

# NYIA 2011 Annual Conference

The premier New York property and casualty insurance industry event of the year!

***Sponsorship Opportunities***

***Minimize  
High Stakes  
of Insurance  
With knowledge***

June 1 - 3 | Turning Stone Resort | Verona, NY



**NYIA**<sup>®</sup>

New York Insurance Association, Inc.

# NYIA 2011 ANNUAL CONFERENCE SPONSORSHIP BENEFITS



Wednesday, June 1–Friday, 3, 2011  
Turning Stone Resort, 5218 Patrick Road, Verona, NY 13478

## *New York's Voice for the Property & Casualty Insurance Industry*

### Benefits for all sponsors

- ★ Company name listed on conference promotional material
- ★ Company name listed in conference brochure
- ★ Company name listed in the conference program guide
  - On the agenda, under the appropriate event
  - On the sponsorships page, under the appropriate level
- ★ Sponsorship sign prominently displayed in the main conference venue
  - **Event Sponsors:** A sponsorship sign will be provided by NYIA which will include the sponsoring company's name and the name of the event they are sponsoring. It will be displayed at the event they are sponsoring.
  - **General & Item Sponsors:** One "General Sponsorships" sign will be posted at the registration table and it will include the sponsoring company's name under the appropriate sponsorship level.
- ★ Inclusion of one company brochure or item in the conference bag
  - **All items MUST be delivered to the hotel on either Thursday, May 26, 2011 or Friday, May 27, 2011.**
  - **Please send items directly to:**  
Turning Stone Resort  
Barbara Lynch, NYIA  
Meadow Room  
5218 Patrick Road  
Verona, New York 13478

### Additional benefits

#### Available only to Gold and Platinum Sponsors

- ★ Advertisement in the full color, printed conference program guide that will be given to each attendee.
  - **Ads MUST be submitted electronically to Stacey Orlando at [sorlando@nyia.org](mailto:sorlando@nyia.org) by Monday, April 18, 2011 to be included in program guide.**
- ★ Advertisement sizes (based on sponsorship level):
  - Platinum Sponsor - Full Page (7.5" wide x 10" high)
  - Gold Sponsor - Half Page (7.5" wide x 5" high)
  - If sponsoring multiple items, please contact Stacey Orlando for ad size via e-mail at [sorlando@nyia.org](mailto:sorlando@nyia.org).
- ★ Format requirements for ad:
  - Adobe InDesign
  - Adobe PDF set to print-quality specifications
  - Fonts must be embedded in file

### Additional benefit for Platinum sponsors

#### Available only to Platinum Sponsors

- ★ One full conference registration (\$450 value)
  - Does not include hotel accommodations
  - Does not include optional activities
  - On the conference registration form under "Registration Fees" please check the "Platinum Sponsor" box.

# NYIA 2011 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES CONTRACT



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Turning Stone Resort, 5218 Patrick Road, Verona, NY 13478

## Sponsor information

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

## Sponsorships

**Sponsorships are available on a first-come, first-serve basis.**  
Please put a 1, 2 or 3 in box to indicate your first, second and third choice.

### Platinum Sponsorship Opportunities (\$2,500 & Up)

- Special Entertainment - Thursday (\$3,500)
- General Sponsorship - Amount \$ \_\_\_\_\_

### Gold Sponsorship Opportunities (\$1,500 - \$2,499)

- Morning Session - Thursday (\$1,500)
- Conference Photo Directory (\$1,500)
- General Sponsorship - Amount \$ \_\_\_\_\_

### Silver Sponsorship Opportunities (\$750 - \$1,499)

- Conference Pocket Agenda (\$1,000)
- Members' Lunch Beverages - Thursday (\$750)
- General Sponsorship - Amount \$ \_\_\_\_\_

### Bronze Sponsorship Opportunities (\$250 - \$749)

- General Sponsorship - Amount \$ \_\_\_\_\_

## Item inclusion

- We will send a quantity of 225+ of the item to include in the conference bag.

Item Description: \_\_\_\_\_  
\_\_\_\_\_

## Advertisement contact

**Please complete below, if different from contact above.**

Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

## Method of payment

- Check (Please make checks payable to "NYIA")
- Send me an invoice. **Please complete below, if different from above.**

Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_

## Contract submission & NYIA contact

Please return this form to NYIA via one of the following methods:

**Mail:** NYIA, 130 Washington Avenue, Albany, NY 12210

**Fax:** (518) 432-4220

**E-mail:** blynch@nyia.org