



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!

Exhibitor Prospectus

NYIA STAFF

Ellen Melchionni

President

emelch@nyia.org

Cassandra Anderson, CAE

Vice President

canderson@nyia.org

Stacey Orlando

Director of Design & Technology

Corporate Secretary

sorlando@nyia.org

Robert T. Farley, Esq.

Director of Government Affairs

bfarley@nyia.org

Susan Dawes

Director of Finance

sdawes@nyia.org

Kaitlyn Flynn

Director of Communications

kflynn@nyia.org

NYIA OFFICE

130 Washington Avenue

Albany, New York 12210

518.432.4227

info@nyia.org

www.nyia.org



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YOUR RELATIONSHIP BUILDING **VEHICLE.**

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

New York Insurance Association'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.

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!





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

**DON'T DELAY,
REGISTER TODAY!**

Go to <https://nyia.org/2023-exhibitor-reg>



STRENGTH. SECURITY. SERVICE.

VALUE OF INVESTING.

YOUR SUPPORT CAN ...

INCREASE
BRAND
RECOGNITION

PROMOTE
PRODUCTS AND
SERVICES

PROVIDE
COST-EFFECTIVE
MARKETING

ELEVATE 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 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.

SCHEDULE AT A GLANCE. *(Tentative)*

WEDNESDAY, MAY 31

WHEN?	WHAT?
8:00 — 9:30	Golf Registration & Networking Continental Breakfast
9:30 — 2:00	Golf Tournament at Diamond Hawk <i>(Shotgun Start)</i>
4:00 — 5:30	Board of Directors' Meeting <i>(Board Members Only)</i>
5:30 — 6:30	Chair's Reception
6:30	Open Night to Explore <i>(Dinner on Your Own)</i>
6:30	Board Reception & Dinner <i>(Board Members Only)</i>

THURSDAY, JUNE 1

WHEN?	WHAT?
7:00 — 9:00	Networking Breakfast
7:30 — 12:45	Exhibitor Trade Show
8:30 — 9:45	Chair's Welcome, President's Remarks & Opening Speaker
9:45 — 10:45	Education Session
10:45 — 11:30	Networking with Exhibitors & Refreshment Break
11:30 — 12:15	Education Session
12:15 — 12:45	A Conversation with DFS Superintendent Adrienne Harris
12:45 — 1:45	Networking Luncheon
2:00 — 4:00	Big Ditch Brewery Flights & Bites <i>(Optional Activity)</i>
5:00 — 6:30	Networking Reception
6:30	Banquet & Award Presentation

FRIDAY, JUNE 2

WHEN?	WHAT?
7:00 — 9:00	Networking Breakfast
8:30 — 9:00	Special Guest Speaker: DMV Commissioner Mark Schroeder
9:00 — 9:45	Education Session
9:45 — 10:00	Networking Refreshment Break
10:00 — 10:45	Regional Roundtable



YOUR RELATIONSHIP BUILDING VEHICLE.

BENEFITS OF EXHIBITING.

EXHIBITOR COMPANIES RECEIVE

- Advance registration lists with contact information, provided approximately 30 days and 15 days prior to the conference.
- One 6' skirted table, two chairs and complimentary wireless Internet.
- Access to entire NYIA 2023 Annual Conference—*breakfasts, refreshment breaks, lunch, networking receptions, dinners and educational offerings.*
- Publicity on NYIA website, including logo display and link to company website.
- Publicity in NYIA's annual conference promotions—*based on the date of receipt of the exhibitor contract by NYIA.*
- Publicity in program—company name, logo, 50-word description and contact information (*deadlines apply*).
- Conference program with registration list.

TYPE	MEMBER	NONMEMBER
Standard <i>Early Bird Rate</i>	\$1,025	\$1,600
Standard <i>As of April 18</i>	\$1,350	\$2,025
Premium* <i>Early Bird Rate</i>	\$1,450	\$2,125
Premium* <i>As of April 18</i>	\$1,800	\$2,525

**Limited availability.*

TO BECOME A MEMBER

PLEASE CONTACT THE
MEMBER RELATIONS
TEAM AT INFO@NYIA.ORG
OR CALL 518.432.4227 OR
VISIT [NYIA.ORG/JOIN](https://www.nyia.org/join)



2023 EXHIBITOR REGISTRATION INCLUDES ...

ACCESS TO THE ENTIRE EVENT!

**REGISTER
TODAY!**

Go to <https://nyia.org/2023-exhibitor-reg>



STRENGTH. SECURITY. SERVICE.

OPPORTUNITIES FOR 2023.

YOU WILL WANT TO TAKE PART IN

GET SOCIAL! COMPLIMENTARY

Let NYIA know which 5 attendees you'd like an introduction to and NYIA will endeavor to do so at the conference. Exhibitions are a great opportunity for exhibitors to connect with prospects through face-to-face communication and engagement, rather than through cold calls or emails. As an exhibitor, you can interact with attendees to inform them of your company, its offers and its value in a more relaxed and personal atmosphere. Trade shows provide access to sometimes hundreds of attendees you can turn into prospects. These are numbers that are difficult and time-consuming to obtain through sales calls or emails lists.



IMPORTANT INFORMATION.

ELECTRICITY & INTERNET CONNECTIONS

For pricing on electricity, wired and secured Internet connections and any other exhibitor technical or audio/visual requests, please contact Patrick Sullivan, sales manager at the Hyatt Regency hotel via email at patrick.sullivan@hyatt.com or via phone at 716.855.4953. Thank you.

**SPACE FILLS
UP QUICKLY,
SO ACT NOW!**

**REGISTER
TODAY!**

ADDITIONAL EXPOSURE OPPORTUNITIES

AD IN THE CONFERENCE PROGRAM

Place an ad in the conference program. Send ad by **Monday, May 1, 2023** to Susan Dawes at sdawes@nyia.org.

\$250 Member Half Page Ad
(7.5" wide x 4.5" high)

\$400 Member Full Page Ad
(7.5" wide x 10" high)

\$350 Non-Member Half Page Ad
(7.5" wide x 4.5" high)

\$500 Non-Member Full Page Ad
(7.5" wide x 10" high)

PREMIUM EXHIBITOR TABLE LOCATION

This year exhibitors have the opportunity to pay a small additional fee to have their exhibitor table placed in a premium location. **There are VERY limited premium spaces available.** Be sure to act quickly to secure your premium location.

TABLE ASSIGNMENT

All table assignments are reserved on a first-come, first-served basis, **with those paying for a premium location given priority.** Assignments will be made by May 15, 2023. The date payment has been received in full, will be used to determine your place in line for table priority assignment.

IMPORTANT INFORMATION

Please note that all the items listed below **MUST** be submitted to Sue Dawes at NYIA via email at sdawes@nyia.org **NO LATER THAN Monday, May 1, 2023** to ensure inclusion in the annual conference program.

- Exhibitor application registration
- High resolution logo
- Advertisement, *if you selected to have the additional exposure*
- Company description
- Door prize description
- Name & Company of up to 5 individuals you would like to be introduced to.

IMPORTANT DATES & DEADLINES

APRIL 17, 2023

- Exhibitor Early Bird Discount Registration Ends.
- Final day to cancel exhibit contracts to receive a refund (less 50%). If request to cancel is received on or after April 18, 2023 NYIA will retain 100% of the total contract obligation.

APRIL 28, 2023

- Deadline to make hotel reservations.
- Spouse/Significant Other Early Bird Discount Registration Ends.

MAY 1, 2023

- Final day to submit Exhibitor Application Registration, high resolution logo, ad, company description and door prize description.





STRENGTH. SECURITY. SERVICE.

ADDITIONAL ACTIVITIES.



Golf Tournament – \$150

Wednesday, May 31 | 9:30 a.m. – 2:30 p.m.

The NYIA Annual Golf Tournament will be played on the Diamond Hawk Golf Course. Located just 10 miles from the conference hotel. It was built in 2007 and “offers a challenge for golfers of all levels.”

Golf will kick off with registration and a light continental breakfast at 8:00 a.m., with a shotgun start at 9:30 a.m. for the tournament. Please note that proper golf attire is required. Soft spike shoes only, no metal spikes allowed.

Pre-registration is required. The cost for this year's golfing event is \$150 and includes breakfast, boxed lunch and prizes.

Please be advised that only a limited number of overnight hotel rooms have been reserved for those arriving early on Tuesday, May 30, 2023. **Be sure to book your overnight hotel room early if you plan on golfing!**



Big Ditch Brewery Flights & Bites – \$30

Thursday, June 1 | 2:00 p.m. – 4:00 p.m.

Join NYIA at the Big Ditch Brewery at 2:00 p.m. for an afternoon of flights, bites and networking. The Big Ditch is located in the heart of downtown and only a short walk from the conference hotel.

Pre-registration is required. Admission is \$30 and includes a tasting card for four samples of the Big Ditch's signature and seasonal brews as well as food with local flare. A resident beer aficionado will provide attendees with a history of the brewery and a sneak peek into their craft. Don't miss the chance to witness the spirit of the Erie Canal at the Big Ditch with fellow NYIA members and industry peers!

All of Big Ditch's brews are produced on site. Big Ditch Brewing Company makes its beer using a 20-barrel (620-gallon) Criveller brewhouse. They expanded to a 15,000 square foot brewery on East Huron Street, that includes a Tap Room and Restaurant.

WHAT YOU NEED TO KNOW.

ANSWERS TO YOUR QUESTIONS

EXHIBITOR REGISTRATION FEES

Early Bird Discount

\$1,025	Member
\$1,450	Member Premium
\$1,600	Nonmember
\$2,125	Nonmember Premium
\$400	Spouse/Significant Other*

On or after April 18

\$1,350	Member
\$1,800	Member Premium
\$2,025	Nonmember
\$2,525	Nonmember Premium

A member is an employee or director of a NYIA member company.

On or after April 29

\$450	Spouse/Significant Other*
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**Spouse/Significant Other is someone that is not affiliated with the P&C insurance industry and is part of a full registration.*

REGISTER ONLINE

<https://nyia.org/2023-exhibitor-reg>

CANCELLATION POLICY

Registration fees paid will be refunded, minus 50% handling fee, if cancellation is received by Monday, April 17, 2023. No refunds will be issued for cancellations received on or after Tuesday, April 18, 2023.

Changes & Cancellations

Please contact Sue Dawes at 518.432.4227 or via email at sdawes@nyia.org.

REGISTRATION INCLUDES

Wednesday, May 31, 2023

- Chair's Reception

Thursday, June 1, 2023

- Networking Breakfast
- Exhibitor Trade Show
- Opening Session
- Education Sessions
- Networking Refreshment Break
- Networking Luncheon
- Networking Reception
- Banquet
- Award Presentation

Friday, June 2, 2023

- Networking Breakfast
- Education Sessions
- Refreshment Break
- Regional Roundtable

WHAT TO WEAR

Meetings

The dress code for all meeting sessions is business casual.

Receptions & Banquet

Business or cocktail attire. Suits and sports jackets for men; and slacks, pant suits or dresses for women.

ACCOMMODATIONS, DIRECTIONS & MORE.

HOTEL ACCOMMODATIONS

Hyatt Regency Hotel

2 Fountain Plaza, Buffalo, NY 14202

1.888.421.1442

Group Code: G-NYIS

(Please note the last letter is "S" in the group code.)

The cutoff date is April 28, 2023.

All reservations are on a first-come, first-served basis. A limited number of rooms have been reserved for early arrivals on Tuesday, May 30, 2023. **Book as soon as possible!**

Make reservations online at:

<https://www.hyatt.com/en-US/group-booking/BUFFA/G-NYIS>

or call 1.888.421.1442 and use NYIA's group code: G-NYIS. The last letter is "S" in the group code. If you have any questions about the hotel, please contact the Hyatt Regency at 716.856.1234.



CHECK-IN

4:00 PM

CHECK-OUT

11:00 AM

PARKING

The hotel has valet parking. If you choose to instead park in any of the hotel parking garages you will be charged each exit.

SPECIAL ACCOMMODATIONS

In accordance with Title III of the Americans with Disabilities Act, we invite all registrants to please advise Stacey Orlando at NYIA via email at sorlando@nyia.org, of any disability or special dietary needs and any requests for accommodation to that disability or dietary need. Thank you.

Your request should be submitted as far as possible in advance of the conference. If you have any questions, please contact the association office at 518.432.4227.

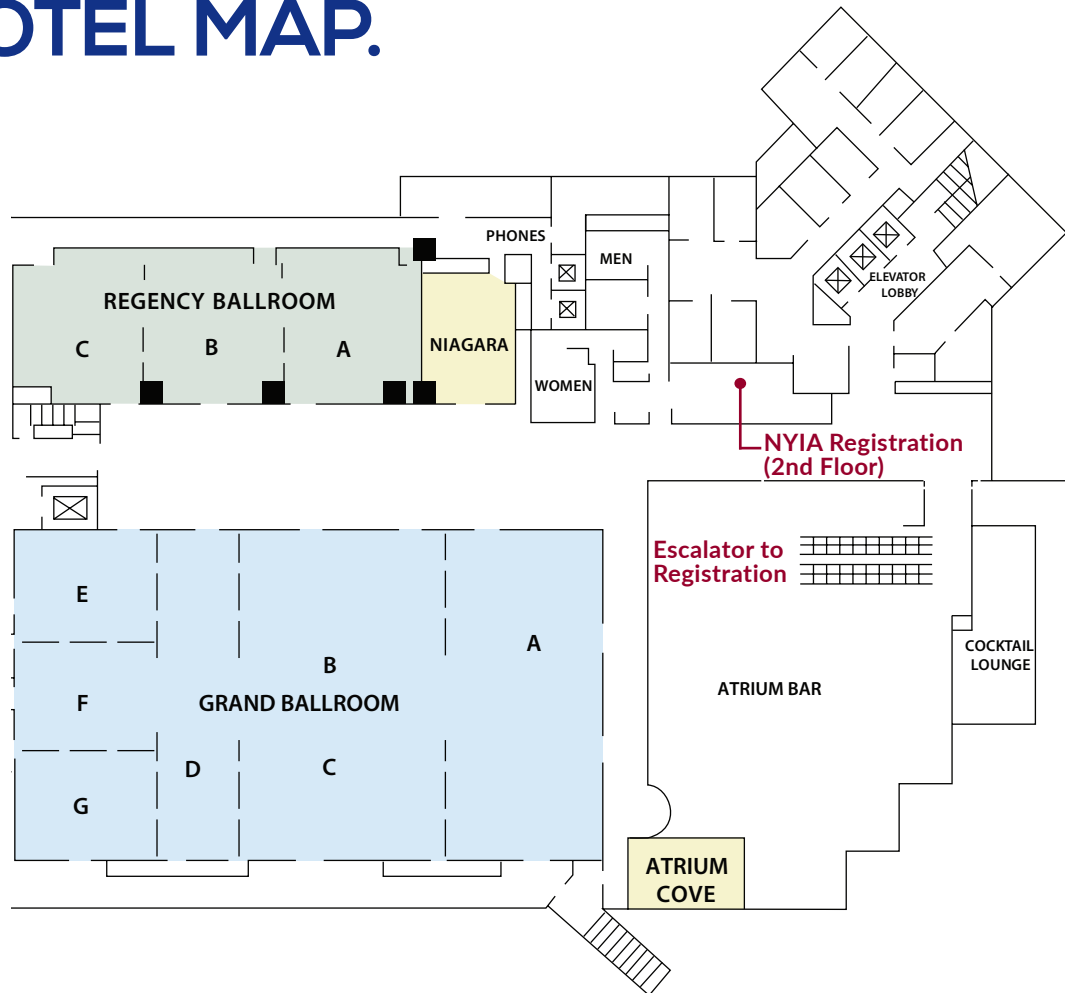
TRAVEL TIPS

Remember to bring your passport or enhanced drivers license if you plan on crossing the Canadian border, including any visits to the Canadian side of Niagara Falls.

Flying into Buffalo and need to arrange for a ride? ITA Shuttle Service can be reached at 716.633.8294. *Phone is answered "Airport Taxi."*

For more information on the many Buffalo area activities, please check out our friends at Visit Buffalo Niagara online at www.visitbuffaloniagara.com!

CONFERENCE REGISTRATION DESK & HOTEL MAP.



REGISTRATION DESK

The NYIA conference registration desk is located at the second floor coat check. From the hotel check-in, take the escalators to the 2nd floor. The registration area will be to the left.

REGISTRATION HOURS *(Tentative)*

Tuesday, May 30 | 3:00 p.m. – 6:00 p.m.

Wednesday, May 31 | 8:00 a.m. – 9:30 a.m.

Wednesday, May 31 | 3:00 p.m. – 6:00 p.m.

Thursday, June 1 | 7:30 a.m. – 12:30 p.m.

Friday, June 2 | 7:30 a.m. – 10:45 a.m.



LEVERAGE
THE POWER
OF BRAND
ASSOCIATION.

**REGISTER
TODAY!**

Go to <https://nyia.org/2023-exhibitor-reg>

NEW YORK INSURANCE ASSOCIATION, INC. (NYIA)

1. REPRESENTATIVES

The exhibitor registration includes admission for ONE representative only. Each additional representative will need to register as a member or nonmember attendee by visiting <https://nyia.org/2023-conference-reg>.

2. APPLICATION & PAYMENT

Application registration must be received by NYIA by May 1, 2023. Full payment is required with each exhibitor application registration. Space will not be reserved or assigned until payment is received in full by NYIA.

3. LOCATION ASSIGNMENT

Table location assignments will be given after May 17, 2023. NYIA reserves the right to change location assignments at any time, as it may, in its sole discretion deem necessary.

4. ADMISSION

NYIA shall have sole control over all admission policies at all times. Non-exhibiting suppliers or vendors of goods and services will be prohibited from entering the exhibit area. Badges must be worn at all times for admission into exhibit and refreshment areas.

5. SHIPPING EXHIBIT MATERIALS

The Hyatt Regency Hotel does not provide exhibit storage space. Exhibit materials must be scheduled for delivery when an exhibitor representative is on site.

Shipping Address:

Hyatt Regency Hotel
c/o Your Name, Company, NYIA Conference
Two Fountain Plaza
Buffalo, NY 14202

6. EXHIBIT TABLE SET-UP

The exhibit set-up time is from **2:00 p.m. to 4:30 p.m. on Wednesday, May 31.**

Display materials or equipment at the sides of the booth shall not extend beyond the front of the exhibit table. Exhibitors are prohibited from erecting backdrops or display panels that block visibility.

All material used by an exhibitor for decoration, i.e., paper, cardboard, cloth, etc., shall be a flame-retardant type.

Safety and fire exits and equipment must be left accessible and in full view at all times.

7. EXHIBIT HOURS

The exhibit will be held on Thursday, June 1, 2023 from 7:30 a.m.–1:00 p.m. There will be designated times during this block that are exclusively for networking with exhibitors. By application contract, all exhibits are mandated to be functional and participating throughout the exhibit show hours on June 1, 2023.

8. CANCELLATION

An exhibitor applicant that desires to cancel their registration must provide written notice to NYIA **prior to the end of the day on April 17, 2023** to receive a refund of their payment minus a 50 percent handling fee. If the notice of cancellation is received by NYIA on or after April 18, 2023 the exhibitor applicant will not receive a refund, regardless of cause.

9. RULES GOVERNING EXHIBITS

Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their booth exhibit only. Throwing souvenirs, obstructing aisles or other exhibits, loud shouting, etc. will not be permitted.

Serving of alcoholic beverages in booths must be pre-approved by NYIA, subject to facility approval and at the expense of exhibitor.

Use of booth materials other than those supplied by the exhibit facility and NYIA, (i.e., extra tables, additional hardware, draping, etc.) must be pre-approved by NYIA and at the expense of the exhibitor.

10. REGULATIONS

Exhibitor shall comply, at exhibitor's sole cost and expense, with all applicable national, state, city, municipal and other governmental regulations, including, but not limited to, fire and safety laws and with the applicable rules and regulations of the facility in which the exhibition is held.

11. IMPORTANT RESTRICTIONS

- No compressed or bottled gas
- No flammable materials
- No open flames or cooking on exhibit floor
- Nothing taped, nailed or affixed to wall surfaces
- No animals permitted inside facility
- Pre-approval by NYIA is required for all food and beverage

12. INSURANCE

Insurance of exhibit contents and personnel is recommended. NYIA does not insure exhibitor property. NYIA shall use reasonable care in providing security during the exhibit show. Beyond this, NYIA, the exhibit facility, their respective officers, directors, employees and/or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitors shall provide to NYIA copies of all insurance and/or policy riders which includes NYIA as a coinsured. Exhibits will be in a public location—**DO NOT LEAVE ITEMS OF VALUE UNATTENDED.**

13. LIABILITY

By exhibiting, the exhibitor for and on behalf of itself, its agents, employees, invitees, and each other, releases and waives any and all claims, demands or actions against NYIA, and the exhibit facility and their respective officers, directors, employees and agents resulting from any act or omission of exhibitor, its employees, agents and invitees.

In addition, exhibitor agrees to hold harmless and indemnify NYIA, officers, directors, employees and agents, and each of them for any and all claims, demands or actions arising out of or as a result of any act or omission on the part of exhibitor, its officers, directors, employees, agents or invitees, and each of them as a result of its exhibit or otherwise related to the exhibit.

14. NO SUBLETTING OR ASSIGNING

No exhibitor may sublet, assign or apportion any part of the space allotted, or represent, advertise or distribute literature for any other firm or individual without prior written request and approval by NYIA. Exhibitors may share a booth/table with another firm, with permission. Please contact sdawes@nyia.org for details.

15. DISCLAIMER

Every effort has been made to present, as accurately as possible, all the information contained in this document. NYIA, its members, exhibitors will not be held responsible for any changes in content or cost for all or any general or specific information contained therein. Any cost and content are subject to alteration without notice.

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**ADDRESS**

130 Washington Ave.
Albany, NY 12210

**PHONE & FAX**

P: 518.432.4227
F: 518.432.4220

**EMAIL & WEB**

sdawes@nyia.org
www.nyia.org



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