



## SPONSOR NEWSLETTER

*(November 28, 2017 - 9th Edition)*

### IICLE Sponsor Team,

It is official, we are now in the midst of the holiday season. It is always difficult to keep up with everything this time of the year. Nonetheless, I wanted to send out a newsletter to keep you abreast of new developments and to ensure we are always on the same page. A special thanks to Med Witness, Ltd. for sponsoring the recent Medical Evidence for Lawyers course. The material covered was unique and a perfect fit for our sponsor. Also, I look forward to seeing many of you next week at the 13th Annual Elder Law Short Course. It is shaping up to be a great event and will provide a strong platform to promote sponsor services and/or products. As an aside, a survey was recently launched through 'Survey Monkey' regarding your satisfaction with the IICLE Sponsorship Program. It is important that we hear from you so we can take the appropriate measures to improve our services/offerings as we enter a new year. Your input is valuable and appreciated. Please take a couple minutes to complete this short questionnaire. This goes without saying... Sponsor support, time and communications are sincerely appreciated. I truly enjoy working for both you and the Institute. *Curt Conrad, Manager of Sponsorship Growth & Development*

### Announcing the New Crowd Compass App for the 61st Annual Estate Planning Short Course

These unique sponsorships allow for additional exposure for your existing on-site exhibit. For those not attending, these options provide a direct channel to participants at the Champaign (May 14 & 15, 2018 – Champaign IHotel) and Chicago (May 23 & 24, 2018 – Chicago Holiday Inn Mart Plaza) Estate Planning Short Courses (EPSC). All EPSC sponsors are automatically listed on the app; however, this is designed to drive even more traffic to your booth. Just click the link below to learn more about this exciting upgrade in our event technology.

## Crowd Compass Sponsorships

### What is Crowd Compass?

At Crowd Compass by Cvent, we create awesome mobile event apps that increase attendee engagement and produce a strong return on investment. As the premier event app developer, we provide mobile apps for conferences, trade shows, meetings and events that range in size from 50 to 50,000 attendees. Our solution is an integrated component of Cvent's event management platform – the most comprehensive in the industry.

### Online Insider Subscriber Newsletter

Newsletters are sent, via email, to approximately 2,500 recipients on the last Tuesday of every month. Content consists of new book releases, exclusive subscriber information, tips for subscribers, upcoming events, new on-demand courses plus a variety of items tailored specifically to our subscribers. Contact Curt Conrad for more information and to discuss the benefits of this targeted approach.



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*The Inside Scoop for the IICLE® Online Community*    March 2017

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**New Titles added to the Library this Month:**



A Practitioner's Guide to the Illinois Marriage and Dissolution of Marriage Act and the Illinois Parentage Act  
By Steven N. Peskind



LAND USE LAW:  
PRACTICE AND PROCEDURE  
2017 EDITION

**YOUR AD HERE  
600 x 200 Pixels**

*Newsletter continues.....*

## SAVE THE DATES...



The following courses are well into the planning stages and are set on the calendar. The highlighted dates are Course Material deadlines for advertisements. A detailed schedule of courses will be provided soon.

- 1/15/18 Business Valuation (12/19/17)
- 1/25/18 Insurance Workshop (1/9/18)
- 2/2/18 Conquering E-Discovery for Criminal Lawyers (1/17/18)
- 2/16/18 Estate Planning Boot Camp (1/31/18)
- 2/22/18 Employment Law Institute (2/6/18)
- 3/1/18 5<sup>th</sup> Annual Workers' Compensation Institute (2/13/18)
- 5/14-15/18 EPSC Champaign (4/18/18)
- 5/23-24/18 EPSC Chicago/Spfld/Web (4/18/18)

**REMINDER** - Exhibit Sponsors are provided a full-page, 2-sided, color ( $8 \frac{1}{2} \times 11 - 1/2''$  border) advertisement. Printed course materials are available upon request with a fee - varies based on page volume. Nonetheless, you will still receive the digital version at no additional expense.

## Follow Us on Social Media



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

*Henry Ford. Innovator & American Businessman*

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*Curt Conrad*

Manager of Sponsorship Growth & Development

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