# 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

(sponsorship + advertising + member dues\* = investment level)

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<th>PLATINUM $125,000+</th>
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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.

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Management Conference:
The NAMIC Management Conference is a summit for CEOs, C-level executives, and senior executives. Morning business sessions are followed by afternoon golf, recreation, and other networking activities. Dynamic keynote speeches focus on industry trends, innovation, strategy, and leadership while workshops dive deeper into these topics and other operational areas. It is an annual event that offers attendees chances to learn, connect, and relax during informative and interactive educational sessions. With opportunities for networking and unique sponsorship options, industry vendors have the chance to reach an influential audience of the top property/casualty insurance company leaders.

Target Audience:
CEOs, CFOs, COOs, Executive Teams, Senior Vice Presidents, Future Company Leaders, Upper-Level Management

Projected Attendance: 400-450

Conference Attendees by Title:

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
Golf Outing Sponsor | $25,000

Achieve high-level branding at the event’s popular Golf Outing.

- Pairing requests honored for up to five pairings (deadlines apply)
- Five golf registrations included for sponsor executives
- A meal before the outing for all golfers compliments of sponsor
- A golfers’ gift logosed with single color (black or white) logo
- Golf prizes awarded are compliments of sponsor
- Signage with the sponsor logo at the outing location
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Welcome Festivities Sponsor | $25,000

Sip refreshing beverages, savor delectable food, and connect with attendees as the sponsor of the Welcome Festivities.

- Logo within the pre-event marketing and on-site signage for the Welcome Festivities
- Opportunity to provide custom logo napkins or other items to be placed within the reception area
- Company logo included on the custom program/menu card (varies from year-to-year based on the event design and will be to NAMIC’s discretion on delivery, but sponsor will have the opportunity to proof and approve the item)
- On-site sponsor staff will be given a total of 30 drink tickets to share with attendees to be used at the event bars during the Welcome Festivities
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Event Breakfast Sponsor | $25,000

Help attendees kick off each day with a rejuvenating breakfast.

- Sponsor all breakfasts at the event (three total)
- NAMIC will provide color logo signage in the breakfast area
- Sponsorship will be acknowledged in the comments made from the podium during the morning sessions
- Opportunity to provide marketing collateral for attendees to pick up in breakfast area
- Opportunity to provide custom logoed napkins and/or logoed coffee cup sleeves
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Opening Power Session Sponsor | $17,500

Begin the event on a high note as the sponsor of our Opening Power Session.

- Sponsorship recognized in the opening title slide and during the closing comments
- Opportunity to provide a flyer, brochure, or small marketing item on tables in the foyer and/or the back of session rooms for attendees to pick up (subject to NAMIC approval). Please note this is not an exclusive opportunity. Other sponsored items may be set out at the same time.
- 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 registration

Wi-Fi Sponsor | $17,000

Help attendees stay connected as the sponsor of the meeting space Wi-Fi.

- Exclusive sponsorship of the popular complimentary Wi-Fi at the event
- Opportunity for customized Wi-Fi password such as “YourCompanyName” (if available at property)
- Signage and sponsorship acknowledgement in marketing of the Wi-Fi access throughout the event space
- Printed collateral displayed throughout the session room with company logo and the password/network ID
- 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

Hotel Room Key Cards Sponsor | $16,000

Put your company and support of NAMIC in the hands, wallets, and pockets of event attendees with the hotel key card 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 brand your company to attendees
- Deadline applies
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for sponsorships confirmed by April 20, 2020. Prices may increase by 20 percent after April 20.
Innovation Experience Table Host | By Invitation Only

Does your company have a unique new technology to share? Is your innovative product or offering changing the way the industry works?

- Sponsorship provides the opportunity for companies to display their innovation at a display table located in the main networking space
- Exclusive opportunity with only five spots available. Sponsors must apply and be accepted to be considered for this opportunity
- Sponsors must submit an application by February 1, 2020, to qualify. More details are available by contacting chassett@namic.org
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Welcome Gift Sponsor | $13,575

Welcome each attendee to the conference with a custom created gift branded with your company name/logo that is placed on a table next to the NAMIC Event Information Desk.

- Single color (black or white) logo on the NAMIC-selected Welcome Gift provided to each attendee
- Ideas include pedometer, charger, etc.
- Cost for gift is included in sponsorship price
- Deadline applies
- Gift is pre-selected by NAMIC. Requests for alternate gifts are welcome but will incur additional costs. Sponsor may also provide a gift that is pre-approved by NAMIC
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Attendee Tote | $13,500

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

- Single color (black or white) logo prominently featured on the tote
- Exclusive opportunity to include flyer, brochure, or small marketing item inside of totes (subject to NAMIC approval)
- Distributed from bag stands located near event information desk
- Deadline applies
- The tote is pre-selected by NAMIC. Requests for alternate totes are welcome but will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
Hydration Station Sponsor | $13,500
Incorporate your company into the event and give attendees a long-lasting take-away item.

- Single color (black or white) logo printed on a custom designed water bottle or cup (specs will be provided)
- Full color logo can be added for additional fee (depending on water bottle specifications)
- Exclusive sponsor of the water stations located throughout the meeting space
- Logoed signage displayed at each station
- Opportunity to provide flyer, brochure, or small marketing item for attendees to pick up at each hydration station (subject to NAMIC approval)

- Deadline applies
- Bottle/cup is pre-selected by NAMIC. Requests for alternates are welcome but will incur additional costs. Sponsor may also provide a bottle/cup that is pre-approved by NAMIC
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Concurrent Session Sponsor | $12,500
Sponsor the concurrent sessions for high-level visibility.

- Exclusive sponsor of the concurrent sessions at event
- NAMIC will provide recognition using logo signage in the concurrent session area
- Sponsorship will be acknowledged in the comments made from the podium in every concurrent session
- Opportunity for sponsor staff to introduce themselves and speakers in up to four concurrent sessions using NAMIC’s scripted remarks
- Opportunity to provide marketing collateral for attendees to pick up in session area
- 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 specifically noted in sponsorship)
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Wayfinding Signage Sponsor | $12,500
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

Badge Pouch/Lanyard Sponsor | $12,000
See your company logo worn by each attendee.

- Single color (black or white) logo prominently featured on the front of 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

Prices valid for sponsorships confirmed by April 20, 2020. Prices may increase by 20 percent after April 20.
Program Guide + Premium Ad Sponsor | $10,000
Support one of the most widely used items at the event to allow your company to remain highly visible.

- Logo and thank you to appear on the front cover of the program guide (size of program guide is at the discretion of NAMIC)
- Premium advertisement on the inside front cover or back cover (sponsor must provide the artwork; dimensions to be provided closer to the event)
- Deadline applies
- Other pages in the program guide may be available for sale to other companies
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Power Session Sponsor | $10,000
Sponsor a Power Session for high-level visibility.

- Exclusive sponsor of a Power Session (non-opening) at the event (five available)
- Sponsorship recognized in the opening title slide and during the closing comments
- Opportunity to provide a flyer, brochure, or small marketing item on tables in the foyer and/or the back of session rooms for attendees to pick up (subject to NAMIC approval). Please note this is not an exclusive opportunity. Other sponsored items may be set out at the same time.
- Sponsor all Power Sessions (excluding the Opening Power Session) for a package price of $40,000
- 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 registration

Registration Refreshments Sponsor | $8,500
Meet and greet event attendees as they arrive.

- Opportunity for a company representative to stand at the registration refreshment table on Sunday to greet and interact with attendees
- Refreshment table will be located near the Event Registration Desk
- Opportunity to provide marketing collateral for attendees to pick up in refreshment area
- Opportunity to provide custom logoed napkins
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Nightly Door Hanger Agenda Sponsor | $8,000 per night
Help keep attendees informed of the next day’s activities.

- Company featured as the sponsor of the “door hanger” style conference agenda that is placed on the attendee’s hotel room door highlighting the next day’s activities
- Sponsorship includes single color (black or white) logo recognition printed on the door hanger agenda delivered to every room
- Available Sunday, Monday, and Tuesday (discounts available for purchasing all nights)
- Deadline applies
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
**Agenda-at-a-Glance Signage Sponsor | $7,500**

*Help keep attendees stay informed of daily activities while having your company logo front and center.*

- Exclusive sponsorship of the large agenda-at-a-glance signage at the event
- Signage placed in main event foyer space for the entire event, keeping your company name front and center
- Logo placement on signage
- Specific signage based on venue requirements and at NAMIC's discretion. Will include logo placement on a minimum of two agenda-at-a-glance signs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Notebook and Pen Sponsor | $7,500**

*Support the education at the conference by providing a notebook and pen for the attendees.*

- Sponsor provides the logoed pens and notebooks, and NAMIC staff will set a supply on tables in the foyer and/or the back of session rooms for attendees to pick up (notebooks and pens subject to NAMIC approval)
- If sponsor prefers to have NAMIC source and produce the logoed pens/notebooks, an additional fee would apply
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

**Meeting App Sponsor | $6,500**

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

- Recognition included in all marketing of the app before and during the event
- Hyperlinked custom banner ad within the app
- Customized event code such as “Your Company Name” that all users must type to access the app content
- Opportunity to provide two push notifications that will be sent out to all app users
- Sold as multi-event solution, custom quote available
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration
ReCharge Station Sponsor | $6,500
Connect with attendees with this trendy tech sponsorship opportunity that provides branding throughout the event.

- The ReCharge Station will be located in a high-traffic area (at the discretion of NAMIC), where attendees can charge their electronic devices (phones, tablets, and laptops).
- Charging station will be set up during the entire event.
- Logoed signage displayed in area.
- Opportunity to provide marketing collateral to be distributed from the area.
- Enhancements for this opportunity may include a flat-screen TV playing a company commercial, rejuvenating refreshments, or additional charging stations (additional costs would apply).
- Opportunity to upgrade sponsorship with the addition of a seating area lounge (additional costs would apply).
- Charging devices will be removed and secured at night during non-conference hours, but set up prior to start of activities the next day.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.

Attendee List Sponsor | $6,000
Sponsor the professionally printed and bound attendee list that is distributed to all attendees both electronically and in-person.

- Color logo and “thank you” on the front cover of the attendee list.
- Opportunity to provide artwork to appear on the inside front cover or back cover of the book.
- Deadline applies.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.

Pillow Gift/Room Drop Sponsor | $5,500 per day
Send event attendees home with a gift from your company or other marketing collateral provided by your company.

- This exclusive sponsorship allows your company to pick a day to have a gift or other marketing item delivered to the hotel room of each attendee at the event (subject to NAMIC approval).
- Sponsor provides the gift and NAMIC coordinates delivery to attendee rooms (food items such as custom logo chocolates, cookies, or local treats are most popular among attendees).
- NAMIC can select and order the item for an additional cost.
- Multi-night packages are available.
- Size and weight limitations apply.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration.
Refreshment Break Sponsor
Help attendees stay invigorated as refreshment break sponsor.

Monday: $7,500 (Two Breaks)
Tuesday: $3,000 (One Break)
Wednesday: $5,000 (Two Breaks)

Exclusive Break Sponsor: $12,500 (All Breaks)

- Sponsor all refreshment breaks for the chosen day
- NAMIC will provide color logo signage in the break area
- Sponsorship will be acknowledged in the comments made from the podium as attendees are dismissed for the break
- Opportunity to provide marketing collateral for attendees to pick up in break area
- Opportunity to provide custom logoed napkins and/or coffee cup sleeves
- Menu is pre-selected by NAMIC. Requests for alternate menu will incur additional costs
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Grand Prize Drawing Sponsor | $4,000
Receive brand exposure as the Grand Prize drawing sponsor.

- Exclusive sponsor of a NAMIC-provided prize (value at least $500) to be drawn at the conclusion of the event
- Sponsorship acknowledged whenever the grand prize drawing is mentioned
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Kids and Teens Party Sponsor | $3,800
Receive brand recognition and great sponsor benefits by supporting the Kids and Teens Party.

- Exclusive sponsor of the Kids and Teens Party
  - Party includes dinner and gifts for those in attendance
  - Sponsor logo recognition on signage for party
  - Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Digital Event Materials Sponsor | $3,000
Your company's banner ad will be seen by all attendees when they access the event materials on NAMIC’s website 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 white paper or video on the event materials page
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Prices valid for sponsorships confirmed by April 20, 2020. Prices may increase by 20 percent after April 20.
E-promo Communication Graphic Panel Sponsor | $3,000
Highlight your company in the marketing sent to thousands of insurance 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.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Golf Hole Sponsor
Sponsor a golf hole at the popular shotgun-style golf outing.

One Hole: $3,000
Two Holes: $5,000
Three Holes: $7,000
Five Holes: $10,000

- Sponsor a golf hole(s) at the shotgun-style golf outing
- Distinct signage will be placed at each sponsored golf hole
- Opportunity to provide a hole prize/gift (Must be valued at $75 minimum)
- Sold on a first come, first served basis
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

Pre-Conference Communication Graphic Panel | $2,700
Highlight your company in the pre-conference email sent to each attendee.

- Opportunity to provide a graphic panel (Height: 150 px. Width: 640 px.) to be included in the pre-conference email sent to each attendee
- Advertisement can be hyperlinked to a website of sponsor’s choice. Graphic and hyperlink subject to NAMIC approval.
- Eligible for sponsor registration rate (NAMIC members receive member rates). Sponsorships do not include registration

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

Prices valid for sponsorships confirmed by April 20, 2020. Prices may increase by 20 percent after April 20.
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**

**Commercial Lines Seminar | March 4-6 | Chicago, Ill.** Share your insights, gather valuable information on current issues, and learn more about industry trends at this annual two-and-a-half-day event designed for mid-to senior-level underwriters, managers, and executives. With informative presentations from insurance industry experts and consultants, numerous networking opportunities, and easy access to commercial lines service providers, you don’t want to miss this leading industry event.

**Farm Mutual Forum | May 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.

**Annual Convention | September 20-23 | Boston, Mass.** The NAMIC Annual Convention and Exhibit Show is the place where the industry comes together. With more than 1,200 senior executives and 300 property/casualty companies represented, Convention is the perfect place for networking, receiving updates on industry breaking news and trends, and meeting with potential and current clients. When you add top-level educational content and an exhibit show with more than 110 vendor booths, the opportunity to accomplish this much in one spot only comes along once a year.