2017
MARKETING
OPPORTUNITIES

EVENT | PRINT | DIGITAL

AG

Agricultural Risk Inspection School

July 18-20, 2017 | The Madison Concourse Hotel | Madison, Wisc.

NAMIC®
The difference is in the experience℠
public policy | advocacy | education | networking | insurance | services

NAMIC AT A GLANCE

1,400 property/casualty insurance company members
170 million auto, home and business policyholders
43 percent of the auto insurance market
54 percent of the homeowners insurance market
32 percent of the business insurance market
$230 billion in premiums
200,000 people are employed by NAMIC members

Agricultural Risk Inspection School Background: The Agricultural Risk Inspection School is an intensive two-and-a-half day program for loss control specialists, underwriters, managers and supervisors. Both fundamental and advanced topics are offered to meet the varying educational needs of those working in loss control today. The highlight of the school is the farm learning lab where attendees go through a hands-on inspection of an area farm. As a long-standing successful annual event, this event offers attendees the chance to learn, connect, and relax during informative and interactive educational sessions.

Target Audience: Loss Control Specialist, Underwriters, Managers/Supervisors, Company Managers

Projected Attendance: 175

For more information on any marketing opportunities outlined in this proposal, please contact Aaron D. Lifford, Sponsorship & Advertising Specialist, at alifford@namic.org or (317) 876-4255

Many of our sponsors receive recognition throughout the year. Here's how:

1. Choose your sponsorships for the year or email alifford@namic.org for a custom sponsorship package.
2. Add your total sponsorship support for the year with any additional advertising, exhibit booth purchase (from prior year), and your member dues (from prior year) to determine your "Annual Investment Level".
3. Based on that total, your "level" and associated benefits are listed on the grid below.

INCLUDES:	ANNUAL INVESTMENT LEVEL (sponsorship + advertising + exhibit booth + member dues = investment level)				
	PLATINUM $125,000+	**GOLD $124k - $75k**	***SILVER $74k - $50k***	**Bronze $49k - $25k**	**Contributor $24k - $1k**
Advanced attendee lists with contact information for all sponsored events	✓ (includes email addresses)	✓ (includes email addresses)	✓ (includes email addresses)	✓ (includes email addresses)	✓ (includes email addresses)
Special sponsor ribbons for registered staff	✓	✓	✓	✓	✓
Qualification for the discounted registration rate at any sponsored event	✓	✓	✓	✓	✓
Company name and URL link included within the meeting app for smart phones and tablets	✓	✓	✓	✓	✓
Recognition and link on meeting website at NAMIC.org	✓ (color logo, top level placement)	✓ (color logo, 2nd tier placement)	✓ (color logo, 3rd tier placement)	✓ (text only, 4th tier placement)	✓ (text only, 5th tier placement)
Company name listed within the thank you to our sponsors section in the Annual Convention program guide	✓	✓	✓	✓	
Access to invitation-only Sponsor/VIP Reception" at Annual Convention	✓ (up to 5 staff members)	✓ (up to 3 staff members)	✓ (up to 2 staff member)	✓ (up to 1 staff member)	
Recognition at NAMIC's Annual Convention (amount of recognition is based on sponsorship level)	✓	✓	✓	✓	
Complimentary registrations included to NAMIC's Annual Convention	✓ (three included)	✓ (two included)	✓ (one included)		
Logo placement in exhibitor directory at Annual Convention (if exhibit booth is reserved)	✓	✓	✓		
Priority access to exhibit booths and sponsorship options for the following year	✓	✓			
Recognition signage displayed at every NAMIC event	✓	✓			
Logo placement within NAMIC produced video recognition that is played at every NAMIC event (sponsorship must be confirmed by Feb 1)	✓	✓			
Eligible to establish a sub-block of sleeping rooms at NAMIC Annual Convention (subject to additional rules)	✓	✓			
30-45 second NAMIC produced video recognition played at every NAMIC event (sponsorship must be confirmed by Feb 1)	✓				
One meeting room usage fee waived at Annual Convention	✓				
One hospitality suite usage fee waived at Annual Convention	✓				

* Additional benefits will be outlined in the specific sponsorship package selected. Benefits are only extended if you are a sponsor at the specific event. **Above benefits are not applicable to NAMIC's CEO Roundtable event.

~~Corporate Sponsor~~ | ~~Call for pricing~~

Sold to Grinnell Re

Be recognized as the premier sponsor for the event designed for loss control professionals.

Corporate Sponsor of the event which means:

- Logo and brand promise on the event promo mailer or email. (Deadlines apply)
- Scripted verbal recognition given by emcee or NAMIC leadership during welcome remarks
- Logo and hyperlink on event website
- Thank you message displayed within the opening production at the event
- **Sponsorship of the Farm Tour + Lunch**
- Custom logoed signage displayed during lunch, prior to tour departure area.
- Opportunity to provide custom logoed napkins or other approved logoed items.
- Top level logo placement on event webpage

Opening Keynote Speaker Sponsor | $4,000

Begin the event on a high note as the sponsor of our Opening Keynote Speaker.

- Exclusive Opening Keynote sponsor
- Logo included on keynote address slide that is shown at the beginning and end of the session
- Verbal recognition from event emcee when thanking speaker at the end of the session
- Opportunity to provide marketing collateral of appropriate size to be placed on each seat within the session room

* This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage as a benefit of the sponsorship.

WiFi Sponsor | $5,000

- Exclusive sponsorship of the popular complimentary WiFi at the event
- Opportunity for customized WiFi password such as "YourCompanyName" *(if available at property)*
- Significant signage and sponsorship acknowledgement in marketing of the WiFi access throughout the event space
- Table tents displayed throughout the session room with company logo and the password/netword ID

* This sponsorship covers WiFi in the meeting space, not the guest rooms.

~~Badge Pouch/Lanyard~~ | ~~$5,000~~

Sold to Mutual Boiler Re

- Logo prominently featured on the front of lanyard and displayed on the rack at the registration desk
- Lanyard handed to every attendee at every NAMIC event, and is required to be worn at all times.

Attendee Tote | $5,000

- Logo prominently featured on the front of the official event tote bag
- Exclusive opportunity to include flyer, brochure, or small marketing item inside of totes
- Deadline applies

* Tote is pre-selected by NAMIC. Requests for alternate totes will incur additional costs.

Program Guide + Premium Ad | $4,000

Sponsorship support of one of the most widely used and referenced items at the event will allow your company to remain highly visible at the event.

- Logo to appear on the front cover of the Program Guide
- Complimentary premium advertisement on the inside front cover or back cover. (*Sponsor must provide the artwork for ad.)*
- Deadline applies

* Other pages within the program guide may be made available for sale to other companies at this event.

Welcome Gathering Sponsor | $4,000

Engage with attendees as the sponsor of the Welcome Gathering on the first evening of the seminar!

- Custom signage located throughout the reception area, within the buffet tables, and at the bars.
- Logo integrated in design of drink ticket (each attendee receives one drink ticket)
- Opportunity to place marketing collateral out for attendees to pick up during reception
- Opportunity for additional customized benefits, such as a gobo, themed drink named after your company, or custom logoed drink ware. *(additional costs would apply)*

~~Farm Learning Lab + Lunch Sponsor~~ | ~~$4,000~~ Sold to Grinnell Re

Engage with attendees as the sponsor of the most popular activity at the event: the Farm Learning Lab

- Custom logoed clipboards given to each attendee
- Custom logo signage displayed in the event space, during the Welcome Reception, and at the hotel departure point for the Farm Learning Lab
- Exclusive sponsorship of the Farm Learning Lab boxed lunch

Hotel Room Key Cards | $4,000

Put your company and highlighted support of NAMIC in the hands, wallets, and pockets of event attendee with the hotel key card sponsorship.

- Attendees that stay in the event hotel will receive a custom hotel key card with your company logo featured prominently on the card. Please note that the keycard design is pre-set.
- Unique way to get your company's name and logo in the hands of every attendee
- Deadline applies

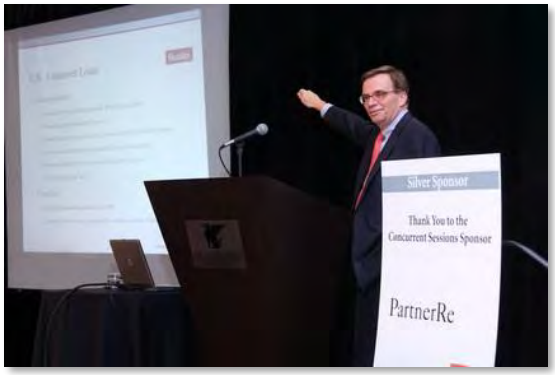
Wayfinding Signage Sponsor | $4,000

- Sponsorship of (3) floor clings designed to direct and inform attendees at the event. **Add** upright wayfinding signs for an additional $1,500.
- Placed in high traffic locations
- Logo will be integrated into design
- Final design will be NAMIC/Sponsor shared space
- Great way to drive traffic to your showcase table!
- Deadline applies

Concurrent Sessions Sponsor | $3,500

- NAMIC will provide custom, color logo signage within the concurrent session area (excludes Idea Lab)
- Opportunity to introduce session speakers using NAMIC scripted remarks
- Your sponsorship will be acknowledged within the comments made from the podium as attendees are welcomed back from breakfast
- Opportunity to provide a flyer, brochure, or small marketing item for attendees to pick up in or near the Concurrent Session area.

* This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage as a benefit of the sponsorship.



ReCharge Station | $3,500

Connect with attendees with this trendy tech sponsorship opportunity that provides branding throughout the entire event.

- The ReCharge Station will be located in a high traffic area, where attendees can recharge their electronic devices (phones, tablets, and laptops). Station will be set-up during the entire event.
- Custom logoed signage displayed in area.
- Opportunity to provide marketing collateral to be distributed from the area.
- Sponsorship enhancements for this opportunity may include a flat screen tv playing company commercial, rejuvenating refreshments, or additional charging stations. *(additional costs would apply)*

Luncheon Sponsor | $3,000

- Exclusive sponsorship of the lunch on Tuesday
- NAMIC will provide custom, color logo signage within the meal area.
- Your sponsorship will be acknowledged within the comments made from the podium as attendees are welcomed back from lunch.
- Opportunity to provide marketing collateral and/or custom logoed napkins for attendees to pick up in lunch area (sponsor provided)
- Add a gobo to be displayed in lunch area for an additional fee

* Menu is pre-selected by NAMIC. Requests for alternate menu will incur additional costs.

Refreshment Break Sponsor

Tuesday: $3,000 (3 available)
Wednesday: $2,000 (2 available)
Thursday: $2,000 (2 available)

- Sponsorship of all refreshment breaks on a chosen day.
- NAMIC will provide custom, color logo signage within the break area
- Your sponsorship will be acknowledged within the comments made from the podium as attendees are dismissed and welcomed back from the break.
- Opportunity to provide a flyer, brochure, or small marketing item for attendees to pick up in break area
- Opportunity to provide custom logoed napkins and/or coffee cup sleeves

* Menu is pre-selected by NAMIC. Requests for alternate menu will incur additional costs.

Breakfast Sponsor

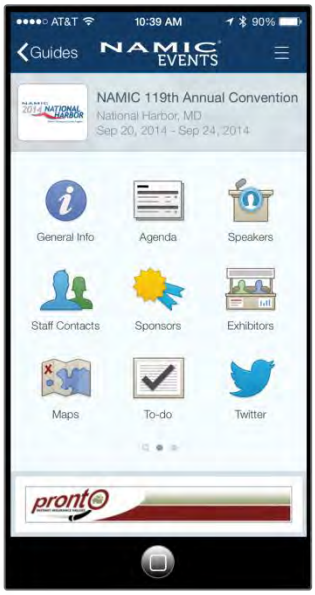
Wednesday: $3,000
Thursday: $3,000
Both Days: $5,000

- Sponsorship of a Breakfast (2 available)
- NAMIC will provide custom, color logo signage within the breakfast area
- Sponsorship will be acknowledged within the comments made from the podium when attendees are welcomed back from breakfast
- Opportunity to provide marketing collateral and/or custom logoed napkins for attendees to pick up in breakfast area
- Add a gobo in the room for an additional fee

* Menu is pre-selected by NAMIC. Requests for alternate menu will incur additional costs.

~~Meeting App | $3,000~~ Sold to Guy Carpenter

Lead the technological charge with mobile sponsorship at the event with our exciting Meeting App.



- Recognition and in all marketing of the app before and during the event
- Hyperlinked custom banner ad within app
- Opportunity to be identified and promoted as an "App Expert" to help drive booth traffic.
- Opportunity for customized event code such as "Your Company Name" that all users must type to access the app content
- Opportunity to provide (2) push notifications that will be sent out to all app users.

Notebooks & Pens Sponsor | $3,000

This simple but effective sponsorship will put your branding and marketing efforts front and center at the event.

- Sponsor provides the logoed pens & notebooks, and NAMIC staff will set a supply out on tables, and in the back of session rooms for attendees to pick up.

* If sponsor prefers to have NAMIC source and produce the logoed pens/notebooks, an additional fee would apply.

Basic Event Sponsor | $1,250

Support NAMIC and the event while receiving the Contributor Level benefits listed on page 3.

Last Day Demonstration Session Sponsor | $2,500

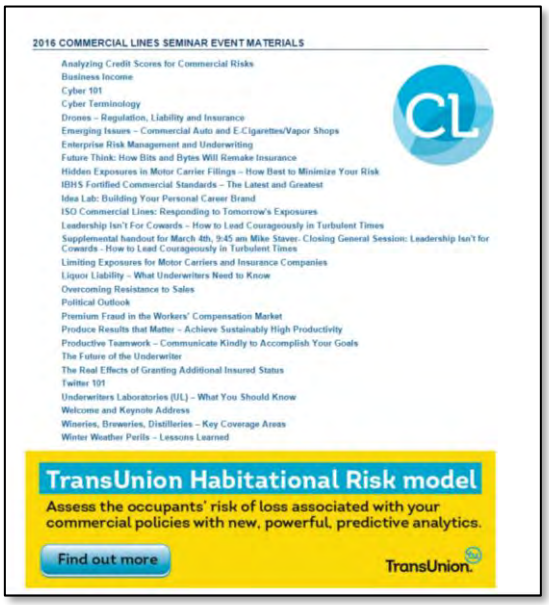
- Sponsorship of the final session at the event, an interactive review of the previous day's mock inspection
- Verbal recognition from event emcee when thanking speaker at the end of the session
- Opportunity to provide marketing collateral of appropriate size to be placed on each seat within the session room

* This sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage as a benefit of the sponsorship.

Digital Event Materials Sponsor | $1,600

For this event, attendees will access the PowerPoint slides and other materials from the speaker presentations online before, during, and after the event.

- Opportunity to provide a banner ad for the event materials site (specs to be provided), which will be hyperlinked to the website of your choice
- Opportunity to post a link to a whitepaper or video within the banner



Sponsor Showcase | $1,500

The Sponsor Showcase is available only to sponsors of the event, so a sponsorship must be confirmed prior to reserving a showcase table. Located in the event foyer space where all breaks and networking functions take place, a sponsor showcase table will enable your firm to engage attendees in a unique and social space. Sponsorships can be found on the previous pages of this document.

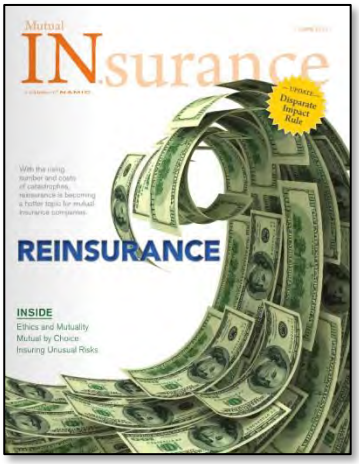
INCLUDES:

- 6' skirted table
- ID sign on table
- One chair

NOTE: Maximum of (1) floor sign allowed per table. No large table top displays are allowed. See pictures below for examples of Sponsor Showcase table set-ups.

For Sponsor Showcase guidelines and additional info, please visit: http://goo.gl/je0JhL

Other ways to get involved with NAMIC



IN Magazine Full Page Color Ad | $3,000

NAMIC's award-winning *IN Magazine* is mailed to 2,600 C-suite executives and directors four times per year in addition to being available online to more than 13,000 website visitors. This high-quality magazine keeps the industry up-to-date on key topics and areas of interest, and it is a perfect avenue to showcase your support of NAMIC while building your brand. Discounts are available for advertisements that run in multiple issues. Price listed is for a single ad on an inside page of the magazine.

Become a NAMIC Member | Call for pricing

NAMIC members gain strength by having access to a wide variety of products and services through becoming a Market Member or Reinsurance Member. Dues for vendors typically average around $8,500 (depends on business type), and are renewed annually. For every $5,000 of sponsorship support, your membership dues are discounted $1,000 (market members only). There are a variety of opportunities available within the association specifically designed for non-insurance company participation. Some perks of becoming a Market Member also include a complimentary half-page ad in NAMIC's *IN Magazine*, as well as complimentary listing in NAMIC's Morning News Summary. Please visit http://www.namic.org/aboutnamic/become.asp for full details on starting your membership.

Sponsor a Webinar | $1,000 - $5,000

NAMIC hosts 25+ webinars per year. While sponsorship of a webinar does not necessarily mean that your company will be the speaker, sponsorship does provide you with unparalleled access to the attendees participating in the webinar. From branding and recognition within the webinar to the list of those who attended the webinar, sponsorship is a great way to support NAMIC and its members education. For more information please contact Aaron Lifford, alifford@namic.org

Attend or Sponsor another 2017 NAMIC event

Commercial Lines Seminar | Mar. 1-3 | Chicago, Ill. Share your insights, gather valuable information on current issues and learn more about industry trends at this annual two-and-a-half-day event designed for ***mid-to senior-level underwriters, managers, and executives***. With informative presentations from insurance industry experts and consultants, numerous networking opportunities, and easy access to commercial lines service providers, you don't want to miss this leading industry event.

Farm Mutual Forum | May 8-10 | Itasca, Ill. The Farm Mutual Forum is designed for ***managers and leaders of farm mutual insurance companies***. This conference provides education and information on vital issues that will benefit both new and experienced farm mutual managers in the areas of strategic business management, financial management, underwriting, and claims. The Farm Mutual Forum is where attendees can find networking opportunities and educational sessions that encompass the aspects of running and working with farm mutual companies. At Farm Mutual Forum – managers, directors, board members, state association leaders, service partners, and the up-and-coming – leaders of the industry can benefit from the technical and strategic education offered.

Management Conference | June 25-28 | White Sulfur Springs, W. Va. The Management Conference is a summit for ***CEOs, senior executives, and future leaders***. Sessions are followed by afternoon golf, recreation and other networking opportunities. Power sessions focus on strategy and leadership, with concurrent sessions focused on industry emerging issues, product development ideas, operational excellence - and ways to leverage technology to its greatest advantage. Top-notch speakers, unrivaled networking opportunities, and an inspirational setting allow executives to connect with industry leaders and gain insight on the important issues facing the industry.