

 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!

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.

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!



THE **PERFECT**
OPPORTUNITY TO ...

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

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 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 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.

SADDLE UP FOR SUCCESS

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 23 or Friday, May 24, 2024 to:**
The Saratoga Hilton
c/o Stacey Orlando, NYIA
534 Broadway
Saratoga, NY 12866
 - **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 APRIL 15** 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)

CONFERENCE BAG SPONSORSHIP

Please Note: NYIA will include a "compliments of" tag/card inside the bag, in lieu of imprinted logo, for the sponsoring company.

SPONSORSHIP OPPORTUNITIES

PLATINUM (\$2,500 & Up)

| | |
|---------------------|----------|
| Award Dinner | \$ 4,000 |
| Conference Program | \$ 4,000 |
| Conference Bag | \$ 4,000 |
| Golf Tournament | \$ 3,500 |
| Name Badges | \$ 3,500 |
| Name Badge Lanyards | \$ 3,500 |
| Award Dinner Wine | \$ 3,000 |
| Pocket Agenda | \$ 3,000 |
| Golf Cart Headers | \$ 2,500 |
| Thursday Lunch | \$ 2,500 |

GOLD (\$1,500–\$2,499)

| | |
|-------------------------------|----------|
| Chair's Reception Cuisine | \$ 2,250 |
| Thursday Session Audio/Visual | \$ 2,250 |
| Award Dinner Audio/Visual | \$ 2,250 |
| Award Dinner Centerpiece | \$ 2,250 |
| Award Dinner Decor | \$ 2,000 |
| Photobooth | \$ 2,000 |
| Thursday Reception Cuisine | \$ 2,000 |
| Golf Lunch | \$ 1,750 |
| Thursday Reception Beverage | \$ 1,750 |
| Chair's Reception Beverage | \$ 1,500 |
| Golf Beverage Cart | \$ 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 |
| National Museum of Racing Activity | \$ 750 |
| Walt Whitman Brewing Activity | \$ 750 |

BRONZE (\$250–\$749)

| | |
|---------------------|--------|
| Golf Breakfast | \$ 550 |
| Regional Roundtable | \$ 500 |

ANY LEVEL (\$250 & Up)

| | |
|---------------------|----|
| General Sponsorship | \$ |
|---------------------|----|

SPONSORSHIP ADD-ON OPTION

MUST sponsor at least \$500 or more. Sponsors, get some additional exposure by placing an ad in the conference program. Send ad to Stacey Orlando at sorlando@nyia.org **NO LATER THAN April 15, 2024.**

| | |
|-------|---|
| \$250 | Member Half Page Ad (7.5" W x 4.5" H) |
| \$400 | Member Full Page Ad (7.5"W x 10"H) |
| \$350 | Non-Member Half Page Ad (7.5" W x 4.5" H) |
| \$500 | Non-Member Full Page Ad (7.5"W x 10"H) |

Contract and Commitment

Sponsorships are assigned on a first-come, first-served basis. We will endeavor to meet your first choice of sponsorship. Receipt of the signed contract by NYIA will be your commitment.

Your company will be responsible for payment within 30 days of our receipt of the signed contract. **Contracts MUST be received by April 15, 2024** to ensure inclusion in the program guide.

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.

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.