

EXHIBITING



TEXAS CRIMINAL DEFENSE LAWYERS ASSOCIATION
1707 NUECES STREET • AUSTIN, TEXAS • 78701

WWW.TCDLA.COM

WHY EXHIBIT?

- TCDLA hosts more than 40 one or two-day seminars per year
- More than 3500 Texas attorneys attend TCDLA seminars annually
- TCDLA co-sponsors a national DUI seminar with more than 200 national participants
- Annual Rusty Duncan Advanced Criminal Law Short Course is designed to cover state law and address topics that affect criminal lawyers today, and attracts up to 700 attendees

BENEFITS OF EXHIBITING?

- Opportunity to network with more than 3500 criminal defense lawyers and judges throughout Texas
- Promotional recognition at the seminar
- Direct product distribution among criminal defense attorneys and colleagues
- Foster new relationships with criminal law professionals
- Reinforce relationships with current and past criminal law professionals
- Face to face interaction with seminar attendees
- Attendees gain first-hand knowledge of your service or product
- Reach prospective customers with receptive attitudes away from their daily working environments
- Exhibit your product in three dimensions
- Reduce costs — contacts made in fewer days instead of the usual months required to cultivate a sale
- Exhibiting in the presence of competitors encourages prospective customers to make purchase decisions
- Visual display of products motivates customers to purchase

SEMINAR EXHIBIT OPTIONS

General Seminar — Investment \$300

One or two day seminar exhibit booth
One table, two chairs

Specialty Seminar — Investment \$500

Choice of Annual Rusty Duncan Advanced Criminal Law Short Course, Mastering Scientific Evidence, Texas Criminal Trial College or Federal Law
One table, two chairs

ADDITIONAL MARKETING OPTIONS

Advertising Inserts — Investment \$300

Placement of advertising material in attendee packet by TCDLA staff

Lanyard with Company Logo — Investment \$300

Use of lanyards provided by exhibitor for one seminar

Pens/Pads Distribution — Investment \$300

Distribution of your company's pens and/or pads at seminar, individual table placement per attendee

GENERAL INFORMATION

The Texas Criminal Defense Lawyers Association provides several options for communication of your message and promotion of your services and/or products to criminal defense lawyers throughout Texas. Select the exhibit option that best fits your company's marketing goals. All exhibiting options are subject to approval. TCDLA reserves the right to refuse sponsorship to any party. Company sponsorships of TCDLA events do not constitute TCDLA's endorsement of the sponsoring party. Please contact Melissa Schank at mschank@tcdla.com or 512.478.2514 ext. 24, if you have any questions or comments.

Cancellation Policy

Cancellation of exhibition package must be received by TCDLA in writing on or before five days after agreement has been signed by the participating party. No refunds will be made after five days.

TCDLA SEMINARS

2007 seminars

January

- 4 – 5 27th Annual Prairie Dog Lawyers Criminal Law Lubbock, Texas
- 19 Operation Texas Freedom Waco, Texas
- 26 DWI Dallas, Texas

February

- 1 – 2 Federal Law — Border Style South Padre Island, Texas
- 8 – 9 Capital, Mental Health and Habeas Dallas, Texas

March

- 8 – 9 Defending Sex Crimes Involving Children Houston, Texas
- 25 – 30 31st Annual Texas Criminal Trial College Huntsville, Texas

April

- 19 – 21 Mastering Scientific Evidence in DUI/DWI Dallas, Texas

May

- 1 Indigent Defense El Paso, Texas
- 4 Indigent Defense Dallas, Texas
- 11 The Unpopular Client and the Media Houston, Texas

June

- 7 – 9 20th Annual Rusty Duncan San Antonio, Texas

July

- 18 – 19 Operation Texas Freedom South Padre Island, Texas

August

- 10 Operation Texas Freedom Austin, Texas
- 17 Top Gun DWI Houston, Texas

September

- 6 – 7 TBD Fort Worth, Texas

October

- 4 – 5 5th Annual Forensics Dallas, Texas

November

- 2 – 3 Advanced DWI San Antonio, Texas
- 15 – 16 Capital Murder South Padre Island, Texas

December

- 7 – 8 Voir Dire Dallas, Texas

2008 seminars

January

- TBD 28th Annual Prairie Dog Lawyers Criminal Law Lubbock, Texas

February

- TBD Capital, Mental Health and Habeas Houston, Texas

March

- 6 – 7 Federal Law New Orleans, Louisiana
- 30 – 4 32nd Annual Texas Criminal Trial College Huntsville, Texas

April

- TBD Mastering Scientific Evidence in DUI/DWI Dallas, Texas

May

- TBD Indigent Defense El Paso, Texas
- TBD Indigent Defense Dallas, Texas
- TBD Indigent Defense Houston, Texas

June

- 26 – 28 21st Annual Rusty Duncan San Antonio, Texas

July

- TBD South Padre Island, Texas

August

- TBD Top Gun DWI Houston, Texas
- TBD Austin, Texas

September

- TBD
- TBD

October

- TBD 6th Annual Forensics Houston, Texas

November

- TBD Advanced DWI San Antonio, Texas
- TBD Capital Murder South Padre Island, Texas

December

- TBD Fort Worth, Texas

GENERAL OR SPECIALTY SEMINAR **EXHIBITOR** AGREEMENT

exhibitor contact information (please type or print)

contact name _____

company _____

address _____

city _____ state _____ zip _____

phone _____ fax _____

email _____ website _____

enclosed payment (Payment must accompany the Media Advertising Agreement in order to be processed. By advertising you agree to the TCDLA policies attached.)

exhibitor order form

exhibit options

- | | seminar date | cost |
|--|--------------|-------|
| <input type="checkbox"/> general seminar | _____ | _____ |
| <input type="checkbox"/> specialty seminar | _____ | _____ |

additional marketing options (upon availability)

- | | | |
|--|-------|-------|
| <input type="checkbox"/> advertising inserts | _____ | _____ |
| <input type="checkbox"/> lanyard with company logo | _____ | _____ |
| <input type="checkbox"/> pens/pad distribution | _____ | _____ |

total amount due \$ _____

payment information

- check (payable to TCDLA)
- credit card
(mastercard, visa, discover or american express)

_____ name on card

_____ card number

_____ expiration date

_____ authorized signature

The undersigned agrees to the terms of this agreement on behalf of his/her company/organization.

On behalf of the sponsor (authorized signature)

_____ printed name

_____ authorized signature _____ date

On behalf of TCDLA

_____ date
Joseph Martinez, Executive Director
Texas Criminal Defense Lawyers Association