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Dear Prospective Vendor,

In an increasingly competitive business environment, we know how important it is for you to stretch your marketing dollars with a strategy that puts you and your company front and center with the clients you wish to serve directly—criminal defense attorneys. Business to business advertising is one of the most successful ways to reach your defined market and the Criminal Defense Attorneys of Michigan (CDAM) has a cost-effective opportunity to help you accomplish your marketing goals.

**November 6-8, 2014**, criminal defense attorneys throughout the state will convene for a three-day conference in Traverse City, Michigan, at the Park Place Hotel. The conference will provide your company with the opportunity to showcase your product to 250+ attorneys from across the state. The attorneys attending the conference are mostly solo practitioners or small firm members with practices varying from the new lawyer to the experienced litigator.

Please note the attached rate sheet with deliverables, exhibitor terms and conditions, registration form, and some additional information about the history of CDAM.

I will be available to answer any questions you may have. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Ramona L. Sain, Executive Director  
Criminal Defense Attorneys of Michigan

#### EXECUTIVE

#### DIRECTOR

Ramona L. Sain

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