

Sponsorship Prospectus



SUMMER CONFERENCE

Surfing the Waves of PD:

Thriving Through
Adaptability & Innovation

July 11 - 13, 2024

Westin San Diego
Gaslamp Quarter

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ABOUT US



The Professional Development Consortium (PDC) is an organization dedicated to the development and management of training and professional growth for lawyers, future lawyers, and other professionals. We serve a diverse group including those in law firms, law schools, government agencies, and corporations.

We focus on enhancing legal performance through learning opportunities, member engagement, and community building among professionals in the legal field.

We are a growing association, currently over 900 members strong. We are decision makers at law firms, law schools, government agencies, and corporations who create and manage training and professional development for lawyers and future lawyers.

73%

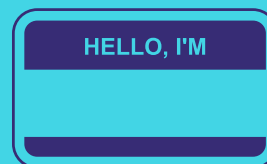
Of the top 200 firms ranked by AmLaw represented in our membership.



MEMBERSHIP DEMOGRAPHICS



Members hail from 37 states and the District of Columbia - we have local groups in 12 regions.



63% of conference attendees are senior or executive level, with the remainder split between mid and entry level roles.

SURFING THE WAVES OF PD:

Thriving Through Adaptability & Innovation

2024 PDC SUMMER CONFERENCE
WESTIN SAN DIEGO GASLAMP QUARTER

July 11–13

 PDC
PROFESSIONAL
DEVELOPMENT
CONSORTIUM

About The Event

The conference is designed to unite professional development leaders from across the nation. We are thrilled to offer an enriching program tailored to foster learning, inspiration, and collaboration within the PDC.

The heart of our conference lies in its diverse range of sessions and PDC Talks, curated to cater to the wide spectrum of interests and challenges within legal PD. The content is crafted to not only deliver valuable insights and practical strategies but also to spark innovative ideas that attendees can implement in their professional lives.

Understanding the importance of networking in professional growth, the 2024 Summer Conference goes above and beyond to create meaningful connections among attendees. The conference will have numerous opportunities for participants to network, share experiences, and forge lasting relationships with peers and industry leaders.



Event Highlights

Annual Dine and Develop
Group Dinner

25+ Sessions Over 2.5 days

Ample Networking (and
sunshine!)

Social impact through
partnership with San Diego
Volunteer Lawyer Program

Benefits for Sponsor



By becoming a sponsor of the 2024 Summer Conference, you have the opportunity to become an integral part of the PDC community. We anticipate the attendance of over 250 professional development leaders at our conference in San Diego. Join this distinctive conference to gain visibility among a highly influential audience!

Increased Brand Awareness

Benefit from our comprehensive marketing and promotional efforts leading up to and during the conference. Your brand will be showcased across various platforms, including our website, conference materials, and on-site signage.

Exclusive Access to Members

Take advantage of the opportunity to interact directly with conference attendees through exhibitions, sponsored sessions, or networking events. This direct engagement is invaluable for building relationships and understanding the needs and interests of your target audience.

Thought Leadership Positioning

Your support helps facilitate a dynamic environment for learning and exchange, contributing to the growth and advancement of the professional development community. Be recognized as a key player in shaping the future of the industry.

Sponsorship Packages

We've heard you! To ensure our collaboration is as rewarding and aligned with your goals as possible, we've updated our packages. Changes include an exclusive attendee list and additional registrations to amplify your presence. Please see the chart below for a quick overview and more details and options on pages 5 – 8.

PARTNER TIERS	PLATINUM	GOLD	SILVER	BRONZE	EXHIBIT
YOUR SELECTION					
CONFERENCE REGISTRATIONS	3	2	2	1	2
WELCOME DURING SPONSORED EVENT / SESSION	✓	✗	✗	✗	✗
OPTION TO PROVIDE ITEM TO ATTENDEES	✓	✓	✗	✗	✓
CONFERENCE ATTENDEE LIST FOR THOSE WHO OPT IN	✓	✓	✓	✗	✓
TIERED RECOGNITION IN PROMOTIONAL MATERIALS, SIGNS, APP, AND LINKED LOGO ON EVENT WEBSITE	✓	✓	✓	✓	✗
COST	\$15,000	\$10,000	\$7,500	\$4,500	\$5,000

Sponsorship Packages



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VISIONARY CORPORATE PARTNER ANNUAL SPONSORSHIP OPPORTUNITIES - \$30,000+
SEE ANNUAL OPPORTUNITIES PROSPECTUS

ENTERPRISE CORPORATE PARTNER ANNUAL SPONSORSHIP OPPORTUNITIES - \$25,000+
SEE ANNUAL OPPORTUNITIES PROSPECTUS



Platinum Package

Includes charted benefits on page 4 and the selection of **one** of the following exclusive opportunities:

Open Plenary
(Thursday)

Networking Lunch
(Thursday)

PDC Dine and Develop
Reception (Thursday)

Awards Luncheon (Friday)

Happy Hour Reception
(Friday)

Closing Plenary (Saturday)

\$15,000



Gold Package

Includes charted benefits on page 4 and the selection of **one** of the following exclusive opportunities:

Headshot Studio (Thursday)

Co-Branded Conference Bag

Lanyard

Room Key

Wi-Fi (Password)

Charging Station

Mobile App

Co-Branded Swag Item
(to all attendees)

\$10,000

Sponsorship Packages



Silver Package

Includes chartered benefits on page 4 and the selection of **one** of the following exclusive opportunities:

Burt's Walk

New Attendee Welcome Breakfast (Thursday)

PDC Wellness Activity

Friday Breakfast

Saturday Breakfast

\$7,500



Bronze Package

Includes chartered benefits on page 4 and the selection of one of the following exclusive opportunities:

Thursday, Friday, or Saturday Networking Break

Welcome Room Drop

Thursday or Friday Room Drop

\$4,500

Sponsorship Packages



Exhibit Table

Includes charted benefits on page 4 as well as:

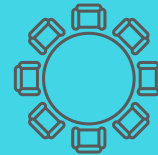
6' Table Display

Great Location

Exhibits Open Throughout the Conference

Now with 2 conference registrations!

\$5,000



Law Firm or Organizational Plenary Table

Encourage the participation of skilled individuals from allied teams or clients!

Enjoy prime placement of the sponsored table with prominent name/logo visibility

Displaying your logo in marketing materials, event signage, and the event mobile app

10 Registrations

\$10,000

Sponsorship Packages



Add ons

Giveaway of sponsor provided swag item to all attendees -
\$2,000

Mobile App Push Notification
- \$1,000

6 Month Website Banner Ad on PDC Website -
\$2,500

Email to all 900+ Members -
\$1,500

Prices vary

Please note that a 3% charge will be added to credit card payments.