

# 2025 ANNUAL CONFERENCE



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

# Sponsorship Prospectus



## 2025 ANNUAL CONFERENCE

# RESORTS WORLD CATSKILLS MONTICELLO, NEW YORK

WEDNESDAY, MAY 28–  
FRIDAY, MAY 30, 2025

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's support for 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 **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.

# 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 Resorts World Catskills in Monticello, New York from Wednesday, May 28–Friday, May 30, 2025 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.

# 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 Sue Dawes with the description of the promotional item
  - 200 pieces of the promotional item MUST be delivered on Thursday, May 22 or Friday, May 23, 2025 to:  
Resorts World Catskills  
c/o Joe Taylor  
888 Resorts World Drive  
Monticello, NY 12701
  - 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 16** to Sue Dawes at [sdawes@nyia.org](mailto:sdawes@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)



# SPONSOR TERMS AND CONDITIONS

## 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 16, 2025** 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](mailto: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 Sue Dawes at [sdawes@nyia.org](mailto:sdawes@nyia.org) or 518.432.4227 to discuss opportunities.



# NYIA 2025 CONFERENCE SPONSOR CONTRACT

## SPONSOR

Company

Address

City/ST/ZIP

Phone

Email

## PROMOTIONAL ITEM (200 PIECES)

Describe item you're sending to include in conference bag.

**AD** We want to place an ad in the conference program.\*

\*Platinum Sponsors receive a complimentary full page advertisement and Gold Sponsors receive a complimentary half page.

☐ \$250 Member Half Page ☐ \$400 Member Full Page ☐ \$350 Nonmember Half Page ☐ \$500 Nonmember Full Page

## INVOICE & PAYMENT

NYIA will send invoice after confirming sponsorship.

## CONTRACT SUBMISSION

Submit contracts starting at 9AM on March 6, 2025.

**Early or informal requests will not be accepted or counted as a reservation.**

Email: sdawes@nyia.org

Fax: 518.432.4220

## ACCEPTANCE OF TERMS

I am an authorized representative of the above company with the full power and authority to submit this contract. The company agrees to comply with and be bound to the Terms and Conditions outlined in the Sponsorship Prospectus.

☐ **By checking this box and providing my name below, I am electronically signing this contract.**

Name

Title

Date

Please indicate, in order of preference, the **TOP 5** choices your company is interested in sponsoring.  
*Reserved on a first-come, first-served basis.*

### PLATINUM (\$2,500 & Up)

Award Dinner	\$ 4,000
Conference Program	\$ 4,000
Conference Bag	\$ 4,000
Golf Tournament	\$ 4,000
Name Badges	\$ 3,500
Wednesday Dinner	\$ 3,500
Name Badge Lanyards	\$ 3,500
Award Dinner Wine	\$ 3,000
Wednesday 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 Fare	\$ 2,250
Thursday Session Audio/Visual	\$ 2,250
Award Dinner Audio/Visual	\$ 2,250
Award Dinner Centerpiece	\$ 2,250
Award Dinner Decor	\$ 2,000
Thursday Reception Fare	\$ 2,000
The Grand Finale Venue	\$ 2,000
Golf Lunch	\$ 1,750
Thursday Reception Beverage	\$ 1,750
The Grand Finale Beverage	\$ 1,500
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
Nacho Average Games Activity	\$ 750
Nacho Average Games Beverage	\$ 750

### BRONZE (\$250-\$749)

Golf Breakfast	\$ 550
Regional Roundtable	\$ 500

### ANY LEVEL (\$250 & Up)

General Sponsorship	\$
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