

NYIA 2012 Annual Conference

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

Exhibitor Prospectus

**Escape to
Education
The Perfect
Insurance Retreat**

May 30—June 1 | Mohonk Mountain House | New Paltz, New York



NYIA[®]

New York Insurance Association, Inc.

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

The New York Insurance Association, Inc. (NYIA) invites you to exhibit at the association's 2012 Annual Conference to be held at the Mohawk Mountain House in New Paltz, New York from Wednesday, May 30–Friday, June 1, 2012.

Participation in this conference comes from all sectors and levels of the property and casualty insurance industry, as well as a wide range of associated industries. Attendance is expected to be over 200 people, as the conference is viewed as being the premier New York property and casualty education sector event.

The exhibit show is an important feature of the conference, and we value your participation. This year's conference provides exhibitors time to network with attendees on both Wednesday, May 30 and Thursday, May 31, 2012. **Be sure to reserve your space today, SPACE IS LIMITED!**

The greatest value this conference offers is access to a niche audience of key decision makers from a range of property and casualty companies. We hope you will decide to join us for this highly anticipated industry event.

The value of exhibiting at NYIA's Annual Conference ...

- ★ **Premier New York property and casualty insurance industry event of the year**
- ★ **Niche market of key decision makers from property and casualty companies doing business in New York**
- ★ **Anticipated attendance of 200 people from a range of mutual, cooperative and stock insurance companies**

NYIA 2012 ANNUAL CONFERENCE EXHIBITOR DETAILS & TERMS



Why Exhibit?

- ★ Associating your company with the NYIA Annual Conference can be a long term, cost-effective marketing strategy directly targeting members as well as non-affiliated delegates.
- ★ Approximately **200 decision-making professionals** will be on hand—show them what you can do for their business.
- ★ You can use this opportunity to raise your profile to the New York insurance market. This means that your existing customers and potential customers will see your organization as one which values and supports their professional organization and that your company is committed to excellence in the property and casualty insurance industry.

Exhibit Fee

\$550 - Single Booth Rental - 6' area

With your NYIA membership discount, the fee is ONLY \$450!

Exhibitor fee includes:

- One 6' skirted table and two chairs
- Admission for two representatives from the exhibiting company to the exhibit area on Thursday as well as networking at the chair's reception on Wednesday, May 30 and to the breakfast and luncheon on Thursday, May 31
- Electricity and unsecured wireless Internet access is available for free
- Name badges and exhibitor sign

Admission for an additional representative from the exhibiting company to the exhibit area for Thursday as well as the chair's reception on Wednesday and to the breakfast and luncheon on Thursday is \$75. A maximum of three representatives are allowed at the exhibit from the exhibiting company.

Items NOT Included

- A secure wired or wireless Internet connection is available. Please contact Duane North at (845) 256-2033 or dnorth@mohonk.com for information regarding a secure Internet connection.
- Admission to NYIA's Annual Conference is a separate fee, including: banquet reception, dinner, Friday breakfast and refreshment break and optional activities. Hotel accommodations are also separate. **Each person MUST separately register and pay to attend NYIA's conference and optional activities, if applicable.**

Benefits

- ★ Advance publicity in NYIA's promotions—based on date of receipt of contract by NYIA.
- ★ Publicity in the program guide, including company name, logo and contact information for each representative. Logos **MUST** be submitted electronically to Stacey at sorlando@nyia.org **NO LATER THAN Monday, April 16, 2012** to ensure inclusion in the program guide.
- ★ Supplied sign for each exhibit prominently identifying the exhibiting company.
- ★ You may donate a door prize to be announced at the luncheon on Thursday, May 31, 2012.

Application and Payment

Full payment is required with each application form in order to reserve a space. A space will not be reserved for applications without full payment until the payment is received.

If full payment is not received by Wednesday, May 9, 2012, the New York Insurance Association reserves the right to reassign your exhibition booth without notice.

Exhibit space is assigned on a first-come, first-served basis!

Be sure to complete and send in your exhibitor contract to the New York Insurance Association **as soon as possible**. Applications must be received by Wednesday, May 9, 2012. Exhibitors will be notified of their space assignment by e-mail.

Cancellation

Should an exhibitor applicant desire to cancel this contract, written notice needs to be provided to NYIA prior to the close of business on Wednesday, May 9, 2012 to receive a refund of their payment minus a 50 percent handling fee.

In the event that the notice of cancellation is received by NYIA after Wednesday, May 9, 2012 the exhibitor applicant will not receive a refund; regardless of cause.

Admission

NYIA shall have sole control over all admission policies at all times. Non-exhibiting suppliers or vendors of goods and services will be prohibited from entering the exhibit area. **Badges must be worn at all times for admission into exhibit and refreshment area.**

Authorized Signature: _____ Date: _____

NYIA 2012 ANNUAL CONFERENCE EXHIBITOR CONTRACT



NYIA

New York Insurance Association, Inc.

Wednesday, May 30–Friday, June 1, 2012

Mohonk Mountain House, 1000 Mountain Rest Road, New Paltz, NY 12561

Company information

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

Exhibitor representatives

(Rep 1) Name: _____ Title: _____
Phone: _____ E-mail: _____
(Rep 2) Name: _____ Title: _____
Phone: _____ E-mail: _____
(Rep 3) Name: _____ Title: _____
Phone: _____ E-mail: _____

Exhibitor reservation fees* (Exhibit space is based on availability.)

- Member – \$450 Non-Member – \$550 Additional Representative – \$75
 Member Exhibit & Conference – \$925 Non-Member Exhibitor & Conference – \$1,550 Thursday Banquet – \$75

Please see attached contract terms. Your signature on this contract binds you to the NYIA Annual Conference Exhibit Contract and to the Exhibitor Contract Terms. NYIA will confirm when contract is received. **Company logo, submitted electronically, is required with contract.**

Method of payment

- Check (Please make checks payable to "NYIA")*
 Send me an invoice

* Check must be received NO LATER THAN Wednesday, May 9, 2012 in order to reserve a space.

Contract submission & NYIA contact

Please return this form to NYIA via one of the following methods to Holly Osborn's attention:

Mail: NYIA
130 Washington Avenue
Albany, NY 12210

Fax: (518) 432-4220

E-mail: hosborn@nyia.org

Authorized Signature: _____ Date: _____

NYIA 2012 ANNUAL CONFERENCE EXHIBITOR CONTRACT TERMS



Registration

Each person who will attend the exhibit must be listed. An additional exhibitor representative (beyond the allotted two) may register for \$75. All exhibitors must complete an exhibitor contract form.

Exhibit Booth Set-up

Please note that the hotel does not provide exhibit storage space. All exhibit materials must be scheduled for shipment when an exhibitor representative is on site.

No portion of any display may be higher than 8' high without prior approval of the exhibit manager and the facility.

Exhibitors are prohibited from erecting backdrops or display panels that block visibility. Display materials or equipment at the sides of the booth shall not extend beyond the front of the exhibit table.

All material used for decoration, i.e., paper, cardboard, cloth, etc., shall be a flame-retardant type. Safety and fire exits and equipment must be left accessible and in full view at all times. The exhibit manager reserves the right to remove or have removed at the exhibitor's expense any item(s) not meeting the exhibit criteria.

Exhibit Hours

The exhibit will be held from 7:30 a.m.–1:00 p.m. on Thursday, May 31. There will be designated times during this block that are exclusively for networking with exhibitors.

All exhibits are, by contract, mandated to be functional and participating throughout the exhibit hours. Set up time for exhibits will be from 3:00 p.m. to 5:00 p.m. on Wednesday, May 30, 2012.

Please contact Holly Osborn at NYIA by phone at (518) 432-4227 or by e-mail at hosborn@nyia.org if you have any questions.

Booth Assignment

Booth space will be assigned in the order that the exhibitor contracts are received. Mail in your contract to NYIA as soon as possible. NYIA reserves the right to change location assignments at any time, as it may, in its sole discretion deem necessary.

Rules Governing Exhibits

1. Crowd-drawing devices, such as games of chance, motion pictures, broadcasting, etc. may only be employed after approval by NYIA.
2. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their booth exhibit only.
3. Throwing souvenirs, loud shouting, obstructing aisles or other exhibits, etc. will not be permitted.
4. Service of alcoholic beverages in booths will not be permitted except by exhibit facility personnel in specially approved booths by NYIA.
5. Use of booth materials other than those supplied by the exhibit facility and NYIA, (i.e., extra tables, additional booth hardware, draping, etc.) will not be permitted without the approval of NYIA and at the expense of the exhibitor.

Regulations

Exhibitor shall comply, at exhibitor's sole cost and expense, with all applicable national, state, city, municipal and other governmental regulations, including, but not limited to, fire and safety laws and with the applicable rules and regulations of the facility in which the exhibition is held.

Important Restrictions

- No compressed or bottled gas
- No flammable materials
- No open flames or cooking on exhibit floor
- Nothing taped, nailed or affixed to wall surfaces
- No animals permitted inside the facility
- Food and beverage must be pre-approved by NYIA

Removal of Exhibits

No exhibit may be taken down during the exhibit show hours of the conference. Exhibits must be taken down between 1:00 p.m. and 3:00 p.m. on Thursday, May 31, 2012. Exhibitors are responsible for re-packing and shipping of their own exhibits.

Authorized Signature: _____

Date: _____

NYIA 2012 ANNUAL CONFERENCE EXHIBITOR CONTRACT TERMS (CONTINUED)



Insurance

Insurance of booth contents and personnel is recommended. The New York Insurance Association, Inc. does not insure exhibitor property. The New York Insurance Association, Inc. shall use reasonable care in providing security during the exhibit show.

Beyond this, the New York Insurance Association, Inc., the exhibit facility, their respective officers, directors, employees and/or agents shall not be responsible for the safety or protection of the property or of the exhibitor, its employees and agents from any cause. Exhibitors shall provide to the New York Insurance Association, Inc. copies of all insurance and/or policy riders which includes the New York Insurance Association, Inc. as a coinsured.

Please note: Exhibits will be in a public location. Exhibitors should not leave items of value unattended.

Conference Registration

Admission to NYIA's Annual Conference is not included with the fee to exhibit. Exhibitors may register for the conference by completing the attached conference registration form. The conference fees are listed below for your reference.

- Member – \$475
- Significant Other – \$300
- Significant Other (Banquet Only) – \$150
- Non-Member – \$1,000

No Subletting or Assigning

No exhibitor may sublet, assign or apportion any part of the space allotted, or represent, advertise or distribute literature for any other firm or individual without prior written request and approval by the New York Insurance Association, Inc. Exhibitors may share a booth with another firm, but must contact the New York Insurance Association, Inc. for "booth sharing" details at (518) 432-4227.

Liability

By exhibiting, exhibitor for and on behalf of itself, its agents, employees, invitees, and each other, releases and waives any and all claims, demands or actions against the New York Insurance Association, Inc., and the exhibit facility and their respective officers, directors, employees and agents resulting from any act or omission of exhibitor, its employees, agents and invitees.

In addition, exhibitor agrees to hold harmless and indemnify the New York Insurance Association, Inc., officers, directors, employees and agents, and each of them for any and all claims, demands or actions arising out of or as a result of any act or omission on the part of exhibitor, its officers, directors, employees, agents or invitees, and each of them as a result of its exhibit or otherwise related to the exhibit.

Hotel Accommodations

All reservations are on a first-come, first-served basis. A limited number of rooms have been reserved for early arrivals on Tuesday, May 29, 2012. **Book as soon as possible!**

The hotel reservation form must be completed and mailed or faxed to (845) 256-2100 to the reservation department at the Mohawk Mountain House. Keep in mind **the reservation cutoff date is April 29, 2012**. If you have questions about the hotel form or room types, please contact the Mohonk Mountain House at (800) 772-6646. The hotel reservation form is on the last page of this document.

Disclaimer

Every effort has been made to present, as accurately as possible, all the information contained in this document. The New York Insurance Association, Inc., its members, exhibitors or sponsors will not be held responsible for any changes in content or cost for all or any general or specific information contained therein. Any cost and content are subject to alteration without notice.

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Authorized Signature: _____ Date: _____

NYIA 2012 ANNUAL CONFERENCE REGISTRATION FORM



Wednesday, May 30–Friday, June 1, 2012

Mohonk Mountain House, 1000 Mountain Rest Road, New Paltz, NY 12561

Registrant

Name: _____ Badge First Name: _____

Title: _____

Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Are you a first time attendee? Yes No

Significant Other: _____ Badge First Name: _____

Registration

Registration fees:

- Member – \$475
- Non-Member* – \$1,000
- Significant Other – \$300
- Significant Other Banquet Only – \$150
- Member Exhibitor and Conference – \$925
- Non-Member Exhibitor and Conference – \$1,550

"Member" is defined as an employee or director of a NYIA member company.

**Non-Member (Full Insurer Only) registration fees may be credited toward 2012 membership.*

Optional activity:

- Golf Tournament (Registrant) – \$90
Handicap: _____
- Golf Tournament (Spouse/Guest) – \$90
Handicap: _____

Total Conference Fee

▼ Registration Amount
\$ _____

▼ Optional Activities Amount
\$ _____

▼ Grand Total Amount
\$ _____

Special accommodations

In accordance with Title III of the Americans with Disabilities Act, we invite all registrants to advise NYIA of any disability or special dietary needs and any requests for accommodation to that disability or dietary need.

Your request should be submitted as far in advance of the event you wish to attend. If you have any questions, please contact the association office at (518) 432-4227.

Cancellation policy

Conference fees will be refunded if cancellation is received by May 9, 2012, but will not be refunded if cancellation is received on or after May 10, 2012.

To cancel a conference registration, please contact Stacey Orlando at NYIA at (518) 432-4227 or via e-mail at sorlando@nyia.org.

Submission & payment

Please make check payable to the New York Insurance Association and mail to:

New York Insurance Association, Inc.
Conference Registration
130 Washington Avenue
Albany, NY 12210

NYIA 2012 ANNUAL CONFERENCE HOTEL RESERVATION FORM



Wednesday, May 30–Friday, June 1, 2012

Mohonk Mountain House, 1000 Mountain Rest Road, New Paltz, NY 12561

Reservations Phone: (800) 772-6646 Fax: (845) 256-2100

Accommodations will be occupied by

Name(s): Mr./Mrs./Ms. _____

Company: _____

Address: _____

City/State/Zip: _____

E-mail: _____

Group Code: NYIA

Arrival Date: _____ Departure Date: _____

of Adults: _____ # of Children: _____ Ages: _____

Phone: _____

Fax: _____

List Roommate (Sending Separate Reservation Forms)

1. _____

2. _____

Reservation cutoff date

Cutoff Date: Sunday, April 29, 2012

A block of accommodations has been set aside for the group. Please reserve your room before the cutoff date indicated above, by **faxing or mailing** this completed form to the address listed at the top of this page. If this block of accommodations sells out before the cutoff date reservations will be subject to general availability. Reservations will not be accepted over the telephone until after the cutoff date, and then are subject to general availability.

Check In Time: 4:00pm

Check Out Time: 2:00pm

Room rates per day

# of Rooms	Room Type	Rate
_____	Single	\$173.00pp + 8.8% Tax + 12% Gratuity
_____	Double	\$73.00pp + 8.8% Tax + 12% Gratuity

Cancellation policy

Should you cancel more than 15 days prior to your arrival date, your deposit will be refunded. Should you cancel within 14 days of your arrival, or shorten your stay, it will result in forfeiture of your deposit.

Additional fees

If you would like to arrive early or stay longer, below are the prices (plus tax and gratuity), per person, for the additional meals:

Breakfast \$28.00 Lunch \$38.00 Dinner \$45.00

Deposit policy

All reservations must be secured with a deposit equal to one night's room charge, which must include the service charges listed. The total deposit will be applied to your designated length of stay.

Please indicate amount to be charged below. Your credit card will be charged upon receipt of the information below.

- Check (Please make check payable to "Mohonk Mountain House")
 Please charge my: AMEX MasterCard VISA Discover

Amount to be charged: \$ _____

Card #:

Expiration Date (Mth/Yr): / Security Code:

Cardholder's Signature: _____

Cardholder's Name: _____

Billing Address: _____

Billing City/State/Zip: _____

____ Initial here if this card is not the attendee's and is to be used for payment of the balance for this room reservation (excluding incidentals).

Additional information

Please visit our website at www.mohonk.com.