

Dear Friend of WDC,

## Who We Are

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The Wisconsin Defense Counsel (WDC) is a statewide organization of over 350 attorneys dedicated to the defense of Wisconsin citizens and businesses, the maintenance of an equitable civil justice system, and the education of its members. Founded in 1962, WDC's member attorneys' practice areas include general liability, workers' compensation, medical malpractice defense, insurance law, product liability, commercial litigation, labor and employment, construction, and local government law.

WDC is **the resource** for education, networking, and information sharing for civil defense trial attorneys in Wisconsin. WDC provides a voice for defense counsel through our *Journal*, providing information to the judiciary, public positions protecting the interests of business and participation in a variety of events connected with the bench, the bar, and the business community.

**WDC is offering Conference Sponsorships!** Extend your visibility to WDC members by sponsoring a break, lanyard, breakfast, lunch, or reception at one of the WDC conferences. A separate flyer is included in this mailing describing all our opportunities.

## Why Partner with WDC?

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In today's fast paced and busy work environments, making personal connections with potential customers is hard. Partnering with WDC provides you access and valuable networking with top litigators from across Wisconsin in a less formal, yet professional environment.

**Confirm your sponsorship by February 10, 2025 and have your company name and logo placed on the first event promotional brochure of the year, for the WDC Spring Conference at The American Club.**

## Potential Benefits of Sponsorship (vary by sponsorship package)

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### Tabletop Exhibit at All Three WDC 2025 Conferences & Two (2) Individual Registrations at Each Program

- Spring Conference (April 10-11, 2025 - The American Club, Kohler, WI)
- Summer Annual Conference (August 14-15, 2025 - TBD)
- Winter Conference (December 12, 2025 - TBD)

### Advertising on Educational Promotion and Onsite Program Materials

- A listing as a sponsor on the meeting promotion materials
- A full-page advertisement in the proceedings distributed to each attendee
- Opportunities to provide commercials regarding your company/organization/firm during meetings

### Specialized Education Offerings to WDC Members

- Opportunity to offer a webinar to WDC members
- Email communications to WDC members about educational opportunities provided by your company/organization/firm

### Web Link at [www.wdc-online.org](http://www.wdc-online.org)

- Company logo and a link to your website on the home page of the WDC website AND a description of your business on the sponsor page of the WDC website

### Advertising in WDC Journal

- A full-page advertisement will be included in all three of the 2025 issues of the WDC *Wisconsin Civil Trial Journal* with a circulation of over 350.

### Access to the Member Mailing List

- The WDC membership list provided one time per year
- An attendee list for each WDC educational conference

WDC is committed to providing value to our sponsors. Please contact me at any time with other sponsorship suggestions.

Sincerely,  
Jenni Kilpatrick, CAE  
WDC Executive Director