2020

NAMIC®
125TH ANNUAL CONVENTION
SEPTEMBER 20-23 | BOSTON, MASS.

Annual Convention
SPONSORSHIPS

NATIONAL ASSOCIATION OF MUTUAL INSURANCE COMPANIES
SHAPEING OUR MUTUAL FUTURE®
### How to Use this Document

1. Curate your sponsorship package with NAMIC
2. Combine the following to determine your “2020 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!

### 2020 INVESTMENT LEVEL

<table>
<thead>
<tr>
<th>Sponsored Event</th>
<th>PLATINUM ($125,000+)</th>
<th>GOLD ($124k to $75k)</th>
<th>SILVER ($74K to $50K)</th>
<th>BRONZE ($49k to $25k)</th>
<th>CONTRIBUTOR (Under $25K)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced attendee lists with contact information for sponsored events (provided at 60-30-15 days prior to event)</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
<td>✓ Includes email addresses</td>
</tr>
<tr>
<td>Sponsor ribbons for registered staff</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor registration rate at any sponsored event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company logo and URL link included in the meeting app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition and link on website for any sponsored event</td>
<td>Color logo, top tier placement</td>
<td>Color logo, 2nd tier placement</td>
<td>Color logo, 3rd tier placement</td>
<td>Text only, 4th tier placement</td>
<td>Text only, 4th tier placement</td>
</tr>
<tr>
<td>Recognition within the event’s printed program guide</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Company Name</td>
<td></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>
<td>✓ 3 staff members</td>
<td>✓ 2 staff members</td>
<td>✓ 1 staff member</td>
<td></td>
</tr>
<tr>
<td>Complimentary logo placement in exhibitor directory at Annual Convention (if exhibit booth is reserved)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition included within promotional distribution for sponsored event (may be e-promotion, deadlines apply)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority access to exhibit booths for the following year</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></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>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom prepared Sponsorship Recap to demonstrate ROI of your sponsorship</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition within NAMIC produced video that is played at every NAMIC event (sponsorship must be confirmed by February 1st)</td>
<td>✓ Custom produced 10-15 second video segment</td>
<td>✓ Logo recognition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition signage displayed at every NAMIC event</td>
<td>Logo</td>
<td>Company name</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eligible to establish a sub-block of sleeping rooms at NAMIC Annual Convention (subject to additional rules)</td>
<td>✓</td>
<td></td>
<td></td>
<td></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 paid sponsor at the specific event. Above benefits are not applicable to NAMIC’s CEO Roundtable event or other specialty events.

*For more information on how membership dues are included within sponsorship levels, please see the details within the “As you plan your sponsorship” information.
Annual Convention:
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.” With unique sponsorship options, industry vendors have the chance to reach an influential audience of the top property/casualty and farm mutual insurance company leaders.

NAMIC AT A GLANCE
1,400 property/casualty insurance company members
46 percent of the auto insurance market
59 percent of the homeowners insurance market
29 percent of the business insurance market
$268 billion in premiums
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.

Membership Dues within Total Investment Level
When a sponsor is a separately named division or a specific business unit of a primary carrier NAMIC member, the dues included in total investment will be equivalent to the dues that division/unit would pay if joining separately (i.e. market membership dues for vendor companies and an average of reinsurer/broker dues for those categories). The totality of primary carrier membership dues is not counted within the total investment because the primary carrier does not benefit in the commercial aspect of NAMIC’s sponsorship levels.

In-kind sponsorships are defined as a sponsor providing a product/service to NAMIC that offsets a budgeted expense and will be counted towards the sponsorship level calculation, unless decided on a case-by-case basis. Complimentary sponsorship/advertising is defined as NAMIC providing complimentary sponsorship(s) or advertising to a company to encourage engagement with NAMIC and will not count towards the sponsorship level, unless decided on a case-by-case basis. Companies entering into in-kind or complimentary agreements with NAMIC should discuss their sponsorship level and benefits provided at specific events if it is of importance to the sponsor.

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
Closing Celebration Partner | $75,000

End Convention on a high note as Closing Celebration Partner.

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

Meeting Room Partner | Packages typically start at $65,000

Meeting rooms for private business meeting are valuable and in-demand. This sponsorship offers pre-defined packages of meeting rooms which are developed with convenience, location, and availability as a top priority. Specific packages to be announced.

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

Achieve maximum exposure as the exclusive presenting sponsor of the Marketplace for Mutuals (exhibit show) at NAMIC's Annual Convention.

- Graphics at the entrance of the marketplace will include your company’s logo (Logo size will be in proportion to graphical elements in the design. Single-color logo may be used)
- Includes 20’ x 20’ exhibit booth located prominently near the entrance of the marketplace
- Exclusive sponsorship of the Marketplace for Mutuals Executive Hour with recognition and promotion throughout Convention for this special time to connect with key decisionmakers in the marketplace. Your company will also have the opportunity to invite all of your staff and current/prospective clients to this special marketplace event
- Sponsorship recognized in Convention materials
- Sponsorship recognized by the Marketplace for Mutuals emcee, if emcee is present
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Event Information Desk Sponsor | $32,500

One of the most visible areas at the Convention, the event information desk is a prime location for branding.

- Logo integrated into the NAMIC event information desk
- Opportunities for additional attendee experiences such as branded furniture groupings, brand activation space, or assistance with dispensing branded attendee gifts
- Other event materials that are sold separately and may be placed in close proximity to the event information desk
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Badge Pouch/Lanyard Sponsor | $32,000

See your company logo worn by each attendee.

- Single-color (black or white) logo prominently featured on the front of the lanyard
- Lanyard provided to every attendee and registered guest
- 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 Sponsor | $30,000

Wow attendees as the exclusive sponsor of the Chairman’s Reception at Convention.

- Your company logo will be integrated into the reception décor. The reception will feature entertainment, hors d’oeuvres, and drinks, as well as themed décor
- The reception will feature a branded lounge, with an additional branded lounge created in the meeting space that will be accessible for the remainder of Convention. As the sponsor, you will have the opportunity to include marketing collateral in the lounge area (subject to NAMIC approval)
- Logo placement in two electronic promotions marketing Convention
- The fall and convention-exclusive issues of IN magazine will be delivered on Sunday evening with a small themed gift including a postcard, label, or belly band which include the sponsor logo*

*Gifts will be delivered to those rooms within the NAMIC block at convention hotels which reach a minimum convention attendee occupancy (currently >50 rooms held by convention attendees). While NAMIC makes every effort to ensure room delivers are completed, deliveries are subject to hotel policies, staffing, and human error. NAMIC cannot guarantee delivery to sub-blocks, guests booked outside of the NAMIC block, or guests who have posted “do not disturb.”
Daily Keynote Speaker Sponsor | Starting at $27,500

Capitalize on the exposure available during the highly attended daily keynotes at the NAMIC Annual Convention. Attendance to the session reaches 80-95% depending on the day.

Monday, Tuesday, and Wednesday Available

- Sponsorship logo recognized within the media production used to transition from NAMIC content to the keynote speaker or opportunities for a sponsor-provided video (specs to be provided) to be played in lieu of NAMIC developed media (Details and production of the video will be discussed in advance of event)
- Premium reserved seating area for your company and as many as 20 sponsor-invited guests (staff and sponsor-invited guests must be registered for event)
- Opportunity to connect with attendees during a speaker book signing or speaker meet-and-greet (dependent on speaker availability)
- Opportunity to provide marketing collateral on each chair in session area (subject to NAMIC approval)
- Sponsorship recognition associated with keynote in the daily playbill
- Sponsorship does not permit a sponsor to speak, select the speaker, verbally address the audience, or appear on stage
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Professional Development Lounge Sponsor | $25,000

This destination at the NAMIC Annual Convention is designed to reignite leaders. It offers TED Talk-style sessions on a variety of topics, professional style experts, and photographers to capture professional headshots. As the sponsor, your company logo will be 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 in the announcements made from the podium during educational session(s)
- Opportunities to 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 in the lounge
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Leadership Reception and Dinner Sponsor | $25,000

Sponsor the prestigious leadership reception and dinner at Convention

- As many as eight seats for the dinner (can be any combination of sponsor staff members or spouses of sponsor staff member’s) are invited to network with NAMIC leadership during this exclusive reception and dinner (staff members must be registered to attend Annual Convention)
- Logo on the program card that is at each place setting for the dinner
- Single-color (black or white) logoed napkins set out at the reception
- NAMIC will provide sponsor with a dinner RSVP listing approximately two weeks prior to the dinner
- Opportunity to request table assignments for up to 8 sponsor attendees
- Opportunity to serve a signature drink (additional costs apply)
- Opportunity to provide a curated attendee gift suitable for an executive audience or offer a “guest gift bag” experience (additional costs apply)
- Sponsorship recognition during opening remarks from the podium
- 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 the sponsor of the meeting space Wi-Fi.

- Sponsor Wi-Fi at the Hynes Convention Center which would provide a complimentary WiFi network specified for the NAMIC Annual Convention.
  - Character limits and other requirements apply to the network name. NAMIC will work with the sponsor to select a network name that is appropriate for the attendees and the sponsor.
- Sponsor logo to appear within the custom landing page, sample below.
- A URL Redirect which will lead users to a URL of the sponsor choice once the network is accessed (NAMIC approval will apply)
- The WiFi network will be listed within attendee materials
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Hotel Room Key Cards Sponsor | $25,000

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

- Attendees who 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

*Keycards will be delivered to those rooms within the NAMIC block at convention hotels which reach a minimum convention attendee occupancy
ReCharge Lounge Sponsor | $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 Convention activity
- Attendees can relax, plug-in, and charge their portable electronic devices
- Sponsorship recognition within the space on signage and/or other branding opportunities
- Opportunity to provide marketing collateral for attendees to pick up in ReCharge Lounge (giveaway items work best, subject to NAMIC approval)
- Opportunity for the sponsor to add a monitor to play a video loop or provide rejuvenating refreshments (additional costs apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Convention Welcome Kiosk Sponsor | $25,000

Greet the attendees as they arrive at their Convention home away from home. Welcome kiosk will be staffed by NAMIC personnel during peak times of Convention activity to provide a convenience for attendees at the convention hotels.

- Sponsor logo incorporated into kiosk graphics
- Company logo included on the location highlights/walking map distributed from the kiosks
- Messaging regarding the kiosks and sponsor logo included in the pre-convention communication email distributed to all attendees approximately seven to 10 days before the Convention kicks off (benefit is shared when days are sold separately)
- Opportunity to provide a marketing or novelty item to be given out from the kiosks for sponsored day (some restrictions apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Kiosks will be located at Convention host hotels which reach a minimum convention attendee occupancy

Convention Attendee Printed Guide | $25,000

A new decade calls for a fresh design. The 2020 Annual Convention program guide is getting an overhaul to better serve the busy members and convention attendees.

- Sponsor logo to be incorporated into the printed attendee guide made available each convention attendee.
- Distributed in multiple convention locations
- More than 1000 printed
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for sponsorships confirmed by Jul. 1, 2020. Prices may increase by 20 percent after Jul. 1
Zen Den Sponsor | Starting at $20,000
The Zen Den will offer attendees the chance to relax and enjoy a complimentary chair massage during the exhausting Convention days. Pricing is per day.

- Logo incorporated into this unique event destination, which offers attendees an opportunity to relax as well as connect in a casual setting
- Logo included in the details on the lounge in the Convention materials
- Opportunity to provide small gift/marketing collateral to be placed in lounge area for attendees to pick up (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

IN Magazine Convention Issue Sponsor | $18,000
Put your company in the hands of each attendee.

- Exclusive article written by IN magazine staff included in the Convention issue of NAMIC’s IN magazine
- Four pages of ad content between fall and Convention issues produced by you which will include:
  - Center spread of the fall issue
  - Two pages in the Convention issue
- The convention issue of IN magazine will be delivered on Sunday evening at Convention in conjunction with the fall edition of IN magazine to registered attendees*
- Sponsor logo to be placed on the front cover of the Convention Edition
- Electronic promo highlighting the exclusive in the Convention edition content
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Magazines will be delivered to those rooms within the NAMIC block at convention hotels which reach a minimum convention attendee occupancy (currently >50 rooms held by convention attendees). While NAMIC makes every effort to ensure room delivers are completed, deliveries are subject to hotel policies, staffing, and human error. NAMIC cannot guarantee delivery to sub-blocks, guests booked outside of the NAMIC block, or guests who have posted “do not disturb.”
Convention Perks Sponsor | Starting at $15,000
Your most desirable prospects and current customers will be treated to Convention perks they won’t soon forget. This highly customizable and scalable sponsorship can be developed to suit your marketing goals. 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
- 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 to 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 and Workshops Sponsor | $15,000
Capitalizing on the exposure available during the educational concurrent sessions at the NAMIC Annual Convention. Attendance to the session reaches 1000+ per day.

Monday and Tuesday Available

- Sponsorship will be acknowledged in the comments made from the podium in educational sessions
- Opportunity for a company representative to introduce speakers and welcome the audience at select sessions, using NAMIC scripted remarks
- Sponsorship recognized with logo in the printed Convention materials
- Opportunity to provide marketing collateral to be picked up by attendees from within the educational session area (subject to NAMIC approval)
- Sponsorship does not permit a sponsor to speak, select the speaker, or appear on stage as a benefit of the sponsorship, unless it is specifically agreed upon prior to the event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for sponsorships confirmed by Jul. 1, 2020. Prices may increase by 20 percent after Jul. 1
Attendee Gift Sponsor | $15,000

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

- Opportunity to enhance the Convention experience by providing a gift made available to each attendees during peak arrival times. Gift will be placed in a high-traffic area.
- Sponsor will provide the gift. Ideas include pedometer, cell phone chargers, etc. (subject to NAMIC approval; additional receiving charges may apply).
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.

Attendee Tote Sponsor | $15,000

Put your company logo in the hands of attendees as the attendee tote sponsor.

- Sponsor to provide the highly-requested attendee tote bags.
- Totes distributed by NAMIC within high-traffic event space(s).
- Sponsor is welcome to pre-stuff the totes with appropriately sized marketing collateral.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.
- Helpful notes for the planning of this sponsorship:
  - The sponsor should plan on a high quality tote (typically a material cost of $8+ per tote) which is attractive to the executive audience gathered at the convention. NAMIC must approve the tote before ordered.
  - Quantity = 1000
  - Please work with your NAMIC sponsorship fulfillment coordinator regarding the shipping details for the totes. If the weight of the totes is excessive, NAMIC reserves the right to charge the sponsor for receiving fees to the sponsor.
  - If the sponsor chooses to pre-stuff the bags with a marketing items, please take into account the additional shipping and handling of the added weight. Marketing material must be pre-approved by NAMIC.

Attendee List Sponsor | $15,000

Sponsorship of the professionally printed and bound attendee list that is distributed to all attendees 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.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.

Prices valid for sponsorships confirmed by Jul. 1, 2020. Prices may increase by 20 percent after Jul. 1 | Page 13
Wayfinding Signage Sponsor  | $15,000
See your logo spread throughout the meeting space on signage that helps direct attendees to sessions, meals, and activities. Placed in high-traffic locations.

- Logo will be integrated in design
- Agenda signage sold separately and may be placed in close proximity to the wayfinding signage
- Specific signage based on venue requirements and at NAMIC’s discretion. Will include logo placement on a minimum of five wayfinding items (signage or clings)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Property Casualty Conference Senior Executives Roundtable 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

NAMIC Events App Sponsor  | $13,000
Lead the technological charge with mobile sponsorship at the event with our exciting Meeting App.

- Recognition in marketing of the app before and during the event
- Hyperlinked custom banner ad in app
- Opportunity for customized event code such as “Your Company Name” that all users must type to access the app’s content
- Opportunity to provide two push notifications that will be sent to all app users
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Monday Attendee Breakfast Sponsor  |  $12,500

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

- Sponsorship of the most popular breakfast of the Convention, which is open to all attendees inside the Marketplace for Mutuals
- NAMIC will provide color logo signage in the breakfast stations
- Sponsorship verbally acknowledged in the comments made from the podium during educational sessions (if applicable)
- Up to two reserved tables can be set aside for your company by request
- Opportunity to distribute marketing collateral in breakfast area (subject to NAMIC approval)
- Opportunity to offer breakfast enhancements such as a coffee bar or action station (additional fees apply)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Attendee Lunch in the Marketplace for Mutuals Sponsor  |  Starting at $10,000

*Incorporate your company into the event while attendees network over lunch.*

**Monday and Tuesday Available**

- Signage placed with the food stations
- Sponsorship verbally acknowledged in a comment made from the podium during educational sessions
- Opportunity to distribute marketing collateral or attendee gift item in lunch area (subject to NAMIC approval).
- Opportunity for to provide custom branding in the lunch space, such as table cloths, table runners, or shirts to custom brand the chairs (additional costs may apply for staffing needs to place the item)
- 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

Convention Webpage Sponsor  |  $10,000

*As one of the most visited pages of NAMIC.org, sponsoring the Annual Convention webpage is your chance to put your company in front of a large audience.*

- 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 will appear through September on the main Convention page at [http://www.namic.org/convention/default.asp](http://www.namic.org/convention/default.asp), and can be changed periodically as your company sees fit
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for sponsorships confirmed by Jul.1, 2020. Prices may increase by 20 percent after Jul. 1
Executive Hour in the Marketplace for Mutuels Sponsor | $10,000
On Tuesday from 8 a.m. to 9 a.m., the Marketplace for Mutuals 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 on the food stations
- Logo to appear on invitations sent to approximately 400+ insurance executives
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

- Held on Monday evening in the Marketplace for Mutuals area
- Signage placed on food stations and on the bars
- Opportunity for additional customized benefits, such as a gobo, themed drink named after your company, or custom logoed drinkware (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

Lunch Dessert Sponsor | $8,000
Sweeten up attendees’ day as lunch dessert sponsor.

- Exclusive sponsorship of the lunch dessert tables Monday and Tuesday of Convention in the Marketplace for Mutuals
- NAMIC will provide signage on the dessert tables
- Single-color (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

Professional Farm Mutual Manager Roundtable Breakfast Sponsor | $8,000
Help attendees kick off the day by sponsoring the Professional Farm Mutual Manager breakfast at Convention.

- NAMIC will provide custom, color logo signage in the foyer/breakfast area
- Opportunity to have logoed coffee cups and/or sleeves 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 (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Farm Mutual Director Certification Roundtable Breakfast Sponsor | $8,000
Help attendees kick off the day by sponsoring the Farm Mutual Director Certification 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 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 (subject to NAMIC approval)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Main Stage Audio Visual Sponsor | $7,500 per day or $15,000 for three days
Sponsor audio visual on the Main Stage on Monday, Tuesday, and Wednesday at Annual Convention.

- Custom banner incorporated into the professionally-produced production shown Monday, Tuesday, and Wednesday during the general sessions
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Participation Planning Survey Sponsor | $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 sent to all registered attendees for the Annual Convention
- Custom section with as many as four questions written by the sponsor added to the participation planning survey. 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)
- Closing page of the survey will be directed to a link of the sponsor's choice
- Sponsorship recognition and hyperlink included in 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
**Annual Convention Vacation Grand Prize Drawing Sponsor | $7,500**

*Receive brand exposure as the vacation grand prize drawing sponsor.*

- Exclusive sponsorship of the grand prize for the attendee raffle, which is drawn on the opening day of the Marketplace for Mutuels in front of a packed crowd
- 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

**Convention Communication Sponsor | Starting at $7,000**

*Let attendees know who you are and what you do by partnering with NAMIC as a Convention communication sponsor. Act fast on this sponsorship as the most significant marketing occurs in the first and second quarters and this opportunity is subject to expiration.*

- Company logo included in marketing pieces designed to promote Convention and sent to a target audience of more than 5,000 insurance professionals. Marketing calendar availability to be provided.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**In-Room Marketing Collateral and Gift**

*Starting at $5,000 per day + hotel room drop fees*

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

**Monday, Tuesday, Wednesday**

- Sponsorship allows your company to provide a gift in the hotel room of each attendee at the event. Sponsor provides the gift and NAMIC coordinates the delivery to attendee rooms
- NAMIC will 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 limitations such as use of do not disturb signs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Marketplace for Mutuals Grand Opening Prize Drawing Sponsor | $5,000
Receive brand exposure as the grand opening 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 Sponsor | $5,000
Reach the 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 attendee evaluation sent to all registered attendees
- Anticipated launch date September 27
- The closing page of the survey will be directed to a link of the sponsor’s choice
- Sponsorship recognition and hyperlink included in 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

Refreshment Break Sponsor
Help attendees stay invigorated as schedule break sponsor.

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

- Sponsorship of a refreshment break during Convention
- NAMIC will provide color logo signage on the break stations
- Sponsorship verbally acknowledged in 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
Marketplace Afternoon Social Sponsor | $5,000
Sponsor the popular afternoon social in the Marketplace for Mutuals Tuesday afternoon.

- Sponsorship of NAMIC’s Tuesday afternoon marketplace social event featuring sweet treats
- Verbal recognition of sponsorship during the exhibitor raffles held in conjunction with the afternoon social
- Signage placed near or on the food stations
- Opportunity to provide a marketing item to be distributed during the event
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Marketplace for Mutuals Aisle Sign
$1,000 per sign (minimum purchase of four signs)
Put your logo in front of attendees by sponsoring the Marketplace for Mutuals hanging aisle banners.

- Sponsorship of four Marketplace for Mutuals 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

Daily Playbill Sponsor
$4,000 for one day | $10,000 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 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 in digital event materials for additional exposure
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

*Highlights for the day may include other sponsor references.
St. Baldrick’s Foundation Fun Run/Walk Sponsor | $3,500

Help NAMIC raise funds to support the St. Baldrick’s Foundation.

- Non-exclusive sponsorship of the Fun Run/Walk to benefit St. Baldrick’s
- Recognition at start/finish area of run/walk
- Takes place Tuesday morning of Convention with anticipated attendance of ~150
- One complimentary registration for 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

NAMIC will post educational session materials/PowerPoint slides online for attendees to access before, during, and after Convention.

- Opportunity to provide a banner ad, which will be hyperlinked to the website of the sponsor’s choice, on the event materials page (specs to be provided)
- Opportunity to post a link to a white paper or video
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Past Chairmen’s Reunion Sponsor | $3,000

Help NAMIC honor past chairman at Annual Convention.

- Sponsorship of Past Chairmen’s gathering held during Convention (typical attendance is ~30)
- NAMIC will provide color logo signage in 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 and Breakfast Sponsor | $5,000

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

- Sponsorship of the popular Prayer Service and Breakfast at Convention (typical attendance is ~150)
- 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 will incur additional cost
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for sponsorships confirmed by Jul. 1, 2020. Prices may increase by 20 percent after Jul. 1
**E-Promo Communication Graphic Panel Sponsor | $3,000**

*Highlight your company in the marketing sent to thousands of claims professionals.*

- Opportunity to provide a graphic panel (Height: 150 px. Width: 640 px.) to be included in one conference electronic promo sent to more than 3,000 email addresses
- Advertisement can be hyperlinked to a website of sponsor’s choice. Graphic and hyperlink subject to NAMIC approval. Opportunity to link logo to a webpage of sponsor’s choice
- Recognition can include messaging such as "Acme Company looks forward to meeting with you in Boston! See us at booth #100 and mention this message to claim your free gift!
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

*Make your Convention 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
Other Ways to Get Involved With NAMIC

IN Magazine Full-Page Color Advertisement | $3,500
NAMIC’s award-winning IN magazine is mailed to more than 2,000 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 advertising in multiple issues. Price listed is for a single advertisement on an inside page of the magazine.

Become a NAMIC Member | Call for Pricing
Becoming an associate member provides several benefits to organizations that provide products and services to insurance companies. Those perks include a complimentary half-page advertisement in NAMIC’s IN magazine, a complimentary listing in NAMIC’s Morning News Summary email, and potential dues discounts for sponsorship support. For every $5,000 in sponsorship, dues are discounted $1,000. Dues for associate members typically average $8,500, depending on the business type, and are renewed annually. Please visit http://www.namic.org/aboutnamic/become.asp for full details on becoming a member.

Sponsor a Product or Service
Extend brand influence and take advantage of unique sponsorship opportunities. NAMIC’s products and services attract senior-level decision-makers by providing enhanced services and resources to our members. These opportunities bring together company decision-makers from member companies to participate in peer-to-peer learning and collaborate on challenges the industry is facing. With substantial recognition, these sponsorship opportunities allow sponsors to align their brand with NAMIC.

Attend or Sponsor Another 2020 NAMIC Event
Personal Lines Seminar | April 20-22 | Chicago, Ill. The Personal Lines Seminar is designed specifically for underwriting, marketing, and product development professionals from property/casualty insurance companies. It provides educational sessions focused on emerging issues, professional development topics, and industry trends. Attendees have opportunities to network with peers facing similar issues and gain insights to put to work back at the office.

Farm Mutual Forum | May 19-20 | St. Louis, Mo. The Farm Mutual Forum is designed for managers and leaders of farm mutual insurance companies. This conference provides education and information on vital issues such as strategic business management, financial management, underwriting, and claims that will benefit new and experienced farm mutual managers. The Farm Mutual Forum is also where attendees can find networking opportunities to seek or share advice about working at and running 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 28 - July 1 | Amelia Island, Fla. The Management Conference is a summit for CEOs, senior executives, and future leaders of mutual property/casualty insurance companies. Power sessions focus on strategy and leadership and concurrent sessions focus on emerging industry issues, product development ideas, and operational excellence as well as ways to leverage technology to its greatest advantage. Sessions are followed by afternoon golf, recreation, and other networking opportunities. 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 sponsorships confirmed by Jul.1, 2020. Prices may increase by 20 percent after Jul. 1