



Sponsorship Kit



Position your brand and influence decision makers:

Become a sponsor of the 2019 Joint Industry Forum

Thursday, January 17, 2019
Marriott Marquis, New York City

As the first major insurance event of the year, the Insurance Information Institute's annual property/casualty [Joint Industry Forum](#) provides a unique opportunity for insurance leaders to take stock of the latest issues and trends affecting the industry.

Each year the Joint Industry Forum attracts close to 300 top executives from commercial and personal lines insurance companies, brokers, industry trade associations and regulatory agencies, as well as researchers, analysts and other key thought leaders.

The theme of the 2019 Joint Industry Forum is [Leading the Way Forward](#), where top innovators, influencers and subject matter experts will gather to discuss how to drive business growth and success in today's complex market.

Why become a sponsor?

Sponsors of the Joint Industry Forum have a unique opportunity to enhance brand awareness, establish key business relationships and establish themselves as leaders in the insurance sector by supporting the exchange of information and ideas that will help shape the future of the industry.

We offer several levels of sponsorship and other promotional opportunities that are designed to enrich your marketing strategy—and match your budget.

Act soon—several premiere sponsorships include exclusivity and will sell out quickly.

About the Insurance Information Institute

For nearly 60 years, the [Insurance Information Institute \(I.I.I.\)](#) has been the leading independent source of objective information, insight, analysis and reference on insurance for a wide range of audiences, including: consumers; insurance professionals; the media; government and regulatory organizations; and academia.

The I.I.I.'s mission is to improve public understanding of insurance—what it does and how it works. Our website, blog and social media channels offer a wealth of thought leadership materials, research, white papers, videos, articles, infographics and other resources to inform and educate—while the annual *Insurance Fact Book* is one of the definitive resources of its kind.

The I.I.I. is an industry-supported organization, but does not lobby for insurance businesses. Our central function is to provide accurate and timely information on insurance subjects.

I.I.I. Reach (August 1, 2017 – August 1, 2018)

Online, print, broadcast media traffic

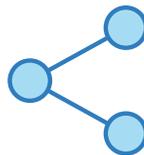


Online, print, broadcast media impressions¹

10.2 billion

Total national TV audience²
8,011,266

Social media traffic



Social media audience

Twitter: **37,797**
Facebook: **4,952**
LinkedIn: **3,887**

Web traffic



Website

Pageviews: **3,723,861**
Users: **2,202,976**

The Triple-I Blog

Pageviews: **82,998**
Users: **45,743**



theDaily traffic³

Subscribers: **3,460**
Average opens: **5,520**
Open rate: **20.8%** (Industry average 15.9%)
Click rate: **4.1%** (Industry average: 1.9%)

¹Source: Meltwater. ²Source: Critical Mention, January 1 – July 31, 2018. ³Data as of August 2018.



Sponsorship packages

Sponsorship packages offer high visibility support for the Joint Industry Forum and the **Leading the Way Forward** theme—from notable keynote and general session speakers to topical panel discussions and other significant functions and amenities. You'll have the opportunity to receive recognition for your support through conference literature and signage, the conference website and pre- and post-event communications.

All sponsors will have first right of refusal regarding sponsorship for the 2020 Joint Industry Forum.

Detailed descriptions of available sponsorship levels follow.



Platinum-level Sponsorship: \$35,000 (1 available)

The Platinum sponsor has a unique opportunity to be a partner presenter of the Joint Industry Forum. The package includes:

- Company name/logo, to include “Presented by…” placement, prominently displayed on all Joint Industry Forum signage and pre- and post-event communications
- Prominent logo placement on Joint Industry Forum event website (all pages)
- Full-page ad on back cover of the meeting program
- Opportunity to welcome attendees and introduce the Joint Industry Forum in person or via video
- Display space on welcome table in registration area
- 3 free meeting registrations and discounts on additional registrations



Gold-level Sponsorship: \$25,000 (2 available)

Gold sponsors play a role integral to Joint Industry Forum by supporting featured speakers. Information on specific speakers will be available soon. The package includes:

- Opportunity to introduce featured speaker
- Photo session and a private meet and greet with featured speaker
- Company name/logo displayed on all session signage and pre- and post-event communications related to featured speakers
- Display space on welcome table in registration area
- Logo placement on Joint Industry Forum event website and sponsorship page
- Full-page ad on inside cover of the meeting program
- 2 free meeting registrations and discounts on additional registrations

As a Gold sponsor, you can choose to support:

- Talent and Leadership Keynote Speaker: Gen. Stanley A. McChrystal
- Afternoon Headliner: Mitch Landrieu



Times Square Signage Sponsorship: \$20,000 – \$35,000 (Multiple availabilities)

As a Times Square Signage Sponsor, you can advertise your brand's support of the Joint Industry Forum on an outdoor video board on the day of the event that is viewable during the JIF evening reception, which is hosted in a location overlooking Times Square and the Broadway pedestrian plaza.

The package includes:

- High-profile digital Spectacolor located in the heart of Times Square on 41' h x 72' w screen
- Great visibility from the Broadway pedestrian plaza (Broadway between 45th and 46th Streets facing west)
- Video clips or static images which can run 1 to 3 hours



I.I.I. *Daily* Newsletter Sponsorship: \$10,000 for one week* or \$2,000 per day (Multiple availabilities)

As a I.I.I. *Daily* sponsor, your company can be featured in I.I.I.'s *Daily* email newsletter during one or more of the six business days leading up to the Joint Industry Forum (Wednesday, January 9 – Wednesday, January 16). The package includes:

- Logo + choice of hyperlink to company website (i.e., main website, article, product, etc.), which will be featured in the *Daily*
- Access to more than 3,400 subscribers of the *Daily*'s highly engaged and industry-targeted audience. The *Daily*'s open rate is 25 percent higher than the industry standard, and its clickthrough rate is double the industry average.

Ongoing sponsorship of the *Daily* is available throughout the year. Please contact us for details.

Silver-level Sponsorship: \$15,000 (2 available)

The package includes:

- Company name/logo displayed on session/panel signage
- Display space on welcome table in registration area
- Logo placement on Joint Industry Forum event website sponsorship page
- Full-page ad in the meeting program
- 1 free meeting registration and discounts on additional registrations

As a Silver sponsor, you can choose to support one of the following panels or functions:

- Geopolitics and the Economy Panel
- ~~Talent and Leadership Keynote: CEO Conversation and Related Breakout Session~~ **SOLD**
- ~~Emerging Risks and Opportunities: Focus on Artificial Intelligence and Ethics Panel~~ **SOLD**
- ~~Catastrophe Town Hall~~ **SOLD**
- Networking reception with a spectacular view of Times Square



*Six business days



Bronze-level Sponsorship (Multiple availabilities; varied pricing)

The package includes:

- Logo placement on Joint Industry Forum event website sponsorship page
- Half-page ad in the meeting program
- Discounts on event registrations

Bronze sponsors can choose to have their company name displayed on one or more of the following:

- Welcome Gift (\$10,000)
- ~~Notebook (\$10,000)~~ **SOLD**
- AV Sponsor (\$10,000)
- ~~Afternoon Refreshment Break (\$7,500)~~ **SOLD**
- ~~Wi-Fi (\$7,500)~~ **SOLD**
- ~~Portable Mobile Phone Chargers (\$7,500)/Charging Station (\$5,000)~~ **SOLD**
- ~~Hotel Key (6-wk lead time required) (\$5,000)~~
- Water Cooler Station (\$5,000)
- ~~Pens (\$5,000)~~ **SOLD**
- Morning Coffee/Tea (\$3,000)

Charter sponsorship

The Insurance Information Institute encourages the participation of other industry not-for-profit organizations in the Joint Industry Forum.





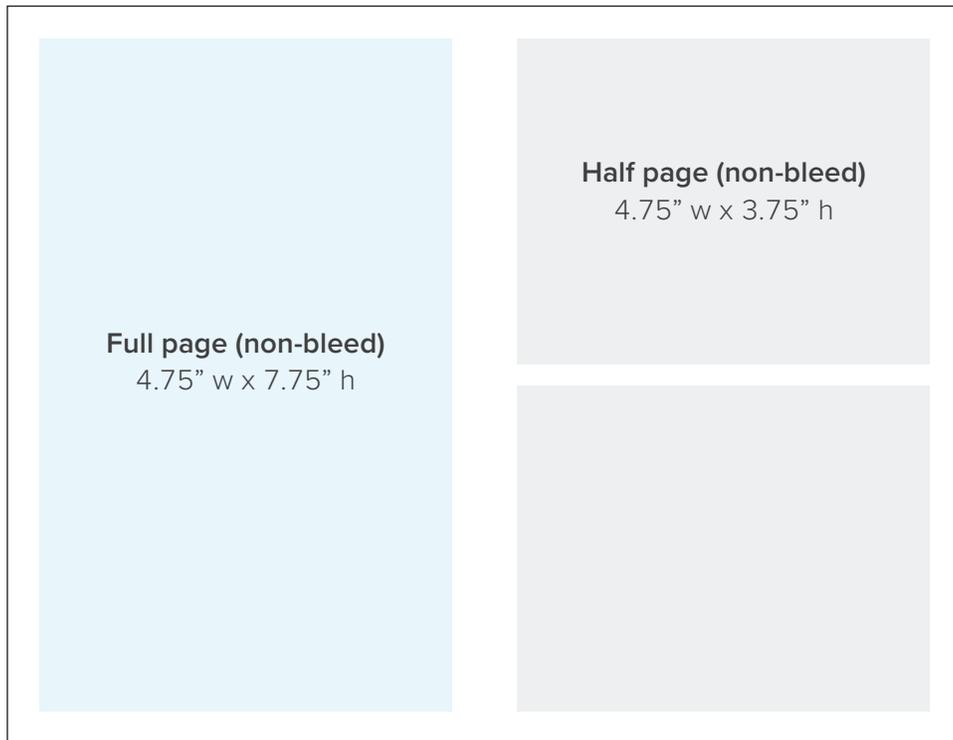
Advertising packages

Advertising packages include ads in the Joint Industry Forum meeting program.

Full page color ad \$2,000

Half page color ad \$1,000

Meeting program ad specs



Journal

11.0" w x 8.5" h

5.5" w x 8.5" h folded

Don't see what you're looking for?

The I.I.I. is happy to create an opportunity that specifically addresses your goals.

Please contact:

Laura Favinger, Chief Administrative Officer

Email: SponsorJIF@iii.org

Phone: (212) 346-5555

