



RESILIENCY, BELONGING, & WELL-BEING

NYIA 2022 ANNUAL CONFERENCE



LEADERSHIP
RESILIENCY

Turning Stone Resort
5218 Patrick Road
Verona, NY 13478
June 1–June 3, 2022

THE PREMIER NEW YORK PROPERTY AND CASUALTY INSURANCE INDUSTRY EVENT OF THE YEAR!

Sponsorship
Prospectus



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ABOUT NYIA.

New York Insurance Association

PROFILE

NYIA is the oldest state property and casualty insurance trade association in the nation, tracing its roots back to 1882. The current association was formed in 1997 by the unification of the New York Insurance Alliance and the New York State Insurance Association. As the industry changed, stocks, mutuals and cooperatives had far more issues in common than they did differences. It became apparent that the property and casualty insurance industry would be best served by a single voice in New York. *That voice is now NYIA.*

VISION STATEMENT

NYIA will initiate and frame the discussion on property and casualty issues.

MISSION

NYIA's mission is to influence the legislative and regulatory environment to promote an insurance market that is viable and strong in order to better serve the insuring public.

CORE VALUES

- **Honesty** and **integrity** in our dealings
- Collective **wisdom**
- Valuing **diversity** of membership
- **Persistence** in the pursuit of objectives
- Industry **leadership**
- Equal **access**
- Equal **participation**



THE **RECOGNITION** YOUR COMPANY RECEIVES WILL ...

- **BUILD** and **REINFORCE** your company's brand.
- **ENHANCE** your visibility with conference-wide exposure.
- **DEMONSTRATE** your support for the property and casualty insurance industry community and its commitment to education.

TURNING STONE RESORT VERONA, NEW YORK

WEDNESDAY, JUNE 1-
FRIDAY, JUNE 3, 2022

The premier New York property and casualty insurance industry event of the year!

Participants in this conference come from all sectors and levels of the property and casualty insurance industry, as well as a wide range of associated industries. Attendance in recent years exceeded 200 people, as the event is widely viewed as the premier New York property and casualty education event.

Don't miss the chance to showcase your company as one that values and supports your existing and potential customers' professional organization. Sponsorships and exhibit space are available on a first-come, first-served basis and we sell out every year. Contact us today regarding your investment opportunity!





**TARGET YOUR
AUDIENCE.
REACH YOUR
GOALS.**



VALUE OF INVESTING.

YOUR SUPPORT CAN ...

INCREASE
BRAND
RECOGNITION

PROMOTE
PRODUCTS AND
SERVICES

PROVIDE
COST-EFFECTIVE
MARKETING

RAISE YOUR
PROFILE
WITHIN THE NY
INSURANCE
MARKET

SHOW YOUR
COMMITMENT TO
EXCELLENCE IN
P&C INSURANCE
INDUSTRY

HELP YOU GAIN
ACCESS TO
HUNDREDS OF
DECISION
MAKERS

The NYIA Annual Conference is the perfect opportunity to connect your brand with insurance industry decision makers who come to network, learn and engage. Associating your company with the conference can be a long term, cost-effective marketing strategy directly targeting members as well as non-affiliated delegates.

Highly visible sponsorship and exhibiting opportunities will help you promote products, services and solutions to an audience of more than 200 key industry players and decision-making professionals.

Your company will be showcased as an integral part of the entire conference experience.

Use this opportunity to raise your profile within the New York insurance market.

Your existing clients and potential clients will see your organization as one that values and supports their professional organization and is committed to excellence in the property and casualty insurance industry.



THE **PERFECT**
OPPORTUNITY TO ...

CONNECT
YOUR **BRAND**
WITH **INSURANCE**
INDUSTRY KEY
DECISION MAKERS.



BENEFITS OF SPONSORING.

SPONSOR COMPANY RECEIVES

- Conference program with attendee list.
- Publicity in program—*company name, logo, and sponsorship description (deadlines apply)*.
- Publicity on NYIA website, including logo display and link to company website.
- Advance publicity in NYIA's conference promotions—*based on the date of receipt of the contract by NYIA*.
- Sponsor signage prominently displayed at conference venue.
- Inclusion of company promotional item in the conference attendee bag.
 - **Email Stacey Orlando with the description of the promotional item**
 - **200 pieces of the promotional item MUST be delivered on Thursday, May 26 or Friday, May 27, 2022 to:**
Turning Stone Resort
April Labulis, Sales & Marketing
c/o Stacey Orlando, NYIA
5218 Patrick Road
Verona, NY 13478
 - **Include "HOLD FOR NYIA" on all packages**

LEVERAGE THE POWER OF BRAND ASSOCIATION.

IMPORTANT INFORMATION

Completed contract, high resolution logo and advertisement **MUST** be submitted electronically **NO LATER THAN May 1**, to Stacey Orlando at sorlando@nyia.org to ensure inclusion in the program.

ADDITIONAL PLATINUM & GOLD LEVEL BENEFITS

Complimentary advertisement in the program for the following sponsorships:

- **Platinum Level** – full page no bleed
7.5" wide x 10" high
- **Gold Level** – half page no bleed
7.5" wide x 4.75" high
- **Program Sponsor** – full page bleed
9" wide x 11.5" high
(8.5" wide x 11" high – trim size)
- **Pocket Agenda Sponsor** – full page bleed
4.5" wide x 10.75" high
(4" wide x 10.25" high – trim size)

Please Note: Materials must be sent digitally as a press optimized PDF. The resolution must be 300 DPI or greater with embedded fonts and colors converted to CMYK. The ad must be to the exact size specifications stated above.

NEW YORK INSURANCE ASSOCIATION, INC. (NYIA)

Payment

An invoice will be sent upon receipt of signed contract. Payment is due 30 days from date of invoice.

If necessary, other payment arrangements can be made by contacting Sue Dawes at sdawes@nyia.org or 518.432.4227.

Contract and Commitment

Sponsorships are assigned on a first-come, first-served basis. Receipt of the signed contract by NYIA will be your commitment. We will endeavor to meet your choice of sponsorship. Your company will be responsible for payment within 30 days of our receipt of the signed contract. Contracts **must be received by Monday, May 2, 2022** to ensure inclusion in the program guide.

Cancellation

Sponsorships may not be canceled, regardless of the reason. Should a sponsor applicant desire to cancel the sponsor application contract, written notice must be provided to NYIA prior to the close of business sixty (60) days prior to the first day of the conference. ONLY in the event that the sponsorship can be resold and the promotional material corrected before the conference, 50 percent of the sponsorship fee may be refunded.

Disclaimer

NYIA has made every effort to present, as accurately as possible, all the information contained in this prospectus. All sponsorship amounts and content are subject to alteration without notice.

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PERSONALIZED OPPORTUNITIES

Have a sponsorship idea that you didn't see? Customized sponsorships are available. Please contact Stacey Orlando at sorlando@nyia.org or 518.432.4227 to discuss opportunities.



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NYIA 2022 CONFERENCE SPONSOR OPPORTUNITIES

PLATINUM (\$2,500 & Up)

Hotel Key Cards	\$ 6,000
Banquet Dinner Thursday	\$ 4,000
Conference Program	\$ 4,000
Conference Token	\$ 4,000
Pocket Agenda	\$ 4,000
Chair's Reception Cuisine	\$ 3,500
Name Badge Lanyards	\$ 3,500
Wednesday Dinner ★ NEW ★	\$ 3,500
Banquet Dinner Wine	\$ 3,000
Diversity Speaker	\$ 3,000
Golf Tournament	\$ 3,000
Opening Session Speaker	\$ 3,000
Wednesday Dinner Wine ★ NEW ★	\$ 3,000
Welcome Arrival Refreshments	\$ 2,500

GOLD (\$1,500-\$2,499)

Thursday Lunch & Learn	\$ 2,450
Thursday Dinner Audio/Visual	\$ 2,250
Thursday Session Audio/Visual	\$ 2,250
Banquet Centerpiece	\$ 2,250
Banquet Decor	\$ 2,000
Banquet Reception Cuisine	\$ 2,000
Charcuterie & Wine Pairings ★ NEW ★	\$ 2,000
Golf Lunch	\$ 1,750
Banquet Reception Beverage	\$ 1,500
Chair's Reception Beverage	\$ 1,500
Golf Beverage Cart	\$ 1,500

SILVER (\$750-\$1,499)

Friday Audio/Visual	\$ 1,250
Thursday Breakfast	\$ 1,250
Thursday Refreshment Break	\$ 1,250
Friday Breakfast	\$ 1,000
Friday Session	\$ 1,000
Friday Refreshment Break	\$ 800
Thursday Lunch & Learn Beverage	\$ 800
Afternoon Refresh Yoga Class ★ NEW ★	\$ 750

BRONZE (\$250-\$749)

Golf Putting Contest	\$ 650
Golf Breakfast	\$ 550

ANY LEVEL (\$250 & Up)

General Sponsorship	\$
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ADDRESS

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PHONE & FAX

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EMAIL & WEB

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