

Resortorts™

...and the Courts

Join us for an informative and interactive seminar on **Resort Torts...and the Courts**. Speakers will include **Circuit Judge Victoria Platzer** and **defense trial attorney Rolando Diaz** and together we will present these topics and answer your questions.

Thursday, November 3, 2011

8:30 a.m. to 12:30 p.m.

The Bankers Club of Miami

One Biscayne Tower / 14th Floor

2 South Biscayne Boulevard, Miami

A symposium on the trends and developments for vacation, resort and recreational liability matters

Who is John Elliott Leighton?

John Elliott Leighton is the founder of Leighton Law, a personal injury law firm which represents individuals who have been seriously injured or have lost loved ones due to the negligence of others. John is a Florida Bar board certified civil trial lawyer with 26 years of experience in litigating complex and catastrophic cases in all state and federal courts. Some of his practice areas include personal injury and wrongful death, medical malpractice, violent crime/negligent premises security, trucking and motor vehicle crashes, nursing home neglect, product liability, aviation disaster, cruise ship and maritime matters, and commercial litigation.

John has been featured in *The Best Lawyers in America*, *Florida SuperLawyers*, *South Florida Legal Guide* "Top Lawyers" and *Florida Trend Magazine's* "Florida Legal Elite." John is known for his high profile cases throughout the United States and has made appearances on NBC's *The Today Show* and *Inside Edition*. John has obtained some of the highest verdicts and settlements in catastrophic personal injury cases in Florida and throughout the country. He is the author of numerous articles, book chapters and the sole author of the two volume text, *Litigating Premises Security Cases* (West 2006).



How many lectures, seminars and presentations has John Elliott Leighton conducted?

John has spoken about his areas of expertise in more than 70 lectures, seminars and presentations in more than a dozen states. **Resort Torts...and the Courts** is John's fourth annual Leighton Law seminar series on this important topic.

What is a Resort Tort?

Resort torts are instances of civil liability for negligent or intentional acts that arise out of a resort, vacation or recreational setting. They come in all shapes and sizes and can occur almost anywhere in Florida. The common focus is that they involve leisure recreational activities and travel. Therefore, a resort tort can involve the following:

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- ▼ Hotel and motel safety
- ▼ Cruise ship injuries
- ▼ Leisure boating and jet ski incidents
- ▼ Amusement and theme park liability
- ▼ Aquatic, diving and swimming incidents
- ▼ Foreign travel and medical emergencies
- ▼ Gaming and casinos
- ▼ Aviation (commercial and general)
- ▼ Rental car liability
- ▼ Moped, bicycle and motorcycle safety
- ▼ Buses and tour guides
- ▼ Travel industry liability for crime victims
- ▼ Medical care provided to vacationers

Who attends these seminars?

Primarily attorneys and industry executives in the resort and hospitality fields from the South Florida area attend Leighton Law's seminars, but attendees from as far as Orlando have traveled to hear what John has to say on this subject. Attendees receive valuable CLE credits and industry information that is crucial for their continuous practice in state and federal courts.

Why should I participate?

These seminars are beneficial for your company because it gives you the opportunity to reach a prestigious group of high profile attorneys in an intimate setting in order to promote your products or services. You will also have the ability to reach an audience beyond the symposium itself. John has partnered with the *Daily Business Review* where your company will be featured in advertising, e-flyers, websites and a post-seminar insert, reaching more than 40,000 prominent readers throughout South Florida.



Sex, Drugs & Violence

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Sponsorship Opportunities

Presenting Sponsor (Exclusive)

\$2,500 (Commitment for one (1) Seminar)

\$4,500 (Commitment for two (2) Seminars)

- Brand recognition on ALL promotional material and press releases as the "Presenting Sponsor" along with Leighton Law for the **Resort Torts...and the Courts** seminar.
- Opportunity to make a "welcome" presentation (3-5 minutes) to attendees about your product or service.
- Full-Screen logo displayed in a slide show loop on the screen pre-seminar and during breaks.
- Two (2) complimentary tickets to the seminar.
- Premium booth placement, one (1) 6'x 30" table, prominently placed within the meeting area, which will allow guests to view your materials throughout the seminar.
- Listed as the "Presenting Sponsor" along with Leighton Law and a 40-word description of your company on four (4) e-mail blasts targeting the entire DBR and Leighton Law databases reaching more than 40,000 individuals each time.
- Premiere logo recognition on the event registration page on DailyBusinessReview.com and LeightonLaw.com.
- Premiere visibility in the Daily Business Review insert (eight pages)
- Distribution to the entire DBR readership to be sent two weeks after the event
- Stand alone (color) 1/3 page advertisement (complimentary graphic design service available)
- Marketing materials distributed within gift bags.
- Logo recognition on seminar agenda that is distributed to attendees.

Platinum Sponsor (Four Maximum)

\$2,000 (Commitment for one (1) Seminar)

\$3,500 (Commitment for two (2) Seminars)

- Half-screen logo displayed in a slide show loop on the screen pre-seminar and during breaks.
- One (1) complimentary ticket to the seminar.
- One (1) 6'x 30" table, within the meeting area, which will allow guests to view your materials throughout the seminar.
- Brand recognition on four (4) e-mail blasts targeting the entire DBR and Leighton Law databases reaching more than 40,000 individuals each time.
- Logo recognition on the event registration page on DailyBusinessReview.com and LeightonLaw.com.
- Prominent visibility in the Daily Business Review insert (eight pages):
- Distribution to the entire DBR readership to be sent two weeks after the event
- Back cover (color) 1/5 page advertisement. (complimentary graphic design service available)
- Marketing materials distributed within gift bags.
- Logo recognition on seminar agenda that is distributed to attendees.

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Sponsorship Opportunities

Gold Sponsor

\$1,500 (Commitment for one (1) Seminar)

\$2,500 (Commitment for two (2) Seminars)

- A quarter-screen logo displayed in a slide show loop on the screen pre-seminar and during breaks.
- Brand recognition on four (4) e-mail blasts targeting the entire DRB and Leighton Law databases reaching more than 40,000 individuals each time.
- Logo recognition on the event registration page on DailyBusinessReview.com and LeightonLaw.com.
- Back cover color 1/8 page logo placement in the Daily Review insert (eight pages):
Distributed to the entire DBR readership to be sent two weeks after the event
- Marketing materials distributed within gift bags.
- Logo recognition on seminar agenda that is distributed to attendees.

Silver Sponsor

\$1,000 (Commitment for one (1) Seminar)

\$1,500 (Commitment for two (2) Seminars)

- Logo recognition displayed in a slide show loop on the screen pre-seminar and during breaks.
- Logo placement on four (4) email blasts targeting the entire DBR and Leighton Law databases reaching more than 40,000 individual each time.
- Logo recognition on the event registration page on DailyBusinessReview.com and LeightonLaw.com.
- Back cover logo featured in the Daily Business Review insert (eight pages):
Distributed to the entire readership to be sent two weeks after the event
- Logo recognition on seminar agenda that is distributed to attendees.

For more information to participate as a sponsor please contact
Bridget Pietsch at Bridget@tma-pr.com or 305.531.5720.

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Sponsorship Application

Company Name _____ Contact _____

Phone _____ Email _____

Please select your partnership level and return this form to Bridget Pietsch at Bridget@tma-pr.com
or fax the completed form to (305) 673-8883.

Payments can be made by credit card, using our secure PayPal interface, or by check.
Please make all checks payable to "Leighton Law": 1401 Brickell Avenue, Suite 900, Miami, FL 33131

Please indicate your preferred payment option:

- I would like to pay by check. I would like to pay by credit card using PayPal.
(a link will be provided to you upon receipt of this form)

Presenting Sponsor (Exclusive)

- \$2,500 commitment to (1) one seminar, Thursday, November 3, 2011, **Resort Torts...and the Courts**.
 \$4,500 commitment to (2) two seminars, **Resort Torts...and the Courts**, Thursday, November 3, 2011 and **Sex, Drugs & Violence**, Spring of 2012.

Platinum Sponsor: (Four Maximum)

- \$2,000 commitment to (1) one seminar, Thursday, November 3, 2011, **Resort Torts...and the Courts**.
 \$3,500 commitment to (2) two seminars, **Resort Torts...and the Courts**, Thursday, November 3, 2011 and **Sex, Drugs & Violence**, Spring of 2012.

Gold Sponsor

- \$1,500 commitment to (1) one seminar, Thursday, November 3, 2011, **Resort Torts...and the Courts**.
 \$2,500 commitment to (2) two seminars, **Resort Torts...and the Courts**, Thursday, November 3, 2011 and **Sex, Drugs & Violence**, Spring of 2012.

Silver Sponsor

- \$1,000 commitment to (1) one seminar, Thursday, November 3, 2011, **Resort Torts...and the Courts**.
 \$1,500 commitment to (2) two seminars, **Resort Torts...and the Courts**, Thursday, November 3, 2011 and **Sex, Drugs & Violence**, Spring of 2012.

Please sign and date:

Print Name _____

Signature _____ Date _____