



**Insurance Data Management Association**

## *Sponsorship & Exhibiting Opportunities*

### **IDMA 2008 Annual Seminar**

## ***Mastering Data Management***

**March 10-11, 2008, The Westin Philadelphia Hotel  
Philadelphia**

Data is the critical input to many, if not all, business functions within an insurance organization. The volume and types of data collected and analyzed continue to increase substantially. The expanding amounts and growing diversity of required data, changing regulatory environments and new technologies available are converging to create “the Perfect Storm” for Data Managers.

The 2008 Seminar will bring together the best practices and best practitioners in data management principles, processes and tools. Attendees will have the opportunity to share with data management professionals the lessons and learnings in Mastering Data Management, be introduced to some exciting new technologies and data management techniques, strengthen their basic data management skills, and network with their peers.

### **Sponsorship Opportunities**

Increase your visibility by sponsoring: a Food & Beverage Event at the Seminar; a Promotional Item to be given to each attendee on-site; the Audio/Visual services for one session/event, multiple sessions/events, or all sessions/events. We offer sponsorship opportunities for every corporate need and budget. Here is a list of suggested events and items. *Note that partial sponsorships are available for some events.*

#### ***Logo/Promotional Items***

- Tote bags
- Welcome to Philadelphia Snack Bags
- Umbrellas
- Philadelphia Map & Reference Guide
- Meeting Badge Holders
- Headquarter Hotel Key Cards
- Junior Pad Holders & Pens

### **Food & Beverages Events**

- Monday Box Lunches for Roundtable Registrants
- Monday & Tuesday Refreshment Breaks (*Five breaks to choose from*)
- Monday Evening Cocktail Reception
- Monday Night Annual Meeting Dinner
- Tuesday Continental Breakfast
- Tuesday AIDMs/CIDMs Exclusive Breakfast (*open to new as well as previous IDMA Graduates*)

### **Audio/Visual Services**

Presenters will use current audio-visual technology to bring ideas to the attendees. Visual impact and sound quality are essential to making presentations memorable and valuable. You could sponsor the audio/Visual Services for one session, multiple sessions, or all sessions.

To reserve or discuss a sponsorship package or to custom-build a package of your own, call Farouk Yassine at (201) 469-3069 or send an e-mail to [fyassine@IDMA.org](mailto:fyassine@IDMA.org).

## **Exhibiting Opportunities**

This is an outstanding seminar and a perfect opportunity for you. 2008 Seminar sessions will draw a huge range of insurance professionals interested in data and information quality.

Both the business and the IT communities will be here. There will be data architects, systems developers, compliance directors, data managers needing to understand business drivers affecting IT, company officers catching up on the new acronyms, and more. Insurance professionals will come to this seminar wanting answers and solutions. These are your potential customers. These are the people you want to reach.

This is not a "BIG HALL" event. You can have your literature available at the registration table. You are expected to attend the sessions, you can talk with participants at Monday's cocktail reception where you can have your table top displays, and you can follow through at the dinner in the same room. Your potential customers will not be heading off to restaurants after a drink. You will be attending the dinner and sitting with these insurance data managers during the meal, when we conduct our brief Annual Meeting.

Table-tops will go up again on Tuesday morning on tables adjacent to the continental breakfast displays. If you need a follow-up visit with a target customer you can do it on Tuesday morning. You can keep the tables there, staffing them during breaks to continue to make contacts throughout the morning.

This is a focused marketing opportunity, and inexpensive at that. Your exhibit fee of **\$995** includes your participation at all events, and you may bring another staff member, for an additional lower fee.

Contact me with your questions and reservations as soon as possible. Exhibitor space is very limited.

**Note:** *Sponsors and Exhibitors get a one-time use of the Attendee Mailing List for a post-event mailing. Event Management must approve mail piece in advance. Lists will be available within 30 days after the event. Telephone numbers are not provided.*

# Logo/Promotional Items

## Tote Bag

**\$7,000**

*Reserved for Smart & Associates*

Registration material, schedules, biographical sketches, promotional items, and more will be included in the registration packets. Attendees will need a tote bag to lug these items around the hotel.

### **Sponsorship Benefits:**

- Your company name along with the seminar logo imprinted on the tote bag.
- Your brief welcome note or ad included with the registration packet
- Complimentary seminar registration for one attendee
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Welcome to Philadelphia Snack Bags

**\$5,000**

Welcome meeting attendees to Philadelphia by providing them with locally associated novelty snacks to fuel their activities at the seminar. These portable and decorative bags will be imprinted with your logo and distributed at the registration desk to attendees. What a unique way to introduce them to your presence at the seminar

### **Sponsorship Benefits:**

- Snack bags imprinted with your company logo imprinted on them for you to distribute at the registration desk, while welcoming attendees
- Your brief welcome note or ad included with the registration packet
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia
- Half-price seminar registration for one attendee
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Philadelphia Map & Reference Guide

**\$4,500**

Welcome meeting attendees to Philadelphia and introduce your company to them early in the seminar by including a pocket-sized area map with site-seeing and restaurant guides imprinted with your logo in attendees' registration packets. This useful reference is sure to be viewed daily, reminding them of your presence at the seminar.

### **Sponsorship Benefits:**

- Credit card-sized fold up map of Philadelphia (with site-seeing and dining recommendations) imprinted with your company name and logo and included with the registration packet
- Your brief welcome note or ad on an inside segment of the unfolded guide

- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## **Umbrellas**

**\$4,000**

Philadelphia's weather is unpredictable. Help meeting attendees cope with this unpredictability by advertising your company's logo on umbrellas. Further business relationships while personally handing them out near the registration area throughout the meeting.

### **Sponsorship Benefits:**

- Umbrellas with your company logo imprinted on them for you to distribute at the registration desk, while welcoming attendees
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## **Junior Pad Holders & Pens**

**\$3,000**

Remind our attendees of your presence at the seminar by sponsoring the Junior Pad Holder and Pens. Sponsorship of this book will continue to promote your message long after the meeting ends.

### **Sponsorship Benefits:**

- Notepads and pens imprinted with your company logo and included with the registration packet
- Half-price seminar registration for one attendee
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## **Headquarter Hotel Key Cards**

**\$2,500**

Want to widely advertise your name? Sponsor the key cards at the 2008 Annual Seminar headquarter hotel, The Westin Philadelphia, and you'll get exposure every time the attendees access their rooms

### **Sponsorship Benefits:**

- Room key cards imprinted with your company name and logo, distributed to all meeting attendees staying at the host hotel, The Westin Philadelphia
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Meeting Badge Holders

**\$2,500**

Spread your brand recognition daily throughout the meeting by sponsoring the badge holders for attendees. Since meeting badges are required for all official Annual Meeting events, your company name is sure to be seen throughout the meeting.

### **Sponsorship Benefits:**

- Badge holders imprinted with your company name and logo distributed to meeting attendees for use with their badges
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Food and Beverages Events

### Monday Night Annual Meeting Dinner

**\$12,500**

*Reserved for Teradata*

Celebrate the presentations of the first day of the conference with a dinner, including the IDMA Annual Meeting, including conferment of the graduates' designations and awards.

### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the podium during this event
- A five minute address to the annual meeting audience. Your company representative will be introduced by IDMA president (full sponsorship only)
- Complimentary seminar registration for one attendee (full sponsorship only)
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia (full sponsorship only)
- One complimentary exhibit booth (full sponsorship only)
- Complimentary full-page, color ad in the Winter 2008 edition and the Spring 2008 edition of the IDMA Quarterly Newsletter (full sponsorship only)
- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)

### Monday Evening Cocktail Reception (*Partial Sponsorship Available*)

**\$7,500**

Following the Monday afternoon sessions, conference attendees will gather to relax and network prior to dinner. There will be light snacks and open bar.

### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the food service stations
- Skirted table adjacent to the reception room for one hour before the start of the reception until the reception ends (full sponsorship only)
- Complimentary seminar registration for one attendee (full sponsorship only)
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia (full sponsorship only)

- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)

**Monday Box Lunches for Roundtable Registrants \$5,000**

*Reserved for Independent Statistical Service (ISS)*

On Monday morning (9:00-11:00am), all registrants will be invited to attend this pre-seminar Data Management Roundtable. Insurance data managers, executives, and regulators will be the core audience of this event. Market your company to these influential people!

**Sponsorship Benefits:**

- Signage with your name and logo displayed at the food service station
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia (full sponsorship only)
- Half-price seminar registration for one attendee (full sponsorship only)
- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)

**Tuesday Continental Breakfast *(Partial Sponsorship Available)* \$5,000**

Begin the conference day on Tuesday by sponsoring a continental breakfast. The buffet will be set up right outside the main meeting room.

**Sponsorship Benefits:**

- Signage with your name and logo displayed at the food service station
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia (full sponsorship only)
- Half-price seminar registration for one attendee (full sponsorship only)
- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)

**Tuesday AIDMs/CIDMs Exclusive Breakfast \$3,500**

*Reserved for NCCI Holdings*

IDMA's new and previous years graduates will begin their Tuesday with an exclusive continental breakfast and informal meeting to discuss promoting IDMA and data management goals.

**Sponsorship Benefits:**

- Signage with your name and logo displayed at the food service station
- Half-price seminar registration for one attendee
- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)

## Monday & Tuesday Refreshment Breaks

**\$2,500**

Four sponsorship opportunities to choose from: Welcome attendees Monday morning with an energizing beverage. Or, sponsor a break on Monday afternoon or Tuesday morning, between sessions.

Monday, 10:30 am – Greeting registrants

Monday, 1:15 pm – 1:30 pm

Monday, 3:30 pm – 3:45 pm

**Reserved for Insurance Services Office (ISO)**

**Reserved for New York Compensation**

**Insurance Rating Board (NYCIRB)**

Tuesday, 10:30 am – 11:00 am

### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the refreshment service station
- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)

## Audio/Visual Services

Presenters will use current audio-visual technology to bring ideas to the attendees. Visual impact and sound quality are essential to making presentations memorable and valuable. You could sponsor the audio/Visual Services for one session/event, multiple sessions/events, or for the entire Seminar.

**\$1,000 a Session/Event or \$10,000 for the entire Seminar**

### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the podium during the sponsored session/event
- Listing as a sponsor in the attendee book
- Mention in the events schedule that will be handout to attendees
- Verbal thank you from the podium during the opening session (keynote session)
- Complimentary seminar registration for one attendee (full sponsorship only)
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia (full sponsorship only)