

# 2019 Marketing Opportunities



## CONFERENCE SPONSORSHIP:

### Annual Conference Sponsorship

August 6–8, 2019

For those looking for the highest visibility to over 1000 people attending VCIA's conference, three premier sponsorship levels are available. These sponsors receive prominent placement at all conference events, on the conference app, on the web and in pre-conference promotions. High quality exposure at a great value!

Conference Sponsorship Levels & Benefits	Platinum	Gold	Silver
<i>All logos are scaled in size according to sponsorship levels</i>	<b>\$12,500</b> (members) <b>\$16,000</b> (non-members)	\$7,000 (members) \$10,000 (non-members)	\$4,000 (members) \$6,000 (non-members)
Opportunity to choose exhibit booth location in advance of exhibit lottery, per seniority. (Booth space not included in Gold Sponsorship fee)	•	•	
One exhibit booth space at site of conference	•		
Listing and link to website from exhibitor page of vcia.com (if booth is available)	•		
Sponsor may provide one promotional item or brochure for the VCIA conference bags	•		
Additional logo placement at the evening receptions	•		
Golf hole sponsorship at the VCIA golf tournament	•		
Platinum Bowflag Recognition in Exhibit Hall	•		
Ad in conference program	<b>½ page ad</b>		
Number of complimentary conference registrations included with the sponsorship	<b>2 full or 4 networking</b>	1 full or 2 networking	
Presence on <b>vcia.com</b> homepage May–August	<b>logo</b>	listing	
Presence in May edition of VCIA e-newsletter	<b>logo</b>	listing	
Conference promotional postcards	<b>logo</b>	logo	listing
Company mentioned in promotional emails	<b>logo</b>	listing	listing
Website ad rotating on <b>vcia.com</b>	<b>all year long</b>	all year long	may–oct.
Logo recognition at conference center lobby, exhibit hall, closing keynote, receptions & general session	•	•	•
Attendee list from previous year & current year's conference <b>including emails</b> for a <b>one-time use</b>	•	•	•
Logo on conference app	•	•	•
Logo on outside back cover of conference program	•	•	•
Logo and link to website on sponsor page of <b>vcia.com</b> May–Aug.	•	•	•
Logo in August edition of VCIA e-newsletter	•	•	•
Attendees identified as sponsors on their name badges	•	•	•

## 2019 Conference App Sponsorship

The VCIA Conference App was a great success in 2018! Consider being the app sponsor or a co-sponsor for 2019. Benefits include: your logo on promoted posts on the app (rotating with co-sponsor if applicable); your logo and PDFs on the sponsor section; one full conference registration; one alert message of your choice sent through the app that mentions your company; recognition at the app information table; recognition in app promotional emails and signs; logo in final conference program; press release mention and a final conference attendee list with all contact information including emails for a **one-time use**.

**Full sponsorship Price: \$10,000**

**Co-sponsorship Price: \$5,500 each**



## Annual Conference Golf Sponsorships

### Golf Ball Sponsor

**Price: \$2,500**

Ball sponsor receives signage at golf check-in and at one golf hole, logo on golf balls, and logo in the conference program. In addition, sponsor receives copies of the previous & current year's attendee lists including emails for a **one-time use**.

### Golf Hole, Driving Range, Beverage Cart or Putting Green

**Price: \$500 each**

These sponsorships include signage at golf check-in, signage with logo at the hole, putting green, beverage cart or driving range as well as recognition on tournament materials.

### Hole-In-One or Prize Sponsor

**Price: Free**

- Hole-In-One sponsor must provide prize, staff to monitor hole and insurance for the prize. Sponsor receives recognition at tournament check-in and at golf hole.
- Prize sponsors may donate **gift certificate** prizes for the tournament or golf balls with your company logo in exchange for recognition at tournament.



## Conference Transportation Sponsorship

**Price: \$3,000**

This sponsorship includes your company logo displayed on both sides of the transportation that travels to and from the Davis Center on Tuesday and the evening reception on Wednesday. Your company logo will also be displayed on the shuttle vans that travel to and from local hotels throughout the conference. This sponsorship includes a final conference attendee list with all contact information including emails for a **one-time use**.



## Conference Charging Station Sponsorship

Price: \$2,500

Does your smart phone battery last all day? No worries! Stop by the charging station to recharge your tablet or smart phone. The charging station sponsor will have the opportunity to put promotional items on and around the charging station for conference attendees to view while they are charging devices. The charging station monitor can be custom branded with your graphics for maximum exposure. Sponsor signs with logo will be posted near the station.



## Conference Bag Sponsorship

Would you like your logo visibly placed in front of every attendee at the largest captive conference in the US? Have your logo positioned alongside the VCIA logo on the official conference bag distributed to over 1000 conference attendees and used well beyond the conference.

**Co-sponsorship Price: \$5,500 each**



## Wi-Fi Sponsorship

Price: \$3,000

Sponsoring the VCIA Wi-Fi network at the DoubleTree during the conference helps supply Wi-Fi to our 1000+ attendees. Sponsor company name will appear on the Wi-Fi access point online and logo placement in both the final program and VCIA conference e-newsletter is included. This sponsorship includes a final conference attendee list with all contact information including emails for a **one-time use**.



## Conference Lanyard Sponsorship

Price: \$5,500

For great impact and high visibility, have your company logo on badge lanyards distributed to over 1000 conference attendees during the VCIA Annual Conference.



# CONFERENCE EXHIBITING:

## DoubleTree by Hilton Conference Center Exhibits:

*The annual conference hosts over 90 exhibitors on two levels during the three day event.*

All DoubleTree by Hilton exhibitor booths receive:

- 1.) either one full pass or two networking passes;
- 2.) one 10' wide by 8' deep booth space or one 10' wide by 6' deep booth space;
- 3.) online listing with contact information and hyperlink to your website;
- 4.) all exhibitors will receive the opportunity to add a pdf of promotional materials to their listing on the conference app;
- 5.) an opportunity to creatively drive traffic to your booth through prize announcements, drawings, etc. via the VCIA app;
- 6.) listing in the conference edition e-newsletter; and
- 7.) copies of the previous & current year's attendee lists.

**Pricing is dependent on booth location.**

**Contact [janice@vcia.com](mailto:janice@vcia.com) for availability & prices.**



## UVM Davis Center Exhibits:

Tabletop exhibit space is available at the UVM Davis Center on the busy opening day of the conference. The Captives 101 session, Newcomer's Orientation and several other sessions will be running throughout the day at the Davis Center. Davis Center exhibitors will be listed in the VCIA conference e-newsletter, VCIA website, conference program and on the conference app.

**Member Price: \$550**

**Non-member Price: \$850**



## EVENT SPONSORSHIP:

### Holiday Member Mixer:

**Price: \$4,750**

Mixers are attended by VCIA members in Vermont and from across the country, and average about 60–100 attendees. Exclusive benefits include mention in all event announcements and a logo on the VCIA homepage, event page and signage at the event. Sponsors may also provide a banner for the mixer and will receive a copy of the attendee list with all contact information including emails for a **one-time use**.



### The VCIA Original Captive Insurance Road Show (Sponsorship available for Members Only):

Held throughout the country, these events reach VCIA's nationwide membership and promote the captive insurance industry to newcomers and seasoned professionals alike. The day's events include a two-part educational seminar and a networking reception.

#### Sponsor Benefits:

- 1.) Sector exclusivity so you will not co-sponsor an event with any direct competitor
- 2.) Logo appears on the VCIA home page and on the event announcement page of [vcia.com](http://vcia.com)
- 3.) Logo in promotional emails
- 4.) One item to be distributed to all seminar attendees
- 5.) Tabletop display for the networking reception
- 6.) Handouts and signage with sponsor logos produced by VCIA and displayed at the reception
- 7.) Complete attendee list including all contact information for a **one-time use**
- 8.) Opportunity to give the welcome or closing remarks for one of the sessions based on the order sponsorship is reserved

**Price: \$3,000 per event**



London, England  
Date TBD  
2019



Philadelphia, PA  
Date TBD 2019

## VCIA NEWSLETTER ADVERTISING:

Emailed quarterly to a readership of over 3000 VCIA members (captive owners, regulators, trade press, and service providers.) During the annual conference, the e-newsletter is additionally distributed to over 1000 conference attendees. Ads are 570 x 120 pixels.

**Member Price: \$300 per ad or \$1080 per year**

**Non-Member Price: \$500 per ad or \$1800 per year**





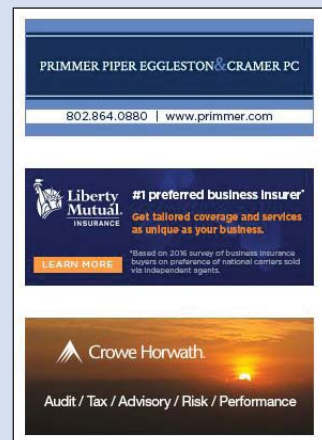
## VCIA WEBSITE ADVERTISING:

For premium exposure for your organization, place an ad on the full run of the VCIA website! Your ad will appear on every page of the site for an entire year. Ads are generously sized and link to the url of your choice.

Take a look at current ads at [www.vcia.com](http://www.vcia.com).

**Member Price:** \$1500 for one year

**Non-member Price:** \$3000 for one year



## IMPORTANT NOTICES:

Past sponsors and exhibitors are given the first option of refusal. All remaining sponsorships, ads and exhibits are available on a first come, first served basis. All ads and promotional materials are subject to approval by VCIA, and VCIA assumes no liability for content of any ads or promotional materials.

**Payment Policy:** Invoices will be generated on commitment. Payment is due 30 days from date of invoice. If payment is not received, the reservation will be cancelled. If necessary, other payment arrangements may be made by contacting our Director of Finance, Peggy Companion, at [pcompanion@vcia.com](mailto:pcompanion@vcia.com).

**Ad Cancellation Policy:** Ad cancellations made more than 60 days prior to the publication's artwork deadline will be refunded without penalty. If cancellation is received less than 60 days prior to the publication's artwork deadline, VCIA maintains a cancellation penalty of 50% of the ad Prices. Cancellation requests must be received in writing either by mail, email or fax.

**Sponsorship Cancellation Policy:** For non-conference sponsorships, cancellations made more than 60 days of the event will be refunded without penalty. If cancellation is received less than 60 days from the day of the event, VCIA maintains a cancellation penalty of 50% of the sponsorship Price. Cancellation requests must be received in writing either by mail, email or fax.

**Conference Sponsorship Cancellation Policy:** Conference sponsorship cancellations made before May 1st will be refunded without penalty. If the cancellation is received after May 1st, no refunds will be issued. Cancellation requests must be received in writing either by mail, email or fax.

**Exhibit Cancellation Policy:** For exhibit cancellations received before May 1st, VCIA maintains a cancellation penalty of 50% of the exhibit Prices. If the cancellation is received after May 1st, no refunds will be issued. Cancellation requests must be received in writing either by mail, email or fax.

***The VCIA Marketing Opportunities are subject to change.***

Please contact Janice Valgoi at VCIA by phone at (802) 658-8242 or by email at [janice@vcia.com](mailto:janice@vcia.com) for availability and to make reservations.

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