



STRENGTH. SECURITY. SERVICE.

2023 ANNUAL CONFERENCE



NYIA

New York Insurance Association

MAY 31–JUNE 2 • HYATT REGENCY • BUFFALO, NY



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

Sponsorship Prospectus



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.

HYATT REGENCY BUFFALO, NEW YORK

WEDNESDAY, MAY 31-
FRIDAY, JUNE 2, 2023

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!





THE **PERFECT**
OPPORTUNITY TO ...

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



STRENGTH. SECURITY. SERVICE.

VALUE OF INVESTING.

YOUR SUPPORT CAN ...

INCREASE
BRAND
RECOGNITION

PROMOTE
PRODUCTS AND
SERVICES

PROVIDE
COST-EFFECTIVE
MARKETING

RAISE YOUR
PROFILE WITHIN
THE NEW YORK
INSURANCE
MARKET

SHOW YOUR
COMMITMENT TO
EXCELLENCE IN
P&C INSURANCE
INDUSTRY

GAIN ACCESS TO
HUNDREDS OF
DECISION
MAKERS

The NYIA Annual Conference will be held at the Hyatt Regency Hotel in Buffalo, New York from Wednesday, May 31–Friday, June 2, 2023 and 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 customers and potential customers 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.



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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 25 or Friday, May 26, 2023 to:**
Hyatt Regency Hotel
c/o Stacey Orlando, NYIA
Two Fountain Plaza
Buffalo, NY 14202
 - **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 4.5" 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.

SPONSORSHIP OPPORTUNITIES

PLATINUM (\$2,500 & Up)

Banquet Thursday	\$ 4,000
Conference Program	\$ 4,000
Conference Token	\$ 4,000
Pocket Agenda	\$ 4,000
Chair's Reception Cuisine	\$ 3,500
Name Badges	\$ 3,500
Name Badge Lanyards	\$ 3,500
Banquet Wine	\$ 3,000
Golf Tournament	\$ 3,000
Opening Session Speaker	\$ 3,000
Golf Cart Headers	\$ 2,500

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

Thursday Lunch	\$ 2,450
Thursday Banquet Audio/Visual	\$ 2,250
Thursday Session Audio/Visual	\$ 2,250
Banquet Centerpiece	\$ 2,250
Banquet Decor	\$ 2,000
Banquet Reception Cuisine	\$ 2,000
Golf Lunch	\$ 1,750
Golf Score Cards	\$ 1,750
Banquet Reception Beverage	\$ 1,500
Chair's Reception Beverage	\$ 1,500
Golf Beverage Cart	\$ 1,500
Golf Carts	\$ 1,500
Golf Hole <i>(Multiple available)</i>	\$ 1,500
Golf Lunch Beverage	\$ 1,500

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

Exhibitor Trade Show	\$ 1,250
Friday Session Audio/Visual	\$ 1,250
Thursday Networking Breakfast	\$ 1,250
Thursday Refreshment Break	\$ 1,250
Friday Networking Breakfast	\$ 1,000
Friday Session	\$ 1,000
Friday Refreshment Break	\$ 800
Thursday Lunch Beverage	\$ 800
Big Ditch Brewery Flights & Bites	\$ 750

BRONZE (\$250-\$749)

Golf Breakfast	\$ 550
Regional Roundtable	\$ 500

ANY LEVEL (\$250 & Up)

General Sponsorship	\$ _____
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ADDITIONAL EXPOSURE

Place an ad in the conference program. Send ad by **Monday, May 1, 2023** to Stacey Orlando at sorlando@nyia.org.

\$250 **Member Half Page Ad**
(7.75" W x 4.5" H)

\$400 **Member Full Page Ad**
(8.5"W x 11"H)

\$350 **Non-Member Half Page Ad**
(7.75" W x 4.5" H)

\$500 **Non-Member Full Page Ad**
(8.5"W x 11"H)

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 1, 2023** 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

The New York Insurance Association has made every effort to present, as accurately as possible, all the information contained in this sponsorship 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.