



# GLOBAL INSURANCE FORUM

**CONRAD NEW YORK DOWNTOWN | JUNE 7-9, 2020**

Presented by IIS and The Institutes

## IIS 2020 Global Insurance Forum Sponsorship Prospectus

### Insuring the Future

#### About the Forum:

The Global Insurance Forum is the premier international insurance gathering featuring prominent cross sector thought leaders sharing their views on key issues which will shape the future of the industry.

#### About IIS:

IIS serves as the voice of the industry providing a diverse and inclusive platform for both private and public stakeholders to promote resilience, drive innovation and stimulate market development.

#### About Sponsorship:

Forum sponsorship offers an opportunity to be featured before an audience of Executive Leadership across all sectors, regions and stakeholders of the industry.



An affiliate of The Institutes | Risk and Insurance Knowledge Group

Secure your sponsorship position by contacting Pete Howard,  
Director of Partnerships, at [howard@theinstitutes.org](mailto:howard@theinstitutes.org) or +1.484.831.9025.

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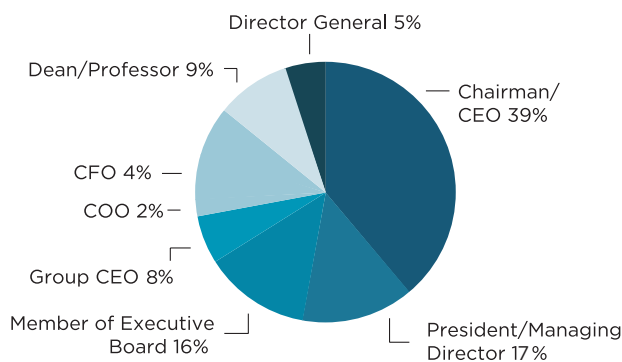
## Forum Highlights

- 500+ senior level attendees from across the globe
- Diverse delegation of insurance executives, regulators, academics and policy makers
- Policy neutral platform to explore the forces that shape the industry, support expansion and heighten the relevance of insurance in the global economy
- Awards Dinner honoring the recipients of **The Insurance Hall of Fame**, **The Shin Research Awards**, **RGA Leaders of Tomorrow**, and more
- 5+ dedicated networking segments offer unparalleled opportunities to grow your network
- 50+ thought leaders from all sectors offer engaging dialogue through panels, keynotes, interactive sessions and more

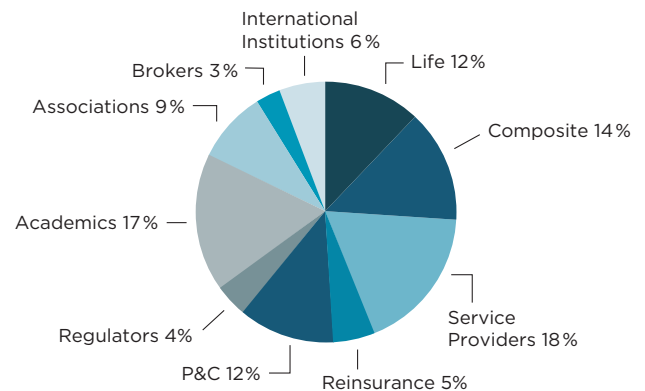
## IIS Demographics

By virtue of our diversity, IIS is recognized for our global convening power amongst all stakeholders of the industry.

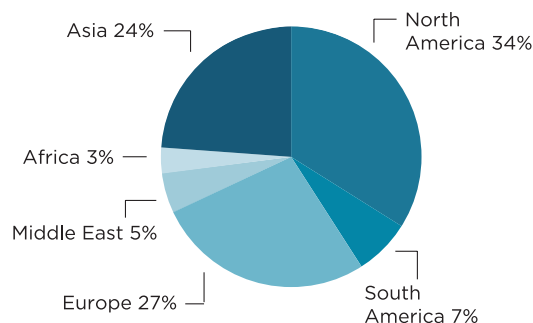
**OVER 85% C-SUITE REPRESENTATIVES!**



**BY TITLE**



**BY SECTOR**



**BY REGION**

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A sampling of attendee, member and sponsor companies:



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## **IIS Corporate Partner Packages *(includes program participation):***

<b>\$30,000</b>	Bronze IIS Partner Package <i>(for details, see page 5)</i>
<b>\$50,000</b>	Silver IIS Partner Package <i>(for details, see page 5)</i>
<b>\$75,000</b>	Gold IIS Partner Package <i>(for details, see page 5)</i>
<b>\$100,000</b>	Platinum IIS Partner Package <i>(for details, see page 5)</i>

## **Event Sponsorship Opportunities:**

<b>\$5,000</b>	Branded Pens <i>(for details, see page 12)</i>
<b>\$5,000</b>	Branded Notebooks <i>(for details, see page 12)</i>
<b>\$5,000</b>	Silver Ad Package in Awards Journal <i>(for details, see page 7)</i>
<b>\$7,000</b>	Bag and Coat Check <i>(for details, see page 8)</i>
<b>\$7,500</b>	Gold Ad Package in Awards Journal <i>(for details, see page 7)</i>
<b>\$10,000</b>	Platinum Ad Package in Awards Journal <i>(for details, see page 7)</i>
<b>\$10,000</b>	Branded Portable Charger <i>(for details, see page 12)</i>
<b>\$10,000</b>	Branded Hotel Key Cards <i>(for details, see page 12)</i>
<b>\$10,000</b>	Explore NYC Information Center <i>(for details, see page 8)</i>
<b>\$10,000</b>	Networking Hub Host Table <i>(for details, see page 11)</i>
<b>\$15,000</b>	Branded Water Bottles and Water Stations <i>(for details, see page 12)</i>
<b>\$15,000</b>	Coffee and Tea Bar <i>(for details, see page 8)</i>
<b>\$20,000</b>	PRESENTATION: Industry Breakfast Session <i>(for details, see page 9)</i>
<b>\$20,000</b>	Wi-Fi & Event Mobile APP Package <i>(for details, see page 11)</i>
<b>\$30,000</b>	Member Briefing & Luncheon <i>(for details, see page 9)</i>
<b>\$35,000</b>	Social Media Lounge/Twitter Wall <i>(for details, see page 11)</i>
<b>\$35,000</b>	Speaker Hospitality Suite <i>(for details, see page 10)</i>
<b>\$35,000</b>	Wellness Center <i>(for details, see page 10)</i>
<b>\$40,000</b>	Welcome Reception Host <i>(for details, see page 10)</i>
<b>\$60,000</b>	Awards Host <i>(for details, see page 6)</i>



# IIS 2020 GLOBAL INSURANCE FORUM SPONSORSHIP PROSPECTUS

## 2020 IIS CORPORATE PARTNER PACKAGES

Partner sponsorship includes year-round promotion as an IIS partner as well as prominent sponsorship of the Global Insurance Forum, including participation on the business program.

Benefits	Platinum Partner \$100,000 Limited to 3 partners	Gold Partner \$75,000 Limited to 5 partners	Silver Partner \$50,000 Limited to 7 partners	Bronze Partner \$30,000 Limited to 10 partners
Complimentary Forum registrations	8	6	3	2
Discount on additional registrations	30% discount	20% discount	10% discount	5% discount
Speaking role included at the Global Insurance Forum*	✓	✓	✓	✓
Logo and recognition as an IIS partner through 12/31/2020	✓	✓	✓	✓
Reserved VIP seating at Global Insurance Forum for general sessions	✓	✓	✓	✓
Prominent branding and recognition as a partner sponsor at Global Insurance Forum	✓	✓	✓	✓
Logo included in sponsor section of the event app	✓	✓	✓	✓
Literature distribution (digital and on-site)	✓	✓	✓	✓
Recognition as a partner in IIS member communications through 12/31/2020	✓	✓	✓	✓
Invitation to private member presentation and luncheon	3 attendees	2 attendees	1 attendee	1 attendee
Color ad in partner section of Awards Gala Journal	2 page spread	1 full page	1 full page	
Host table with logo/signage at the Award Gala Dinner to invite other Forum attendees to join you at your table (seats 10)	✓	✓	✓	
Video interview produced and distributed on the IIS website (filmed at the Global Insurance Forum)	✓	✓		

\* Defined in collaboration and with approval of IIS Leadership



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## AWARDS CEREMONY & RECEPTION / DINNER OPTIONS

### **Awards Host Sponsor - \$60,000**

*Exclusive to 1 sponsor*

The Awards Host Sponsor is featured prominently during the entire evening, including the pre-dinner cocktail reception, seated dinner, awards ceremony and the dessert reception.

#### ***Benefits Include:***

- 2 complimentary registrations
- Logo prominently displayed throughout the Awards Dinner Recognition on an exclusive "thank you" slide
- Speaking role during ceremony\*
- Branded invitation sent to all attendees via email
- Logo featured on custom dinner menu
- 1 branded signature drink station
- Reserved table at the Awards Dinner with tabletop signage  
(seats 10 - can invite registered delegates to join)
- 2-page color ad in the platinum section of the Awards Journal
- 2 invitations to private industry presentation and luncheon
- Reserved VIP seating at general sessions
- Logo included on event website and event app
- Literature distribution (*digital and on-site*)
- Access to attendee list for pre or post event promotion (*1 time use; restrictions apply\*\**)

*\*Defined in collaboration and with approval of IIS Leadership*

*\*\*Restrictions defined by IIS Management in compliance with IIS Privacy Policy*



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## AWARDS JOURNAL AD PACKAGES

The Awards Journal is distributed to every attendee and includes details on speakers, presenters, award winners and more. Advertisement in the journal is a wonderful way to show your support and congratulate winners.

### Platinum Ad Package in Awards Journal - \$10,000

#### **Benefits Include:**

- Reserved table at the Awards Dinner with tabletop signage (*seats 10 - can invite registered delegates to join*)
- 2 page color ad in the Platinum section of the Awards Journal
- Logo Included on event website and event app
- Recognition on an exclusive “thank you” slide
- Literature distribution (*digital and on-site*)

### Gold Ad Package in Awards Journal - \$7,500

#### **Benefits Include:**

- 1 full page color ad in the Gold section of the Awards Journal
- Logo Included on event website, event app and sponsor “thank you” slide
- Literature distribution (*digital and on-site*)

### Silver Ad Package in Awards Journal - \$5,000

#### **Benefits Include:**

- 1 full page color ad in the Silver section of the Awards Journal
- Logo Included on event website and event app
- Literature distribution (*digital and on-site*)

#### **Awards Journal Print Ad Specifications**

<b>Platinum</b>	High Resolution PDF with bleed and crop marks Trim Size: 17" x 11" (432mm x 279mm) Bleed Size: 17.5" x 11.5" (445mm x 292mm)
<b>Gold</b>	High Resolution PDF with bleed and crop marks Trim Size: 8.5" x 11" (216mm x 279mm) Bleed Size: 17.5" x 11.5" (229mm x 292mm)
<b>Silver</b>	High Resolution PDF with bleed and crop marks Trim Size: 8.5" x 11" (216mm x 279mm) Bleed Size: 17.5" x 11.5" (229mm x 292mm)

*(Make sure all text is converted to outlines / curves and all images are CMYK, minimum 300dpi at 100%.)*

**Awards Digital Ad Specifications:** JPEG, PNG, PDF (72dpi) • 1920px x 1080px • RGB

**Sponsor Logo Specifications:** Accepted formats: High-resolution PDF, EPS, AI





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## THOUGHT LEADERSHIP PRESENTATION & NETWORKING

### **Bag and Coat Check - \$7,000**

*Exclusive to 1 sponsor*

Sponsor the complimentary bag and coat check for all Global Insurance Forum delegates. Allow attendees to store their personal property and eliminate the possibility of leaving or losing important, expensive items behind.

#### **Benefits Include:**

- Logo and signage displayed at Bag and Coat Check
- Logo included on event website, event app and sponsor “thank you” slide
- Literature distribution (*digital and on-site*)
- Logo featured at the event and in all Forum materials distributed to the IIS network of global insurance professionals

### **Explore NYC Information Center - \$10,000**

*Exclusive to 1 sponsor*

The Explore NYC Information Center is a resource for attendees who want to get to know the city and plan local after-hours activities. Attendees can find information on local restaurants, museums, sight-seeing spots and more at a booth prominently branded with your company logo.

#### **Benefits Include:**

- Logo and signage displayed at the Explore NYC Information Center
- Logo included on event website, event app and sponsor “thank you” slide
- Literature distribution (*digital and on-site*)
- Logo featured at the event and in all Forum materials distributed to the IIS network of global insurance professionals
- Attendee communication will be sent highlighting branded Information Center
- Promotion in mobile app push notification sent to all attendees
- Sponsor gift can be distributed to all attendees (*gift provided by sponsor*)

### **Coffee and Tea Bar - \$15,000**

*Exclusive to 1 sponsor*

Attendees can rejuvenate each day of the event with a quick stop at the coffee and tea bar. These breaks serve as great pick-me-ups for attendees and great branding opportunities for you.

#### **Benefits Include:**

- 1 complimentary registration
- Logo included in Forum materials distributed to IIS network of global insurance professionals
- Prominently branded serving area
- Promotion in mobile app push notification sent to all attendees
- Logo included on event website, event app, and sponsor “thank you” slide
- Literature Distribution (*digital and on-site*)



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## THOUGHT LEADERSHIP PRESENTATION & NETWORKING

### **Presentation: Industry Breakfast Session - \$20,000**

*Limited to 1 sponsor per day (3 days available)*

Sponsor has the opportunity to present an industry briefing to attendees during a breakfast session. All attendees will be invited and sponsor can define the topics and format working in collaboration with IIS Leadership.

*Discounts available for multiple days/sessions*

#### **Benefits Include:**

- Present an industry briefing to attendees during a breakfast session  
*(format to be defined collaboratively by sponsor and IIS)*
- Session prominently featured on schedule/agenda
- 1 complimentary registration
- Option to display video content during breakfast session
- Logo included in Forum materials distributed to IIS network of global insurance professionals
- Literature distribution *(digital and on-site)*
- Logo included on event website, event app and sponsor “thank you” slide
- Advanced promotion of session to IIS network
- Session invite sent to all attendees via push notification within event app

### **IIS Members Briefing & Luncheon - \$30,000**

*Exclusive to 1 sponsor*

Sponsor has an opportunity to present an industry briefing directly to the IIS members in a private, closed-door session.

#### **Benefits Include:**

- Present an industry briefing to key audience of IIS members\*
- Presentation will be filmed and shared on the IIS website
- Branded invite will be sent to all Executive Council members
- Ability to network with IIS members, leadership and VIP attendees following presentation
- Host private members luncheon
- 1 complimentary registration
- Logo included in Forum material distributed to IIS network of global insurance professionals
- Logo included on event website, event app and sponsor “thank you” slide
- Advance promotion of session to IIS members
- Literature distribution *(digital and on-site)*

*\* The topic will be defined collaboratively with IIS Leadership.*



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## THOUGHT LEADERSHIP PRESENTATION & NETWORKING

### Speaker Hospitality Suite - \$35,000

Sponsor has an opportunity to host the speaker hospitality suite. Area will feature a branded photo wall as well as refreshments and lounge furniture for speakers and VIP guests.

#### **Benefits Include:**

- Branded lounge area exclusive to speakers and VIPs
- Branded invite will be sent to all speakers and VIP guests via email
- Ability to network with speakers, IIS leadership and VIP guests in an intimate setting
- 1 complimentary registration
- Sponsor gift can be distributed to speakers and VIP guests (*gift provided by sponsor*)
- Logo included on event website, event app and sponsor “thank you” slide
- Promotional video played in hospitality suite
- Literature distribution (*digital and on-site*)

### Wellness Center - \$35,000

#### **Exclusive to 1 sponsor**

Sponsor the Wellness Center, which will include licensed masseurs, a juice bar, electronic foot massage stations and aromatherapy.

#### **Benefits Include:**

- 2 Complimentary registrations
- 10% discount on additional registrations
- Prominently branded wellness area
- Promotion in mobile app push notification sent to all attendees
- 2 page color ad in the Platinum section of the Awards Journal
- Attendee communication will be sent highlighting branded Wellness Center
- Sponsor gift can be distributed to all attendees (*gift provided by sponsor*)
- Logo included on event website, event app and sponsor “thank you” slide
- Literature Distribution (*digital and on-site*)

### Welcome Reception Host - \$40,000

Sponsor will host a welcome reception to kick off the Global Insurance Forum.

#### **Benefits Include:**

- Branded invitation will be sent to all attendees via email
- 3 complimentary registrations
- Recognition on an exclusive “thank you” slide
- Branded signature drink station
- Sponsor gift can be distributed to all attendees (*gift provided by sponsor*)
- Logo included on event website and event app
- Promotional video played in welcome reception (*video provided by sponsor*)
- Literature distribution (*digital and on-site*)
- Speaking role during reception\*

\* The topic will be defined collaboratively with IIS Leadership.





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## TECH & CONNECTIVITY

### Wi-Fi & Mobile App - \$20,000

#### **Benefits Include:**

- Branded splash page on mobile app
- Wi-Fi password can be selected by sponsor
- Clickable banner ad included on mobile app
- Logo included on all event app and wi-fi marketing materials
- Logo included on event website, event app and sponsor “thank you” slide
- Logo featured at the event and in all Forum materials distributed to the IIS network of global insurance professionals
- Literature distribution (*digital and on-site*)

### Social Media Lounge/Twitter Wall - \$35,000

Sponsor this prominently branded lounge area in Networking Hub where attendees can relax, charge their devices, network and share their Forum experiences online

#### **Benefits Include:**

- 2 complimentary registrations
- Ability to have video playing in lounge area
- Branded twitter feed screen (*Twitter wall*)
- Branded charging stations
- Promotion in mobile app push notification sent to all attendees
- 1 full page color ad in the silver section of the Awards Journal
- Branded invitation will be sent to all attendees via email
- Sponsor gift can be distributed to all attendees (*gift provided by sponsor*)
- Logo included on event website, event app and sponsor “thank you” slide
- Literature distribution (*digital and on-site*)

### Networking Hub Host Tables - \$10,000 each

Branded cocktail tables will be positioned throughout the Networking Hub. Sponsors can use their hub host table for literature distribution, meetings, networking and more! Multiple tables can be purchased at a discounted rate.

#### **Benefits Include:**

- Branded cocktail table in main networking area for the full conference
- 1 full page color ad in the silver section of the Awards Gala Journal
- Sponsor gift can be distributed to all attendees (*gift provided by sponsor*)
- Logo included on event website, event app and sponsor “thank you” slide
- Literature distribution (*digital and on-site*)



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## BRANDED ITEMS SPONSOR OPTIONS

### **Branding Opportunities:**

Showcase your brand to our audience of 500+ senior insurance executives by sponsoring one of these highly visible branding options. Branding sponsorships are a great way to promote your brand even if your company is not present at the event.

***All branding sponsorships include the following benefits in addition to the branded item:***

- Logo included on event website, event app and sponsor “thank you” slide
- Literature distribution (*digital and on-site*)
- Logo featured at the event and in all Forum materials distributed to the IIS network of global insurance professionals

### **\$15,000 Level Branded Opportunity**

*First come, first served.*

- Branded Water Bottles and Water Stations

### **\$10,000 Level Branded Opportunities**

*PICK ONE- Limited- First come, first served.*

- Branded Portable Charger
- Branded Hotel Key Cards

### **\$5,000 Level Branded Opportunities**

*PICK ONE- Limited- First come, first served.*

- Branded Pens
- Branded Notebooks