

## **ADVISEN INSIGHTS CONFERENCE SERIES**

Schedule and Sponsorship Opportunities (July 2012 update)

### **WHICH EVENTS ARE NOW BEING PLANNED?**

- 2012 Management Liability for Private Companies & Non-profits in NYC / Thurs Sept 20
  - Attendees: 300 anticipated
  - Sponsors: The Hartford, OneBeacon, XL
- 2012 Cyber Liability Insights Conference in NYC / Weds Oct 24
  - Attendees: 450 anticipated
  - Sponsors: Zurich, Chartis, OneBeacon, XL, Willis, Edwards Wildman, Marsh, NAS Insurance Services, Freedom Specialty, Kroll Advisory Solutions, Beazley, Dempsey Partners, RPS, Axis Pro
- European D&O Conference in Paris / Tues 13 Nov
  - Attendees: 250 anticipated
- 2013 Cyber Liability Insights Conference in London / Feb 2013
  - Attendees: 325 anticipated

### **ADVISEN CONFERENCE HALLMARKS FOR AUDIENCES**

- Hear from 25 expert panelists and speakers via 6 panel discussions + 2 keynote addresses
- Network with 50+ expected Risk Managers in the audience; Risk Managers attend at no charge
- Gather key data from Advisen's vast Information & Analytics archive
- Transact! Our events always bring buyers, brokers and markets together to conduct business
- CE Credits where appropriate for US licenses

### **WHY SPONSOR ADVISEN EVENTS?**

- Expertise: You have an industry expert or thought-leader whom you want to showcase
- New Business: You want to generate lead or business development
- Brand Awareness: You want the relevant market sectors to know of your offerings or abilities

### **UNIQUE CONFERENCE PROGRAM**

Each Advisen Conference is guided by an Advisen Conference Advisory Board comprised of industry experts who collaborate with Advisen's Research & Editorial team, led by David Bradford.

### **SPONSORSHIP LEVELS (Pricing valid for US based events only; London & Paris terms by request)**

Exclusive Event Chair: \$45,000

- Custom Research with results discussion at conference
- Speaker keynote (subject to Conference Advisory Board Approval )
- Program development and input via collaboration with Advisen Conference Programming Board
- Registration list
- 20 event passes
- All branding and messaging pre-event, during the event, and post-event
- Exhibitor table

Gold Sponsor: \$30,000

- Speaker keynote representation (subject to Conference Advisory Board Approval)
- Program development and input via collaboration with Advisen Conference Programming Board
- Individual Promotional Email
- Registration list
- 15 event passes
- All branding and messaging pre-event, during the event, and post-event
- Exhibitor table

Silver Sponsor: \$20,000

- Speaker keynote representation (subject to Conference Advisory Board Approval)
- Program development and input via collaboration with Advisen Conference Programming Board
- Registration list
- 10 event passes
- All branding and messaging pre-event, during the event, and post-event
- Exhibitor table

Supporting Sponsor: \$10,000

- Speaker (subject to Conference Advisory Board Approval)
- Program development and input via collaboration with Advisen Conference Programming Board
- 5 event passes
- All branding and messaging pre-event, during the event, and post-event
- Exhibitor table

Exhibiting Sponsor: \$5,000

- 5 event passes
- All branding and messaging pre-event, during the event, and post-event
- Exhibitor table

**CUSTOMIZE YOUR SPONSORSHIP**

Talk to us about maximizing our ability to connect at an Advisen conference

- Exclusive Breakfast Sponsor: \$4,000 & up
- Exclusive Lunch Sponsor: \$5,000 & up
- Exclusive Cocktail Party Host: \$5,000 & up
- Standalone Meter Board: \$2,000
- Literature Drop: \$1,500
- Full Page Ad in Printed Event Guide: \$2,500
- ½ Page Ad in Printed Show Guide: \$1,500
- Lanyards: \$1,500 + the cost of lanyards
- Badge Insert: \$1,500

Sponsorship Levels	Event Chair	Gold	Silver	Supporting	Exhibiting
Custom Research	x				
Keynote (subject to approval)	x	x	x		
Speaker (subject to approval)	x	x	x	x	
Program development and input	x	x	x	x	
Individual Promotional Email	x	x			
Registration list	x	x	x		
Event Passes	20	15	10	5	5
Including in all event branding & messaging	x	x	x	x	x
Exhibitor table	x	x	x	x	x

#### ADVISEN EVENTS Sales Contacts

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#### WHICH EVENTS ARE BEHIND US?

- 2012 Property Insights Conference in NYC / June 5 2012
  - Registered: 267
  - Sponsors: Swiss Re Corporate Solutions, Dempsey Partners, Zurich, Starr Companies, EQECAT, NAPCO
- 2012 Casualty Insights Conference in NYC / May 1 2012
  - Registered: 297
  - Sponsors: Marsh, Old Republic Risk Management, Swiss Re Corporate Solutions, Allied World, Guy Carpenter, and Arch Insurance
- 2012 Cyber Liability Insights Conference in London / March 2012
  - Attendees: 268
  - Sponsors: Chartis, Zurich, Cozen, Willis, Beazley
- 2011 Cyber Liability Insights Conference in NYC / Oct 2011
- 2011 Management Liability for Private Companies & Non-profits in NYC / Sept 2011
- 2011 Casualty Insights Conference in NYC / June 2011