLA website.

**INVESTMENT: \$6,775 (Base Exhibitor Level Included) –  
Two Sponsorships Available**



##### Tote Registration Bag with Your Logo

Remember the CDLA 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 materials within, they will be available to everyone at the registration desk.

**INVESTMENT: \$6,750 (Base Exhibitor Level Included)**



##### Hotel Key Card

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

**INVESTMENT: \$6,775 (Base Exhibitor Level Included)**



Photo credit: New Mexico History Museum Photo Archives





## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### Sponsorship Packages

#### Silver Sponsor

##### **Saturday Night Closing Reception – Cava Bar and Grill, Eldorado Hotel And Spa**

A 90-minute hosted event at the Eldorado Hotel and Spa where we will be featuring a happy hour with beer, wine and hors d'oeuvres. Sponsorship includes sponsor-provided banner(s), we provide cocktail cups and napkins branded with your company's logo creating multiple impressions and identification in all event materials / app and schedules. Make a lasting final impression before bidding everyone adieu. After happy hour enjoy dinner with your clients and friends out on the town in Santa Fe. Additionally, the exposure will continue past the conference, as your company LOGO and hyperlink will be placed on the CDLA website. Plan your evening [here](#).

**INVESTMENT: \$5,775 (Base Exhibitor Level Included) –  
Two Sponsorships Available**



#### WiFi Sponsor

Conference attendees must log into secure WiFi on their smartphone, tablets, and laptops to access 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 throughout the hotel and conference center, and we will announce the password to our attendees.

**INVESTMENT: \$5,275 (Base Exhibitor Level Included)**

#### Bronze Sponsor



#### Breakfast Sponsor

We serve over 300 attendees for breakfast and with this sponsorship 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.

**INVESTMENT: \$4,775 (Base Exhibitor Level Included)**





## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### Sponsorship Packages

#### Bronze Sponsor



##### 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 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!

**INVESTMENT: \$4,775 (Base Exhibitor Level Included)**



##### Lunch-And-Learn Sponsor (Both Days)

Have the presenters thank you for your sponsorship to the +/- 250 attendees during their case law update and legislative update. Box lunches will be sealed with your company logo stickers, provided by CDLA acknowledging you as the sponsor as well as identify your sponsorship in all event materials/apps and schedules.

**INVESTMENT: \$5,775 (Base Exhibitor Level 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.

**INVESTMENT: \$2,775**





## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### *A la Carte Sponsorship Packages*



#### **Lanyard Sponsorship**

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 impressions throughout the 3 days!

**INVESTMENT: \$3,750**



#### **Coffee Station**

Make a huge impact on conference coffee drinkers with company logo'd disposable coffee cups (provided by CDLA) to maximize your exposure to ALL attendees.

**INVESTMENT: \$3,500 Two Sponsorships Available**



#### **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 [booth location] and learn about their new [product] designed to [benefits of product]." Sponsors will be permitted two push notifications (one each day of the Conference).

**INVESTMENT: \$1,000**



# 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

## *A la Carte Sponsorship Packages*



### **Photo Booth At Friday Night's Reception**

Here is a fun opportunity—we will have a photo booth. 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.

**INVESTMENT: \$2,000**



### **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.

**INVESTMENT: \$750 each**



### **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.

**INVESTMENT: \$350 each (Evening Events Only)**





## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### Golf Sponsorship Packages

CDLA will host its annual golf tournament at **Black Mesa Golf Club** before the opening reception.

Designed by Baxter Spann, this 18-hole course is ranked among America's top 50 by Golf Magazine. Enjoy a majestic desert golf experience on rolling fairways extending through mountainous valleys and dramatic sandstone ridges.



#### Golf Box Lunches

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

**INVESTMENT: \$1,500**



#### Beverage Cart Sponsorship

Sponsor beer and other refreshments to the member golfers as they play this fun format for the CDLA Traveling Championship Cup.

**INVESTMENT: \$750**



#### 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.

**INVESTMENT: \$600**





## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe



### *Hub's 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 347 bicycles and raised over \$158,448.**

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, Learn your Rights in Colorado (LYRIC), “Law School...Yes We Can,” Marshall Fire, Tamaya Horse Rescue, Leukemia Foundation, Mountain Resource Center providing food, heat and shelter for those in need, Craig Hospital, Pedal for Possible, and The Blue Bench, supporting an end to sexual assault.

Please contact Glenna [glenna@codla.org](mailto:glenna@codla.org) for suggestions and thank you in advance for your support!







## 2024 Colorado Defense Lawyers Association Summer Conference Thursday 8/1–Saturday 8/3 • Hotel Eldorado, Santa Fe

### Additional Sponsorship & Exhibitor Info

#### Base Exhibitor Package

The base 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 all-access badges and event wristbands available at \$750 each).
- Guests/spouses/adult children over the age of 18 years may attend evening events for \$350/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 2024. 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 hotel 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 1, 2024 will receive a refund, less a \$250 processing fee. No refunds will be made after July 15, 2024. 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 Eldorado Hotel and Spa. Access is Thursday August 1st from 9:00 am to 4:00 pm. 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.

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 \$350. 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 August 3rd before the final General Session.

***Please note that exhibitor tear down is from 3:00 pm to 4:00 pm on Saturday, August 3rd. Rob Hinckley, Conference Chair, has 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 Opportunities

Check all the appropriate packages.

PLATINUM (Table Included)	
General Session Presentation	\$15,000
DIAMOND (Table Included)	
Friday Night Reception (1 available)	\$7,775
Friday Night Bourbon Tasting	\$7,775
Breakout Session Presentation	\$7,775
GOLD (Table Included)	
Thursday Welcome Reception	\$6,775
Cotton Tote Registration Bag	\$6,750
Hotel Key Cards	\$6,775
SILVER (Table Included)	
Saturday Night Closing Reception	\$5,775
WiFi Sponsor	\$5,275
BRONZE (Table Included)	
Breakfast	\$4,775
Lunch and Learn	\$5,775
Brain Cell Rejuvenation Break	\$4,775
Base Exhibitor	\$2,775
HUB'S PUB DONATION	\$
GOLF	
Golf Hole Sponsorship	\$600
Golf Box Lunch	\$1,500
Golf Beverage Cart	\$750
A'LA CARTE	
Coffee Station 2 available	\$3,500
Lanyard	\$3,750
Photo Booth	\$2,000
Push Notifications	\$1,000
Additional Sponsor Badge	\$750 x ____ = ____
Sponsor Guest Registration (evenings)	\$350 x ____ = ____
TOTAL	\$

Email completed PDF or scan of form to: [glenna@codla.org](mailto: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 June 1. Send PDF of logo and company bio to [glenna@codla.org](mailto: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 Santa Fe!

**HOTEL RESERVATIONS:** Go to [codla.org](https://codla.org) for your hotel reservations.

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

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 3

Email Address

VENDOR GUEST BADGES-EVENING EVENTS ONLY

Badge Name 1

Badge Name 2

PAYMENT OPTIONS: Pay by Credit Card: Visa, MasterCard or AmEx

Name on Card

Number

Exp

Address of card holder

State, City, Zip

CSV Code / 4 digit for AMEX

Signature