

 SADDLE UP FOR SUCCESS

2024 ANNUAL
CONFERENCE

 **NYIA**
New York Insurance Association

MAY 29-31 • THE SARATOGA HILTON • SARATOGA SPRINGS, NY



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

Exhibitor 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.

EXHIBITOR PROSPECTUS **TABLE OF CONTENTS.**

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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 SARATOGA HILTON SARATOGA SPRINGS, NY

WEDNESDAY, MAY 29–
FRIDAY, MAY 31, 2024

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!

An overhead view of a business meeting around a table. Five people are visible, looking at documents and a laptop. The scene is lit with a blue light. The text 'TARGET YOUR AUDIENCE. REACH YOUR GOALS.' is overlaid in white.

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

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

Go to <https://nyia.org/2024-exhibitor-reg>

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 Saratoga Hilton in Saratoga Springs, New York from Wednesday, May 29–Friday, May 31, 2024 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 29

WHEN?	WHAT?
7:00 — 8:00	Golf Registration & Networking Continental Breakfast
8:00 — 1:00	Golf Tournament at Saratoga Spa Golf Course <i>(Shotgun Start)</i>
1:30 — 4:00	Optional Activity <i>(See page 8)</i>
4:00 — 5:30	Board of Directors' Meeting <i>(Board Members Only)</i>
5:30 — 6:30	Chair's Reception
6:30	Board of Directors' Dinner <i>(Board Members Only)</i>
6:30	Open Night to Explore Saratoga <i>(Dinner on Your Own)</i>

THURSDAY, MAY 30

WHEN?	WHAT?
7:00 — 9:00	Networking Breakfast
7:30 — 12:45	Exhibitor Trade Show
8:30 — 9:00	Chair's Welcome & President's Remarks
9:00 — 9:30	Opening Speaker
9:30 — 10:15	Education Session
10:15 — 11:00	Networking with Exhibitors & Refreshment Break
11:00 — 12:45	Education Sessions
12:45 — 1:45	Networking Luncheon
2:00 — 4:30	Optional Activities <i>(See page 9)</i>
5:00 — 6:30	Networking Reception
6:30	Award Dinner & Presentation

FRIDAY, MAY 31

WHEN?	WHAT?
7:00 — 9:00	Networking Breakfast
8:30 — 9:00	Education Session
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 COMPANY RECEIVES

- 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 2024 Annual Conference—*breakfasts, refreshment breaks, lunch, networking receptions, dinner 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>	\$1,050	\$1,625
Standard <i>As of April 1</i>	\$1,375	\$2,050
Premium* <i>Early Bird Rate</i>	\$1,475	\$2,150
Premium* <i>As of April 1</i>	\$1,825	\$2,550
*SOLD OUT.		

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)



2024 EXHIBITOR REGISTRATION INCLUDES ...

ACCESS TO THE ENTIRE EVENT

**REGISTER
TODAY!**

Go to <https://nyia.org/2024-exhibitor-reg>

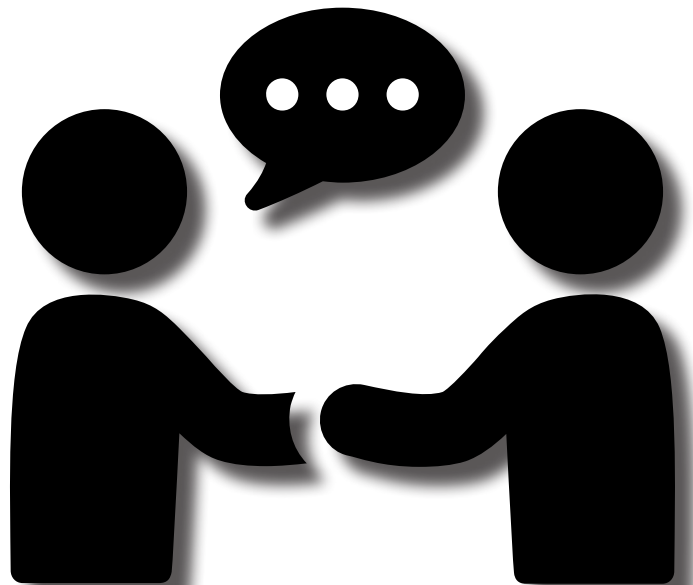
OPPORTUNITY FOR 2024.

YOU WILL WANT TO TAKE PART IN

GET SOCIAL! COMPLIMENTARY SERVICE!

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.



ELECTRICITY & INTERNET CONNECTIONS

For pricing on electricity, wired and secured Internet connections and any other exhibitor technical or audio/visual requests, please contact Zak Westbrook at ON Site Saratoga via email at zwestbrook@onservices.com or via phone at (518) 577-5470. Thank you.

SPACE IS
VERY LIMITED,
SO ACT NOW!

**REGISTER
TODAY!**

ADDITIONAL EXPOSURE OPPORTUNITIES

ADVERTISING IN THE CONFERENCE PROGRAM

Place an ad in the conference program. Send ad by **Monday, April 15, 2024** 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 17, 2024. The date payment has been received in full, will be used to determine your place in line for table priority assignment.

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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, April 15, 2024** 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

MARCH 30, 2024

- Exhibitor Early Bird Discount Registration and Spouse/Significant Other Early Bird Discount Registration Ends.

APRIL 15, 2024

- Final day to cancel exhibit contracts to receive a refund (less 50%). If request to cancel is received on or after April 16, 2024 NYIA will retain 100% of the total contract obligation.
- Final day to submit Exhibitor Application Registration, high resolution logo, ad, company description and door prize description.



APRIL 30, 2024

- Deadline to make hotel reservations.

OPTIONAL ACTIVITIES



Golf Tournament – \$150

Wednesday, May 29, 2024

7:00 a.m. – 8:00 a.m. Continental Breakfast

8:00 a.m. – 1:00 p.m. Golf Tournament

60 Roosevelt Drive | Saratoga Springs, NY

The NYIA Annual Golf Tournament will be played on the Saratoga Spa Golf Course. Located just 3.5 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 7:00 a.m., with a shotgun start at 8:00 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 28, 2024. **Be sure to book your overnight hotel room early if you plan on golfing!**

National Museum of Racing & Hall of Fame Tour – \$30 *(Transportation included)*

Wednesday, May 29, 2024

1:30 p.m. – 4:00 p.m. *(Includes transportation time.)*

191 Union Avenue | Saratoga Springs, NY

Explore the National Museum of Racing and Hall of Fame for a captivating journey through the history of thoroughbred racing, from colonial times to today. Admire fine art, trophies and historical artifacts while uncovering the sport’s iconic moments and behind-the-scenes excitement. You won’t want to miss the museum’s signature film, “What It Takes: Journey to the Hall of Fame,” a 16-minute immersive experience delving into the passion and honor of reaching the pinnacle of the sport and earning a coveted spot in the Hall of Fame.

Schedule

1:30 p.m. Start boarding shuttle at hotel

1:45 p.m. Shuttle to depart from hotel

2:00 p.m. Tour starts at museum

3:30 p.m. Start boarding shuttle at museum

3:45 p.m. Shuttle to depart from museum

4:00 p.m. Shuttle arrives at hotel

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The Greatest Story Ever Told: The Battles of Saratoga – COMPLIMENTARY

*Presented by: NYIA General Counsel Robert Farley
and Vincent Asaro, 1777 Freedom's Gateway
Podcast Cohosts*

Thursday, May 30

2:00 p.m. – 3:00 p.m.

Saratoga Hilton | Saratoga Ballroom

Step back in time to witness the pivotal battles of Saratoga, New York, a defining moment in American history. In this captivating presentation, journey through the strategic maneuvers, heroic sacrifices, and dramatic turning points that unfolded on the fields of Saratoga. Discover how these battles shaped the course of the Revolutionary War and laid the foundation for the birth of our nation and the freedom it enjoys.

Through vivid storytelling, explore the bravery of soldiers, the leadership of generals, and the resilience of a fledgling nation fighting for its independence. Gain insights into the alliances forged, the risks taken, and the triumphs achieved in one of the most significant conflicts in American history. Join us as we unravel *The Greatest Story Ever Told: The Battles of Saratoga*, and delve into the courage, perseverance, and ultimate victory that changed our course of history forever.

Walt Whitman Brewing Crafty Pairings: Pints & Pizza Flights Experience – \$30

Thursday, May 30

3:15 p.m. – 4:30 p.m.

20 Lake Avenue | Saratoga Springs, NY

What do pints, pizza and poetry have in common? All will be available to be enjoyed at Walt Whitman Brewing Crafty Pairings!

Located in the former building of the *Saratogian* newspaper, Whitman Brewing Company is in the heart of downtown Saratoga and only a short walk from The Saratoga Hilton hotel.

The brewery draws inspiration from Whitman's legacy as a literary pioneer, aspiring to carve out a similar trailblazing role in their own industry.

Choose from a variety of their perfect pours and enjoy the atmosphere where the "father of free verse" and Saratoga's former free press collide.

Ticket price includes three pours of your choice, Detroit style pizza samples and the opportunity to flex your poetry prowess with insurance poetry ala "Mad Libs".

WHAT YOU NEED TO KNOW.

ANSWERS TO YOUR QUESTIONS

EXHIBITOR REGISTRATION FEES

Early Bird Discount

\$1,050	Member
\$1,475	Member Premium SOLD OUT
\$1,625	Nonmember
\$2,150	Nonmember Premium SOLD OUT
\$ 425	Spouse/Significant Other*

On or after April 1

\$1,375	Member
\$1,825	Member Premium SOLD OUT
\$2,050	Nonmember
\$2,550	Nonmember Premium SOLD OUT
\$ 475	Spouse/Significant Other*

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

**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/2024-exhibitor-reg>

CANCELLATION POLICY

Registration fees paid will be refunded, minus 50% handling fee, if cancellation is received on or before April 15, 2024. No refunds will be issued for cancellations received on or after April 16, 2024.

CHANGES & CANCELLATIONS

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

REGISTRATION INCLUDES

Wednesday, May 29, 2024

- Chair's Reception

Thursday, May 30, 2024

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

Friday, May 31, 2024

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

WHAT TO WEAR

Meetings

The dress code for all meeting sessions is business casual.

Receptions & Award Dinner

Business or cocktail attire.

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

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ACCOMMODATIONS, DIRECTIONS & MORE.

HOTEL ACCOMMODATIONS

The Saratoga Hilton

534 Broadway, Saratoga Springs, NY 12866
518.584.4000

Group Code: New York Insurance Association
The cutoff date is Tuesday, April 30, 2024.

All reservations are on a first-come, first-served basis. A limited number of rooms have been reserved for early arrivals on Tuesday, May 28, 2024. **Book as soon as possible!**

Make reservations online at:
<https://book.passkey.com/go/NYIAAnnual2024>
or call 518.584.4000 and use NYIA's group code: New York Insurance Association. If you have any questions about the hotel, please contact The Saratoga Hilton at 518.584.4000.



CHECK-IN
3:00 PM

CHECK-OUT
11:00 AM

PARKING

Parking at The Saratoga Hilton is self parking. The regular rate for parking is \$10/day, but is **COMPLIMENTARY** for NYIA conference attendees staying at the hotel.

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

For information about area attractions and activities, please check out our friends at www.saratogaspringsvisitorcenter.com!

DIRECTIONS

Take Adirondack Northway (I-87) to Exit 13N (Saratoga Springs). Exit onto State Highway 9/US-9 North. Continue to follow US-9 North for approximately 5 miles. Veer right at NY-29/NY-50 N. Take the first right (230 ft.) onto Rock Street. At stop sign turn right onto Maple Avenue. The Saratoga Hilton parking lot is on your right, behind the hotel.



LEVERAGE THE POWER OF BRAND ASSOCIATION.

**REGISTER
TODAY!**

Go to <https://nyia.org/2024-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/2024-conference-reg>.

2. APPLICATION & PAYMENT

Application registration and full payment must be received by NYIA by May 1, 2024.

Space will not be reserved or assigned until payment is received in full by NYIA.

3. 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 15, 2024** 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 16, 2024 the exhibitor applicant will not receive a refund, regardless of cause.

4. LOCATION ASSIGNMENT

Table location assignments will be made by May 17, 2024 NYIA reserves the right to change location assignments at any time, as it may, in its sole discretion deem necessary.

5. SHIPPING EXHIBIT MATERIALS

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

Shipping Address:

The Saratoga Hilton
c/o Your name, NYIA Conference
534 Broadway, Saratoga Springs, NY 12866

6. EXHIBIT SET-UP & REMOVAL

The exhibit set-up time is from **2:00 p.m. to 4:30 p.m. on Wednesday, May 29.**

No exhibit may be taken down during the exhibit show hours of the conference. Exhibits must be taken down between 12:45 p.m. and 2:30 p.m. (*tentatively*) on Thursday, May 30, 2024. Exhibitors are responsible for re-packing and shipping of their own exhibits.

7. 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.

8. EXHIBIT HOURS

The exhibit trade show will be held on Thursday, May 30, 2024 from 7:30 a.m. -12:45 p.m. (*tentatively*). There will be designated times during this block that are exclusively for networking with exhibitors. All exhibits are mandated to be functional and participating throughout the exhibit trade show hours on May 30, 2024.

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.

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.

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 Sue Dawes at sdawes@nyia.org for details.

15. DISCLAIMER

Every effort has been made to present, as accurately as possible, all the information contained in this prospectus 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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EMAIL & WEB

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