How to Use this Document

1. Curate your sponsorship package with NAMIC
2. Combine the following to determine your “2019 Investment Level”: Total sponsorship support for the calendar year, print advertising in IN Magazine, digital advertising, exhibit booth purchase from prior year, and your member dues from the prior year
3. Based on that total, your “level” and associated benefits are listed on the grid below. Your company will receive these benefits!

<table>
<thead>
<tr>
<th>INCLUDED BENEFITS</th>
<th>2019 INVESTMENT LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PLATINUM $125,000+</td>
</tr>
<tr>
<td>Advanced attendee lists with contact information for sponsored events (provided at 60-30-15 days prior to event)</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor ribbons for registered staff</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor registration rate at any sponsored event</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo and URL link include in the meeting app</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and link on website for any sponsored event</td>
<td>✓ (color logo, top level placement)</td>
</tr>
<tr>
<td>Recognition within the event’s printed program guide</td>
<td>Logo</td>
</tr>
<tr>
<td>Invitation(s) to the VIP Reception at Annual Convention when Annual Convention is included in sponsorship package</td>
<td>✓ (5 staff members)</td>
</tr>
<tr>
<td>Complimentary logo placement in exhibitor directory at Annual Convention (if exhibit booth is reserved)</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition included within promotional distribution for sponsored event (may be e-promotion, deadlines apply)</td>
<td>✓</td>
</tr>
<tr>
<td>Priority access to exhibit booths for the following year</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship items granted first-right-of-renewal for next year if package confirmed within 21 days of receiving proposal</td>
<td>✓</td>
</tr>
<tr>
<td>Custom prepared Sponsorship Recap to demonstrate ROI of your sponsorship</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition within NAMIC produced that is played at every NAMIC event (sponsorship must be confirmed by February 1st)</td>
<td>✓ (Custom produced 10-15 second video segment)</td>
</tr>
<tr>
<td>Recognition signage displayed at every NAMIC event</td>
<td>✓ Logo</td>
</tr>
<tr>
<td>Eligible to establish a sub-block of sleeping rooms at NAMIC Annual Convention (subject to additional rules)</td>
<td>✓</td>
</tr>
</tbody>
</table>

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 or other specialty events.
Annual Convention Background: As one of the largest gatherings of property/casualty insurance executives in the country, the NAMIC Annual Convention is the place where the industry comes together! Consistently more than 95 percent of convention survey respondents say that the convention experience meets or exceeds their educational expectations. Furthermore, nearly 95 percent of them would recommend convention attendance to a colleague. You have an opportunity to be associated with the strong and powerful NAMIC brand through sponsorship of this event. This event offers attendees the chance to learn, connect, and relax during informative and interactive educational sessions. With chances for networking, exhibiting, and unique sponsorship options, industry vendors have the chance to reach an influential audience of the top property/casualty and farm mutual insurance company leaders.

2019 Projected Total Attendance: 1900

Total Conference Audience by Title

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
35 percent of the business insurance market
$253 billion in premiums
200,000 people are employed by NAMIC members
As you plan your sponsorship, please be aware:

**Agreement Exists**

Once you tell us to move forward with your sponsorship, the items included in the sponsorship are considered sold to your company and an agreement exists between NAMIC and your company. The items within the agreement are removed from sale and NAMIC is working toward fulfilling the agreement. Sponsorship packages are not subject to cancelling. Your sponsorship agreement will require a signature before benefits are provided.

**Registration**

Sponsorships do not include registration to the sponsored event. You are encouraged to attend as a sponsor and must register in advance of the event. As a sponsor, you are eligible to register for sponsored events at the sponsor rate.

**Invoicing and Payment**

The invoice generated from sponsorship agreement is due upon receipt. NAMIC reserves the right to delay fulfilling the promises within the sponsorship agreement, which includes access to attendee lists, until full payment is received. Partial payment of a sponsorship invoice may affect access to benefits. Please pay using a credit card or ACH for seamless access to benefits. Please note that sponsorships purchased within 30 days of an event, will require payment within three business days.

**Logo and Brand Standards**

We will request logo files in native vector format and brand standards. Files provided outside of this standard may suffer in quality. If your sponsorship includes printing of your logo, we adhere to brand standards, if they are provided. When printing color logos, your logo may appear slightly darker or lighter than the original file due to the variations in printing machinery. Please note that NAMIC will confirm logo files with the sponsorship contact and, to help streamline your sponsorship experience, we reserve the right to use your logo without individual review and approval.

**Sponsorship Details**

The details of your sponsorship are provided within the prospectus and/or individual proposal presented to you. Those details will be outlined within a sponsorship fulfillment email sent to your sponsorship contact. Sponsoring companies are not able to direct the details of the sponsorship, such as the specifics on the signage, the agenda, or other aspects associated with the sponsored item.

For more information on any marketing opportunities outlined in this prospectus, please contact
Aaron D. Lifford, Manager - Sponsorship & Advertising, at alifford@namic.org or 317.876.4255
or
Jo Harvey, Sponsorship Development Specialist, at jharvey@namic.org or 317.876.4305
**Meeting Room Partner** | $65,000 to $78,000

With premium meeting spaces you can host and entertain industry professionals as they are conveniently gathered at Annual Convention. A Meeting Room Partnership provides for a 12+ small meeting rooms which provides the sponsors with a convenient solution for conducting business meetings and networking with current and prospective clients.

**Closing Celebration Partner** | $75,000

End on a high note as Closing Celebration Partner.

- Sponsorship acknowledged within the scripted remarks made by NAMIC leadership during the Closing Celebrations
- Logo prominently featured within the audio-visual production at the Closing Celebrations
- Logo within the marketing and signage for the Closing Celebration
- Four reserved tables with priority placement at the Closing Celebrations with an advance list of those attending Closing Celebration (approximately two weeks prior to the start of Annual Convention)
- Logo included on the custom program/menu card distributed to each place setting for the Closing Celebration
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Marketplace for Mutuals (Exhibit Show) Presenting Sponsor** | $35,000

Achieve maximum exposure as the exclusive Presenting Sponsor of the impressive Marketplace for Mutuals (exhibit show) at NAMIC’s Annual Convention.

- Graphics, at the entrance to the Marketplace, will include your company’s logo (Logo size will be in proportion to graphical elements within the design. One-color logo may be used)
- Includes 20’ x 20’ exhibit booth that will located prominently near the entrance of the Marketplace
- Exclusive sponsorship of the Marketplace for Mutuals Executive Hours, with recognition and promotion throughout Convention for this special time to connect with key decision makers in the exhibit hall. Your company will also have the opportunity to invite all of your staff and current/prospective clients to this special Marketplace event
- Sponsorship recognized within the program guide that shows the location of the Marketplace
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Zen Den Sponsor | $35,000

Create an experience that Convention attendees won’t forget! The Zen Den lounge space will offer attendees the chance to relax, enjoy a complimentary chair massage and light refreshments during the hustle-and-bustle of Convention.

- Logo incorporated into this unique event destination which offers attendees an opportunity to relax as well as connect in a casual setting
- Logo included within the details on the lounge included in the printed program guide
- Opportunity to provide small gift/marketing collateral to be placed in lounge area for attendees to pick up (subject to NAMIC approval)
- Unique custom branding such as logoed pillows to be used to dress the waiting area or rugs to brand the area (one item included)
- Opportunity to provide a marketing video(s) to be played on a large monitor within the waiting area
- Opportunity to enhance this space with fresh fruit, infused water, or smoothies (additional costs apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Badge Pouch/Lanyard | $32,000

See your company logo worn by each attendee.

- Single-color (black or white) logo prominently featured on the front of lanyard and displayed on the rack at the registration desk
- Lanyard provided to every attendee at every NAMIC event (excluding CEO Roundtables)
- Sold as multi-event solution, custom quote available
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Chairman’s Reception | $30,000

“Wow” attendees as the Exclusive Sponsor of the Chairman’s Reception at the Convention.

- Professionally produced and designed reception with your company logo integrated into the event space that will feature entertainment, networking, hors d’oeuvres and drinks, themed decor, and many more exciting details
- Custom logoed signage displayed at entrance to and throughout reception space
- Opportunities for reserved tables, program cards, and other customized exposure including your logo
- The Fall edition of IN Magazine will be delivered on Sunday evening with a small themed gift and a postcard which include the sponsor logo
- The reception will feature a branded lounge, then a similar lounge will be recreated in the meeting space that will be accessible for the remainder of the Convention. As the sponsor, you will have the opportunity to include marketing collateral within the lounge area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Daily Keynote Speaker Sponsor
Sponsor a keynote session for high-level visibility.

Monday: $27,500 | Tuesday: $27,500 | Wednesday: $27,500

- Exclusive daily keynote speaker sponsor (3 available)
- Company featured in the production used to recognize and thank you for your sponsorship, as well as introduces the speaker (Details and production of the video will be discussed in advance of event)
- Logo prominently featured on jumbo screens in session area
- Premium reserved seating area for your company and up to 20 selected guests (must be registered for event)
- Opportunity to connect with attendees during a speaker book signings (if applicable, based on speaker selection and agreement)
- Opportunity to provide marketing collateral on each chair in Session area (subject to NAMIC approval)
- Logo included in Convention Guide
- Logo included on the daily playbill passed out before the start of each session
- 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

Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include

Professional Development Lounge Sponsor | $25,000
This destination at the NAMIC Annual Convention is designed to reignite leaders. Offering TED-style talks on a variety of topics, professional style experts, and photographers to capture a new professional headshot. This was a new concept in 2018 and is back by popular demand.

- Logo integrated into the signage and marketing for the Lounge
- Your logo to be included on the promotion of the concept to approximately 8,000 insurance executives prior to the event
- Logo will be included on additional promotion to registered attendees through various on-site marketing opportunities
- Sponsorship recognized within the announcements made from the podium in educational session(s) regarding the lounge
- Opportunity to have sponsor staff assist in the operation of the Lounge or simply chat with attendees in the Lounge area
- Opportunity to provide a logoed novelty/ marketing item/ custom giftbag to be given away within the lounge to the participants
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Convention Perks Sponsor | Starting at $25,000

Your most desirable prospects and current customers will be treated to convention perks that they won’t soon forget! This highly customizable and scalable sponsorship can be developed to suit your marketing goals or activation plans. Whatever perks you choose to provide to your selected list of clients will be accompanied by recognition for your brand. You can target a demographic or lavish attention on a select few. NAMIC handles all of the details and gives you all of the credit! Ideas for the perks include:

- Airport sedan transportation
- Helping clients maximize their time and have registration materials provided to them, rather than waiting in line at the registration desk
- Opportunity to provide guest registrations for family members
- Spa treatments or golf experiences
- In-room amenities or room service
- Custom excursions in the local area
- Upgrades to concierge lounge
- Suite upgrades
- Extended hotel stays
- In-room signage
- Custom invitations your target customers to stop by the booth/hospitality suite
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Educational Sessions & Workshop Sponsor

Sponsor the educational sessions for high-level visibility.

Monday: $25,000 | Tuesday: $25,000 | Both: $45,000

- Sponsorship of the Educational Sessions and Workshops held on Monday/Tuesday of the Annual Convention
- NAMIC will provide signage with sponsor’s logo within the educational session area or rooms
- Your sponsorship will be acknowledged within the comments made from the podium as the day begins
- Opportunity for a company representative to introduce the speaker and welcome the audience at select sessions using NAMIC scripted remarks
- Sponsorship recognized with logo within the printed program guide for Annual Convention
- Opportunity to provide marketing collateral to be picked up by attendees from within the educational session area (subject to NAMIC approval
- 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, unless it is specifically agreed upon prior to the event. Please note, this sponsorship does not include the Connect Differently sessions
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.
Leadership Reception & Dinner Sponsor  |  $25,000

Sponsor the prestigious Leadership Reception and Dinner at the Annual Convention

- Up to 8 sponsor staff members/guests are invited to mingle with NAMIC Leadership during the reception and enjoy fellowship during the dinner
- Logo on the menu and program card which is at each place setting for the dinner
- Single colored (black or white) logo napkins set out at the reception
- NAMIC will provide Sponsor with a dinner RSVP listing approximately two weeks prior to the dinner
- Opportunity to select VIP table assignments for enhanced networking
- Opportunity to do a signature drink (additional costs apply)
- Opportunity to provide a curated attendee gift item suitable for an executive audience or offer a “guest gift bag” experience (additional costs may apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Convention Program Guide Sponsor  |  $25,000

The Convention Program Guide, which includes the full program guide and exhibitor directory for the event, acts as the go-to resource for attendees to learn about activities going on at Convention.

- Ownership of the highly visible program guide which is provided to the convention attendees
- Single-color (black or white) logo featured on the front cover of the guide
- Logo incorporated into footers within the guide’s interior pages
- Opportunity for full page advertisement in one of three premium locations
- Announcement scripts and a video in general sessions will reference the program guide giving verbal sponsor recognition
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Wi-Fi Sponsor  |  $25,000

Help attendees stay connected as Wi-Fi sponsor.

- Sponsorship of the popular complimentary Wi-Fi in the event space at the convention
- Opportunity for customized Wi-Fi password such as “YourCompanyName” (if available at property)
- Sponsorship acknowledged with company logo in conjunction with Wi-Fi details within the program guide
- This sponsorship covers Wi-Fi in the meeting space, not the guest rooms
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.
Attendee Tote | $25,000

Put your company logo in the hands of every attendee as the Attendee Tote sponsor.

- Exclusive sponsorship of the popular attendee tote bags
- Single color (black or white) logo prominently featured on the front of high quality tote bags that are available for pick up near the registration desk
- Opportunity to include appropriately sized marketing collateral inside of totes (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

ReCharge Lounge | $25,000

Connect with attendees in one of the most popular areas in the Convention space.

- The ReCharge Lounge will be located in a primary location for sessions and Convention activity – high visibility and activity!
- Destination will be indicated on map with sponsor recognition noted
- Attendees can plug in, relax, and recharge their portable electronic devices
- Lounge area will be available during the entire event
- Area will include the tables and seating along with signage including your company logo
- Opportunity to provide marketing collateral for attendees to pick up in ReCharge area (giveaway items work best, subject to NAMIC approval)
- Sponsorship enhancements for this opportunity may include a flat screen tv playing company commercial in lounge, local celebrity signing autographs, rejuvenating refreshments, or additional charging stations (NAMIC approval will be required for any enhancement)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Hotel Room Key Cards | $25,000

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 single color (black or white) 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
- NAMIC will take steps to ensure all event hotel guests receive the keycard; however, NAMIC cannot guarantee distribution to each attendee due to variations in booking categories and errors made by hotel staff
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Event Information Desk Sponsor | TBA**

*One of the most visible areas at the Convention, the registration desk is a prime location for branding as the exclusive registration desk sponsor.*

- Logo integrated into the NAMIC event information desk
- Highly visible, professionally designed graphics create a lasting impression for Convention attendees and guests
- Unique way to brand and market your company to attendees
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**IN Magazine Convention Edition | 18,000**

*Put your company in the hands of each attendee.*

- Exclusive spread in the Convention edition of NAMIC's IN Magazine will feature up to 4 pages of content produced by you to be placed in the center fold of the magazine
- Magazine will be mailed to 2,400+ subscribers, as well as distributed at literature racks around the Convention space
- Magazine will be placed at each attendee's hotel room on the peak night of Convention
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Convention Kiosks | $15,000**

*Greet the attendees as they arrive at their home-away-from-home at the Annual Convention!*

- Company logo incorporated into a staffed “kiosk(s)” which will be made available at the host hotel for the Convention
- The kiosk will be staffed by NAMIC personnel during the peak times of convention activity. The staffer helps to answer questions and direct attendees which greatly increases the positive experience at the Convention!
- Company logo included on the custom designed location highlights distributed from the kiosks
- Messaging regarding the kiosks and company logo included in the pre-convention communication email which is distributed to all convention attendees approximately 7-10 days before the Convention kicks off
- Opportunity to provide a marketing or novelty item to be given out from the kiosks (some restrictions apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Attendee Gift | $15,000**

Welcome each attendee to the Convention with a custom created gift branded with your company name/logo.

- Opportunity to enhance the attendee’s experience by providing a gift made available to each attendee during peak arrival times
- Ideas include pedometer, cell phone chargers, etc. (sponsor provides gift)
- Eligible for sponsor registration rate (NAMIC members receive member rates).

Sponsorships do not include registration.

**Property/Casualty Conference Lounge Sponsor | $15,000**

Unique marketing opportunity that allows your company to support and connect with attendees from NAMIC’s “property/casualty conference”, which consists of all NAMIC members and convention attendees that are from P/C companies.

- Networking lounge that will be a place for property/casualty companies to connect with one another between sessions
- The lounge will feature:
  - Speaker Q&A sessions between concurrent sessions/after General Sessions *(where schedules allow)*
  - Snacks and beverages
  - Comfortable furniture in an environment conducive for networking
- Sponsor highlighted in signage and in marketing of event
- Opportunity to include marketing collateral on tables within the lounge (subject to NAMIC approval)
- Opportunity to add enhancements to the lounge including shoe shining, additional food and beverage, etc. (additional cost would apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.

**Farm Mutual Conference Lounge Sponsor | $15,000**

Unique marketing opportunity that allows your company to support and connect with attendees from NAMIC’s “farm mutual conference”, which consists of all NAMIC members and convention attendees that are from farm mutual companies.

- Networking lounge that will be a place for farm mutual companies to connect with one another between sessions. The lounge will feature:
  - Speaker Q&A sessions between concurrent sessions/after General Sessions *(where schedules allow)*
  - Snacks and beverages
  - Comfortable furniture in an environment conducive for networking
- Sponsor highlighted in signage and in marketing of event
- Opportunity to include marketing collateral on tables within the lounge (subject to NAMIC approval)
- Opportunity to add enhancements to the lounge including shoe shining, additional food and beverage, etc. (additional cost would apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.
Monday & Tuesday Lunch Sponsor | $15,000

_Incorporate your company into the event while attendees network over lunch._

- Exclusive sponsorship of the attendee lunch on Monday & Tuesday
- Signage placed within the food buffets
- Sponsorship verbally acknowledged within the comments made from the podium during educational sessions (if applicable)
- Opportunity to distribute marketing collateral or attendee gift item in lunch area (subject to NAMIC approval). Great way to make a lasting impression with the attendees!
- Sponsor logo included within the printed program guide
- Two reserved tables in premium location at lunch
- Opportunity for custom branding within the function space (additional costs would apply)
- Menu is pre-selected by NAMIC. Requests for alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Agenda to Your Door - Nightly Door Hanger Sponsor | Starting at $15,000 per night

_Help keep attendees informed of the next day’s activities._

- Company featured as the sponsor of the “door hanger” style attendee agenda that is placed on the attendee’s hotel room door highlighting the next day’s activities
- Sponsorship includes logo recognition printed on the door hanger agenda delivered to every attendee room and opportunity for enhanced messaging or call to action on the back of the door hanger
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Attendee List Sponsor | $15,000

_Sponsorship of the professionally printed and bound Attendee List that is distributed to all attendees both electronically and in-person._

- Logo on the front cover of the attendee list
- Opportunity to provide artwork to appear on the back cover of the book
- Included in advance communication and electronic promotion to all attendees
- Deadline applies
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Senior Executive P/C Breakfast Sponsor | $15,000

_Exclusive sponsorship of the popular Senior Executive P/C Breakfast held during Convention._

- NAMIC will provide color logo signage within the breakfast area
- Opportunity to have logoed coffee cups and/or sleeves will be set-out at the coffee station during breakfast (supply to be provided by sponsor)
- Opportunity to distribute marketing collateral in breakfast area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st
**Welcome Refreshments**  |  $15,000

Meet and greet with event attendees as they arrive with this unique sponsorship.

- Signage with your logo located in conjunction with the refreshments
- Custom beverage napkins with your logo
- Opportunity to provide marketing collateral for attendees to pick-up in refreshment area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**In-Room Marketing & Gift**  |  $15,000 per day

Enhance the attendee experience and send them home with marketing and a gift from your company at the end of a successful convention day.

- This sponsorship allows your company to provide a gift to the hotel room of each attendee at the event. Sponsor provides the gift and NAMIC coordinates the deliver to attendee’s rooms
- Available days: Monday, Tuesday, Wednesday
- NAMIC will help suggest gifts, appropriate for the audience. Marketing collateral should be creatively packaged with the gift. Marketing collateral (such as a postcard) alone is prohibited. Size and weight limitations apply, gift and marketing items subject to NAMIC approval
- NAMIC will take steps to ensure all event hotel guests receive the gift; however, NAMIC cannot guarantee distribution to each hotel room due to variations in booking category of hotel guests and errors made by hotel staff
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Meeting App Sponsor**  |  $13,000

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
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Monday Breakfast Sponsor** | $12,500

*Help attendees kick off the day with a rejuvenating breakfast.*

- Sponsorship of the most popular breakfast on Monday of the Convention that is open to all attendees (inside the Marketplace for Mutuals)
- NAMIC will provide color logo signage within the breakfast buffets
- Sponsorship verbally acknowledged within the comments made from the podium during educational sessions (if applicable)
- Up to (2) reserved tables can be set aside for your company by request
- Opportunity to distribute marketing collateral in breakfast area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Audio Visual Sponsor** | $10,000

- Custom “lower-third” banner incorporated into the General Session professionally-produced video that is shown Monday, Tuesday, and Wednesday during the opening general sessions
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Convention Communication Sponsor** | $10,000

*Let attendees know who you are and what you do by partnering with NAMIC as a Convention Promotion Sponsor.*

*Act fast on this sponsorship as the most significant marketing occurs in Q1 and Q2 and this opportunity is subject to expiration.*

- Company logo included in a two mailed postcard marketing pieces which are designed to promote the convention and sent to a target audience of more than 1000 insurance professionals
- Opportunity to develop a graphic (specs to be provided) which will be included in three HTML emails sent to more than 1,700 industry professionals to promote the Annual Convention
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Executive Hour Sponsor | $10,000
On Tuesday from 8am to 9am, the Marketplace for Mutuals exhibit hall will be open exclusively to invited executives and staff of insurance companies. A light breakfast will be served and special activities have been planned.

- Exclusive recognition as the Presenting Sponsor of the Executive Hour in the Marketplace for Mutuals
- Signage placed within the food buffets
- Logo to appear on invitations that are sent out to approximately 400 insurance executives
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Marketplace Reception | $10,000
Help kick off the exciting Marketplace for Mutuals exhibit area with our revitalized networking reception.

- Held on Monday evening within the Marketplace for Mutuals exhibit hall
- Signage placed within the food buffets and on the bars
- Opportunity for additional customized benefits, such as a gobo, theme drink named after your company, or custom logoed drink ware (additional costs would apply)
- Opportunity to place marketing collateral out for attendees to pick up during reception (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Luncheon Desserts Sponsor | $8,000
Sweeten up attendees’ day as Luncheon Desserts sponsor.

- Exclusive sponsorship of the luncheon dessert tables on Monday & Tuesday of the Convention
- NAMIC will provide signage within the dessert buffet tables
- Single colored (black or white) logo napkins featured on the dessert tables
- Exclusive opportunity to include a small marketing item to be place out near the dessert tables
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

PFMM Roundtables Breakfast | $8,000
Help attendees kick off the day by sponsoring the Professional Farm Mutual Manager Breakfast (PFMM) at Convention.

- NAMIC will provide custom color logo signage in the foyer/breakfast area
- Opportunity to have logoed coffee cups and/or sleeves will be set-out at the coffee station during breakfast (supply to be provided by sponsor)
- Opportunity to distribute marketing collateral in breakfast area (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.
FMDC Roundtables Breakfast | $8,000

Help attendees kick off the day by sponsoring the FMDC Roundtable breakfast at Convention

- NAMIC will provide custom, color logo signage in the foyer/breakfast area
- Opportunity to have logoed coffee cups and/or sleeves will be set-out at the coffee station during breakfast (supply to be provided by sponsor)
- Opportunity to provide one flyer, brochure, or small marketing item for attendees to pick up in breakfast area
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Web Banner on Convention Webpage | $8,000

As one of the most visited areas of NAMIC.org, the Annual Convention webpages received almost 67,000 unique visitors between December 2017 and October 2018. Here’s your chance to put your company in front of those eyes!

- Placement of an 800 x 110-pixel banner ad on the main Annual Convention “General Information” event page
- Built in hyperlink to the URL of your choice with your banner ad
- Ad would appear from June – September on the main Convention page at http://www.namic.org/convention/default.asp, and could be changed periodically as your company sees fit
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Annual Convention Participation Planning Survey Sponsorship | $7,500

Reach the Annual Convention audience through the survey designed to help gauge participation in a variety of convention activities. With typical response rate of more than 35 percent, the survey is the perfect opportunity to learn additional information from the NAMIC audience.

- Sponsorship of the survey which is sent to all registered attendees for the Annual Convention
- Custom section added to the participation planning survey with up to four questions to be written by the sponsor. NAMIC maintains final approval of questions
- Aggregate data for those questions to be provided in PDF format two-weeks after initial launch of survey and every two weeks after that date until the conference begins
- Launches on the last business day of July (Anticipated launch date)
- The closing page of the survey will be directed to a link of the sponsors choice
- Sponsorship recognition and hyperlink within the body of the email used to distribute the survey
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Convention Experience Checklist Sponsor | $7,500

Another improved attendee experience planned for 2018 with plans for additional improvements planned for 2019! We consolidated our attendee outreach to a participation “dashboard.” This new communication invites attendees to indicate their participation in various convention activities all in one place (sessions, meals, etc). This sponsorship also features an opportunity for the sponsor to learn more about the attendees by asking specific questions that are integrated into the survey section of the dashboard.

- Sponsorship of the dashboard, which all registered attendees for the Annual Convention have access to
- Custom section added to the dashboard with up to four questions to be written by the sponsor. NAMIC maintains final approval of questions
- Aggregate data for these questions to be provided in PDF format two-weeks after initial launch of survey and every two weeks after that date until the conference begins
- Anticipated launch date August - September 2019
- Sponsorship recognition and hyperlink within the body of the email used to communicate the dashboard to the attendees

Convention Grand Prize Drawing | $7,500

Receive brand exposure as the Grand Prize drawing sponsor.

- Exclusive sponsorship of the grand prize vacation for the attendee raffle, which is drawn on the opening day of the Marketplace in front of a packed crowd on the exhibit floor
- Color logo on the gift certificate awarded to the winner
- Ticket tumbler to be placed at your booth with color logo signage
- Verbal acknowledgement from the podium in the remarks made by NAMIC leadership during the drawing
- Great way to drive booth traffic!
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Attendee Ticket Envelope Sponsor | $5,000

Choose this economical opportunity for unique placement of visual branding which reaches a large audience at the Annual Convention! Also a great opportunity to drive booth traffic or call-to-action as part of a larger marketing strategy.

- Logo placement or small block ad (specs to be provided) on the front cover of the ticket envelopes which are distributed to attendees to house the various tickets that used throughout the convention for access to ticked events, meals, raffles, etc.
- Opportunity for a custom designed insert (specs to be provided) for inclusion in the ticket envelopes that could be used for a call-to-action marketing strategy such as booth traffic or other activity. Printing costs covered, but artwork must be provided
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Marketplace Grand Opening Prize Drawing | $5,000

Receive brand exposure as the Grand Prize drawing sponsor.

- Exclusive sponsors of the Exhibit Hall Drawing at NAMIC’s Annual Convention
- Attendees will drop off entry form at your exhibit booth
- Ticket tumbler placed at booth
- Opportunity to draw name and congratulate winner
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Annual Convention Attendee Evaluation Sponsorship | $5,000

Reach the Annual Convention audience through the survey designed to gather the evaluation scores for the event. This survey has a typical response rate of more than 15 percent; it is the perfect opportunity to learn additional information from the NAMIC audience.

- Sponsorship of the survey which is sent to all registered attendees for the Annual Convention
- Custom section added to the participation planning survey with up to three questions to be written by the sponsor. NAMIC maintains final approval of questions to be included
- Aggregate data for those questions to be provided in PDF format three-weeks after launch of survey
- Anticipated launch date September 27th
- The closing page of the survey will be directed to a link of the sponsors choice
- Sponsorship recognition and hyperlink within the body of the email used to distribute the survey
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Schedule Break Sponsor

Help attendees stay invigorated as schedule break sponsor.

Monday: $5,000 (1 available)
Tuesday: $5,000 (1 available)

- Sponsorship of a refreshment break during Convention
- NAMIC will provide color logo signage on the break service table(s)
- Sponsorship verbally acknowledged within the comments made from the podium during educational sessions (if applicable)
- Opportunity to provide marketing collateral for attendees to pick up in break area (subject to NAMIC approval)
- Opportunity to enhance the beverage offerings or add light food during the break (additional costs apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.
**Ice Cream Social**  |  $5,000
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*Sponsor the popular Ice Cream Social in the Marketplace for Mutuals on Tuesday afternoon.*

- Exclusive sponsorship of NAMIC's Ice Cream Social event to be held in the Marketplace for Mutuals
- Verbal recognition of sponsorship during the exhibitor raffles held in conjunction with the Ice Cream Social
- Signage placed near or on the ice cream service areas
- Ice Cream Social and sponsor logo included on the daily playbill passed out at the General Session the day of the social
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Marketplace for Mutuals Hanging Aisle Banners**  |  $1,000 per sign *(minimum purchase of 4 signs)*
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*Put your logo in front of attendees by sponsoring the Marketplace for Mutuals Hanging Aisle Banners.*

- Sponsorship of (4) Marketplace for Mutuals Exhibit Hall hanging aisle signs
- Logo and/or graphic added to designated space on banner (specs to be provided at later date)
- Great way to drive traffic to your booth or to simply brand your company!
- Signage will be NAMIC/sponsor shared
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**St. Baldricks Foundation Fun Run/Walk**  |  $3,500
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*Help NAMIC raise funds to support the St. Baldrick’s Foundation.*

- Non-exclusive sponsorship of the Fun Run/Walk to benefit St. Baldricks
- Recognition at start/finish area of run/walk
- Takes place during Tuesday morning at Convention with anticipated attendance of ~200
- (1) complimentary registration to the run/walk
- Opportunity to provide a giveaway or marketing item at the start/finish line area
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Digital Event Materials Sponsor**  |  $3,500
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*For this event, NAMIC will host the education materials online and attendees will access the PowerPoint slides and other materials 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
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.
**Daily Playbill Sponsor** | $3,000 for one day | $7,500 for all three days

Sponsor the printed card given to the attendees as they enter the main stage ballroom each morning. Card will showcase daily activities and other convention highlights.

- Available for Monday, Tuesday, and Wednesday of the Convention.
- Sponsor created advertisement on one side of the 6”x8” card given to attendees as they enter the ballroom each morning.
  - Opposite side of the card will showcase convention highlights for the day.
- PDF of the card will be placed within digital event materials for additional exposure
- Purchase Deadline: 8/23/19 | Artwork Due: 8/30/19
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Past Chairman’s Reunion** | $3,000

Help NAMIC honor past chairman at Annual Convention.

- Sponsorship of Past Chairman’s gathering that is held during Convention (typical attendance is ~30)
- NAMIC will provide color logo signage within the area hosting the gathering
- Sponsorship recognition on invitation and printed program
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Prayer Service Breakfast** | $3,000

Help attendees start the day off on Sunday morning by sponsoring the Prayer Service Breakfast.

- Exclusive sponsorship of the popular Prayer Service Breakfast at Convention (typical attendance is ~200)
- Sign with logo located at the entrance to the breakfast area
- Two complimentary tickets provided and a reserved table in premium location at breakfast. Additional tickets to the breakfast would be additional cost
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Event Contributor Sponsor** | $2,500

Make your seminar investment work harder for you by receiving great sponsor benefits.

- Support NAMIC and the event while receiving the Contributor Level benefits listed on page 2 of this document.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.
Program Guide Advertisement | Starting at $750
Capture the attention of the attendees with the opportunity to have a full-page advertisement within the printed program guide
*Graphic design service is available for additional fee

Digital Billboard Sponsorship | $10,000
Exclusive messaging in the heart of the Annual Convention space with a digital billboard advertisement buyout. Sponsor is the only vendor to appear on the screen (hotel ads and NAMIC welcome ad will rotate). The 49” digital billboard is located in the highest traffic area where the meeting space converges on the ballroom level of the Gaylord Convention Center.
Advertisements will run from Sunday through midday Wednesday of the Convention
- Advertisements will rotate approximately 10 seconds and will be seen approximately once per 90 seconds
- Advertisement can be motion graphic or static
- Purchase Deadline: 8/20/19 | Files Due: 8/25/19
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
- Specs*:
  - Images must be pps or jpeg if an image
  - Video file should be an MP4 with no audio
  - Both image or video file should be 3480x1080
*Graphic design service is available for additional fee.
Geofencing Marketing

166,000 Impressions Sponsorship = $4,500
300,000 Impressions Sponsorship = $6,500

Limited to a maximum of 5, 300,000 impressions packages or equivalent in the lesser impression packages.

Choose a geofencing package to guarantee your brand is seen by NAMIC Annual Convention attendees! Geofencing is a location-based digital marketing tool that empowers marketers to reach people in a defined geographic area. Your marketing will be targeted to attendees within the physical location of the Convention at the Gaylord National Resort & Convention Center and marketing will be seen when attendees access apps or websites utilizing advertising. Advertisements continue once attendees return home until the total number of purchased impressions is achieved.

- Advertisement can be a GIF (motion graphic) or static (non-moving)
- Advertising impressions which will begin at the Annual Convention and conclude when the impressions are reached or at 90 days from the convention, whichever comes first
- Advertiser will receive analytics including number of impressions, number of clicks, and click-through rate at regular intervals until all impressions have been distributed
- Advertiser will be required to create seven digital ads per provided specs which will be used across various digital platforms; Artwork deadline September 6th*

*Graphic design service is available for additional fee
EXHIBITING

Coming together at the NAMIC Annual Convention is all about making connections. For exhibitors, the Marketplace for Mutuals offers the perfect opportunity to build your network with the attendees who gather for the NAMIC Annual Convention.

NEW in 2019:

A Brand-New Floor Plan
Remodels often start by tearing the walls down to the studs and beginning anew. That is what we did with the marketplace floor plan. We brought in a spoke-and-wheel layout, which helps the marketplace break free of the confines of the standard grid pattern. It will foster a natural traffic pattern to encourage interaction with vendors.

New Visual Branding and Décor
A remodel is not effective if you reuse the same old wallpaper, so we’ve ripped it down. We’ve taken inspiration from our surroundings and will use the distinctive and culturally diverse neighborhoods of Washington, D.C., to influence the color palette and design of the marketplace. We are still looking over the paint samples, so to speak, but the marketplace will feature distinct visual branding and décor from D.C. neighborhoods.

Booth and Exhibitor Attendees
With any remodel, what goes inside the room changes too. The exhibit booths will still be the trusted 10x10s and 20x20s, but 10x20 spaces are drawn into the plan rather than combining two smaller booths. Also, we will have space dedicated to the building of private meetings rooms for those companies that need private space. We also have an updated exhibitor registration policy to bring exhibitor registrations into alignment with convention attendee registration rates.

https://www.namic.org/edu/convention/exhibit

Reserve an Exhibit Booth in the Marketplace for Mutuals | Starting at $2,950
10’ x 10’ booth: $2,950
10’ x 20’ booth: $5,900
20’ x 20’ booth: $8,000

• Discounts available for NAMIC members + early bird registration
• Personnel registration(s) included (# included depends on booth size selected)
• Standard pipe & drape between booths
• One round table per 10’ x 10’ - your choice of table or bar height
• Two chairs/stools per 10’ x 10’
• Wastebasket & booth identification sign
• Opportunity to participate in Marketplace for Mutuals exhibitor prize drawing event within the hall

For more information and to reserve a booth, please visit: https://www.namic.org/edu/convention/marketplace-exhibitors

*Please note that this proposal does not reserve a booth.

For more information on exhibits, please contact Stacy Johnson.
317.875.5250, ext. 1027 | sjohnson@namic.org
Other ways to get involved with NAMIC

**/IN Magazine Full Page Color Advertisement** | $3,500

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 advertisement 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. 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 half-page advertisement in NAMIC’s IN Magazine, as well as a 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 2019 NAMIC event**

**Personal Lines Seminar** | April 15-17 | Chicago, Illinois This annual event is focused specifically for underwriting, marketing (agent relations/business development), and product development professionals from property/casualty insurance companies. It provides educational sessions focused on emerging issues, professional development topics, and industry trends. Attendees will have the opportunity to network with peers facing similar issues and gain insights to put to work back at the office.

**Farm Mutual Forum** | May 21-22 | Bloomington, Minnesota 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 23-26 | Asheville, North Carolina 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.

Prices valid for all sponsorships confirmed by August 1, 2019. Prices may increase by 20% after August 1st.