



ILLINOIS INSTITUTE *for* CONTINUING LEGAL EDUCATION

SPONSOR NEWSLETTER

(March 23, 2017 - 3rd Edition)

IICLE Sponsor Team,

IICLE continues to produce quality publications and programs. As a new member to this team, it is eye-opening to see the pride and commitment of the IICLE staff. You can be assured that we will continue to deliver superior products with exceptional customer service. Thank you for trusting us to deliver on this expectation.

Last week was the *General Practice Boot Camp Course* and participants were quite satisfied with the program and information received. Thank you to *SMART START* for their continued support. Contact me anytime. Your input is appreciated and welcome!

Curt Conrad, Manager of Sponsorship Growth & Development

Follow Us on Social Media

The IICLE social media platform has expanded and is a great way to receive up-to-date commentary on our programs and publications. Please take the time to follow us at:



FLASHPOINTS e-Newsletter Statistics and Promotional Opportunities

As an Exhibit Sponsor you receive 2 weeks of ad placement on the Institute's complimentary monthly e-newsletter website. This free amenity was added to boost exposure; however, expanding your reach even more is possible as a FLASHPOINT Sponsor. With a subscriber base of over 13,000 attorneys, it consistently delivers the highest open (24%) and click (26%) rates of any IICLE e-messaging, making

it the perfect vehicle to get your brand in front of thousands of Illinois lawyers at once. The release date is the 15th of each month, and website visitors can access the most current issue (and the 2 prior months) online at www.iicle.com.

IICLE Publications -Target Illinois Attorneys by Area of Practice

IICLE publishes between 20 and 40 legal practice handbooks in approximately 16 practice areas each calendar year. It is simple to choose the area(s) of law that best suit your target audience. IICLE publications are available for purchase online or in-person at the IICLE office in Springfield and the Chicago Bar Association Bookstore. We have 60 standing orders through our Master Plan Program where these subscribers automatically receive our publications once published. This option may be of benefit if you are looking to connect with law libraries for organizations and large law firms.

UPDATE - Child Support & Maintenance Course

As mentioned, the Child Support & Maintenance Course: Income Shares (*May 18, 2017 - Chicago*) is now over 200 on-site registrants, 63 web-cast participants and 10 Springfield simulcast attendees. Even after changing the venue, we may have to add an over-flow room to accommodate the demand for this course. Of note, a similar program has been developed downstate in Normal on June 9th. Wow just wow!

Course Material and FLASHPOINTS e-Newsletter Deadlines

Exhibit sponsors are provided a full-page ($8\frac{1}{2} \times 11 - 1/2"$ border) advertisement in print and digital programs. In addition, the internet based newsletter advertisements are sized at 200 x 200 pixels. **These are the deadlines for advertisements not the course dates.**

60th Annual Estate Planning Short Course (*Champaign & Chicago*) - April 6, 2017

Child Support & Maintenance - May 3, 2017 (*Including the Normal, IL Course*)

21st Century Advocacy: Strategic Case Planing & Focus Groups - May 17, 2017

Ethics Institute - May 25, 2017

Business Valuation Symposium - May 31, 2017

Family Law Webinar Series - June 16, 2016 (*6 Part Series*)

13th Annual Real Estate Short Course - September 2, 2017

Special Needs Institute - September 10, 2017

Advanced Asset Protection Planning - October 4, 2017

Please note that printed course materials are available upon request and a fee. Costs will vary for each course. Nonetheless, you will still receive the digital version at no additional expense.

Estate Planning Short Course Hotel Information

Champaign iHotel - May 8 & 9, 2017

Hotel reservations can be made by calling (217) 819-5000.

Please indicate code '**IICLE17**' to receive a discounted overnight rate of \$119.00/night.

Overnight rate discount valid until April 6, 2017

Holiday Inn Chicago Mart Plaza - May 24 & 25, 2017

Hotel reservations can be made by calling (855) 268-0372.

Please indicate code '**Estate Planning Short Course**' to receive a discounted overnight rate of

\$155.00/night. Overnight rate discount valid until April 24, 2017

**“Coming together is a beginning, staying together is progress,
and working together is success.”**

Henry Ford. Innovator & American Businessman

