



PLAC (formerly the Product Liability Advisory Council) is making available select opportunities to sponsor our events. These include our spring and fall conferences, webinars, podcasts, regional meetings and industry-focused summits. We invite companies that provide services in areas such as:

- Case Management
- Crisis Management / Public Relations
- Economics and Accounting
- Electronic Discovery
- Environmental Health & Safety
- Forensic Investigation
- Medical/Legal Research
- Research Support Services
- Trial Consulting & Jury Research

to review our sponsorship opportunities.

We offer an exclusive year-long, or conference-only exclusive sponsorships, as well as smaller sponsorships which allow you the opportunity to get your company in front of key decisionmakers. Sponsorships typically include:

- Company logo on PLAC website, app and seminar brochure
- Access to advance registration list
- On-site signage
- PowerPoint sponsor acknowledgement
- Recognition in the schedule of events
- Final roster of attendees
- Standard display table (dependent upon the level)
- Complimentary seminar registration(s) (dependent upon sponsorship level)

About PLAC

PLAC, formerly known as the Product Liability Advisory Council, helps manufacturers, suppliers and retailers stay abreast of legal and regulatory issues that affect their business both today, and in the future. We support our members issues related to product liability law, regulatory compliance, class action, commercial litigation and product recall. Our membership includes over 80 international corporations from the consumer electronics, medical device, pharmaceutical, chemical, consumer product and transportation industry and over 300 select outside litigation and regulatory counsel. Unlike other defense organizations, our mission supports the corporation, and not the individual attorney, and our conferences and events are by invitation-only.

For information, contact Kim Condon at kcondon@plac.com.

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2019 SPONSORSHIP OPPORTUNITIES

PLAC hosts two conferences annually, in Spring and Fall, with approximately 200 attendees at each event. We also host regional events; industry-specific summits and webinars

Strategic Partner - \$60,000

Strategic Partners are guaranteed 12-month exclusivity as to their core business at all PLAC conferences and other live events. Partners will be offered the opportunity to renew their commitment on an annual basis.

Benefits of the Strategic Partner level sponsorship include:

- Preference for speaking opportunities at all PLAC events, with the guarantee of at least one speaking opportunity at either the Fall or Spring Conference.
- Conference/Meeting attendance for up to five (5) company representatives. Partners are invited to participate in all events including the General Session, breakouts, social functions, and meals.
- Full access to the PLAC online membership directory, PLAC-Announce (PLAC's litigation support listserv).
- Exclusive networking opportunities with representatives of PLAC's corporate members and outside counsel at PLAC conferences, industry events, and other meetings throughout the year.
- Participation in PLAC programs, program planning committee and select leadership activities.
- Complimentary invitation for conference sponsor representative to attend a private, hosted dinner on Wednesday evening after the Welcome Reception. This dinner provides opportunity for networking on a more intimate level with some of PLAC's high profile attendees.
- Opportunity to host (3) webinars throughout the year.
- Company logo (with link) displayed on main page of PLAC's website. PLAC will promote thought leadership or news provided on PLAC's member website and Linked-in page.
- Sponsor may provide short promotional video (<90 seconds) to be show during breaks, promoting their service or product.
- *PLUS*, all the benefits extended to Conference Sponsors.

Conference Opportunities

Platinum - \$25,000

Platinum Sponsor is guaranteed exclusivity as to their core business for the conference at which they are a sponsor. Platinum Sponsors will be offered the opportunity to renew their sponsorship commitment after each conference, before sponsorship opportunities for the next conference are opened to other companies.

Additional benefits of Conference Sponsor level sponsorship include:

- Complimentary conference attendance for two (2) company representatives. Sponsors are invited to participate in all conference events including the General Session, breakouts, social functions, and meals.
- Opportunity to lead panel or present at the conference.
- PLAC will make every effort to introduce you to individuals you identify from pre-registration list.
- Special mention of sponsors given during the conference.
- Display table, to be staffed by sponsor, with company materials and/or giveaways. *Please note that PLAC conferences are not a tradeshow atmosphere, and booths or other elaborate set-ups are not permitted.*
- Promotional handout or other materials provided by sponsor to be included on conference app or displayed at registration table at sponsor's request.
- Company logo (with link) displayed on conference page of PLAC's website. PLAC will promote thought leadership or news provided on PLAC's member website and Linked-in page.
- Opportunity to present (1) webinar during the calendar year in which they sponsored the conference
- *PLUS*, all the benefits offered to Gold Sponsors.

Gold - \$10,000

Benefits of Gold level conference sponsorship include:

- Complimentary conference registration for one (1) company representative. Sponsors are invited to participate in all conference events including the General Session, breakouts, social functions, and meals.
- Exclusive networking opportunity with representatives of PLAC's corporate members and outside counsel.
- Preconference publicity (company logo included on PLAC conference web page and in pre-conference communications).

Continued...

2019 PLAC Sponsorship Opportunities
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Gold Sponsorship Continued...

- Company logo included on printed conference program or materials, conference app and displayed on screens in general session room during breaks.
- Attendee list provided in advance of the conference.

Other Conference Opportunities

Sponsorship Opportunity	Cost	Description/Notes
VIP Dinner Speaker	\$10,000	<i>Acknowledgement made in conference program and displayed at the dinner. Same benefits as Gold Level sponsorship*</i>
Conference Wireless Access	\$7,500	<i>Signage outside general session. Company logo displayed on splash page and handout with wireless code. Link to company's webpage displayed upon login.</i>
Conference Welcome Reception	\$7,500	<i>Acknowledgement made in conference program and displayed at the opening reception</i>
Morning or Afternoon Break (<i>three opportunities during each conference</i>)	\$4,000	<i>Acknowledgement made in summit program and signage displayed at breaks</i>
Conference Name Badge Lanyard	\$3,500	<i>Lanyard printed with company logo.</i>
Conference Mobile App	\$3,500	<i>Branded with the sponsoring company's logo. Promoted to all attendees via email communications and on conference website.</i>
Women's Networking Reception	\$2,500	<i>Acknowledgement made in conference program and signage at reception</i>

Regional Meetings/ Industry Summits

Scheduled throughout the year and target specific industries or issues. Anticipated attendance of 35-50

Regional Summit Luncheon or Reception	\$7,500	<i>Acknowledgement made in summit program and displayed at the luncheon/reception.</i>
Summit Wireless Access	\$5,000	<i>Signage outside general session. Company logo displayed on splash page and handout with wireless code. Link to company's webpage displayed upon login.</i>
Morning or afternoon break	\$4,000	<i>Acknowledgement made in summit program and displayed during break</i>

Webinars

PLAC hosts webinars throughout the year. Anticipated attendance of 25-40.

Webinar Sponsor	\$2,500	<i>Opportunity to host webinar (on approved topic) or sponsor a PLAC-produced webinar. Audience includes PLAC members and invited guests. Three complimentary registrations for your staff are included. Acknowledgement made in webinar advertisement and during presentation. Sponsor receives list of attendees and able to send one (1) marketing communication to attendees.</i>
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A limited number of opportunities at each level are available. All sponsorships will be confirmed by a sponsorship agreement issued by PLAC 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 event cannot be held. Seminar dates and events are subject to change. Sponsors will be notified. Signature on the agreement represents acceptance of all rules set forth here.

For more information or to become a sponsor, please contact Kimberly Condon at kcondon@plac.com or (703) 264-5300.



2019 Sponsorship Request Form

Name:

Title:

Company:

Address:

City:

State:

Zip:

Telephone:

Email:

Service Provided:

Case Management

Forensic Investigation

Crisis Management / Public Relations

Medical/Legal Research

Economics and Accounting

Research Support Services

Electronic Discovery

Trial Consulting & Jury Research

Environmental Health & Safety

Other _____

Please return completed form to Kim Condon at kcondon@plac.com. All sponsorship requests will be handled on a first come / first served basis. Thank you for your interest in PLAC.

Sponsorship Interest (check all that apply)

Strategic Sponsorship	
Conference Sponsorship(s) <ul style="list-style-type: none"> • Platinum • Gold 	Fall Spring Both
Other Event / Summit Sponsorship	Type of Sponsorship: <hr style="width: 20%; margin: 0 auto;"/>
Webinar	

Notes:

All sponsorships will be confirmed by a sponsorship agreement issued by PLAC 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 event cannot be held. Seminar dates and events are subject to change. Sponsors will be notified. Signature on the agreement represents acceptance of all rules set forth here.

Sponsorship of any of the activities covered herein is limited to the sponsorship of one event per conference, not the seminar itself.

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

Signature:

Date:

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