

**2010 Annual Seminar**  
**The Dollars in Your Data**  
March 22-23, 2010, The Westin Philadelphia Hotel

**Sponsorship & Exhibiting Opportunities**

Insurance professionals can easily recognize the organizational assets that have a measurable financial value, such as inventory, people, buildings, land, equipment, even intellectual property. It's time to recognize also the dollar value of another asset: the insurance data.

The Insurance Data Management Association (IDMA) recognizes the value of data as an asset -- a revenue-producing asset -- in an organization. The better an organization manages this critical asset, the more leverage they'll have to find the dollars in their data. Attendees will spend a day and a half at the IDMA Annual Meeting and Seminars to hear and meet the industry's leading data management experts who can help them unlock the value in their data.

Our 2010 Seminar will take place at [The Westin Philadelphia Hotel](#) on March 22-23. Our attendees will appreciate and enjoy the location of this hotel, which is situated in the heart of a city rich with history, just steps from upscale shopping, award winning restaurants, museums and historical attractions, including the Liberty Bell, Independence Hall, and the Constitution Center.

**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; the Attendee Booklet. **We offer sponsorship opportunities for every corporate need and budget.** Here is a list of suggested events and items. *See pages 3-7 for additional details.*

***Food & Beverages Events***

- Monday Lunch
- Monday & Tuesday Refreshment Breaks (*Five breaks to choose from*)
- Monday Evening Cocktail Reception
- Monday Night Banquet and Entertainment
- Tuesday Continental Breakfast

***Logo/Promotional Items***

- Seminar Tote bags
- Umbrellas
- Headquarter Hotel Key Cards
- Junior Pad Holders & Pens
- Welcome to Philadelphia Snack Bags
- Meeting Lanyards

***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.

## Attendee Booklet

This take-home reference includes a hard and electronic copy of all presentations, as well as a list of all attendees and companies who participate in the Seminar. Sponsorship of this booklet will continue to promote your message long after the meeting ends.

**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

### Current list of Exhibitors (as of 1/31/2010):

- Axis Group
- Data Foundations
- Data Flux
- Harte-Hanks Trillium Software
- Kalido
- National Independent Statistical Service (ISS)
- Pitney Bowes

**General Information:** This is an outstanding seminar and a perfect opportunity for you. 2010 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 – We limit exhibit space to no more than 10 exhibitors.** You can have your literature available at the registration table, at no additional cost. You are welcomed to attend the sessions, **you can talk with participants during the refreshment breaks and at Monday’s cocktail reception where you can have your table top displays, and you can follow through at the banquet and entertainment** in an adjacent 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. We will also offer entertainment through a local comedian and/or band after the Annual Meeting concludes.

**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.

**Fees:** This is a focused marketing opportunity, and inexpensive at that. Your exhibit space fee of **\$1,215** includes one exhibitor’s badge, which will cover your participation at all events. You may bring another staff member, for an additional lower fee of **\$765**.

**Mailing List:** Sponsors and Exhibitors get a one-time use of the Attendee Mailing List for a pre and post-event mailing. Emails are provided, while telephone numbers are not.

Contact Farouk Yassine at (201) 469-3069 or send an e-mail to [FYassine@IDMA.org](mailto:FYassine@IDMA.org) with your questions and reservations as soon as possible. **Exhibitor space is very limited.**

# Food and Beverages Events

**NOTE: If you have an interest in a reserved item or event, please contact me.**

## Monday Night Banquet & Entertainment

**\$12,500**

*(Partial Sponsorship Available)*

Celebrate the presentations of the first day of the seminar with a dinner and entertainment, including the IDMA Annual Meeting, which includes conferment of new IDMA graduates' and awards. A local comedian and/or band will entertain attendees after the Annual Meeting concludes.

### 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 the IDMA president (full sponsorship only)
- One complimentary exhibit booth with one exhibit badge (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)
- Your brief welcome note or ad included with the registration packet (full sponsorship only)
- Complimentary full-page, color ad in the 2010 editions 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)
- One annual individual membership in IDMA for calendar year 2010. A \$500 in value. (full sponsorship only)

## Monday Evening Cocktail Reception

**\$7,500**

Following the Monday afternoon sessions, conference attendees will gather to relax and network prior to attending the banquet and entertainment event in an adjacent room. **There will be food stations, hand passed hot hors d'oeuvres, and open bar.** This event will take place in the exhibit hall where there will be grand prize drawings.

### Sponsorship Benefits:

- Signage with your name and logo displayed at the food service stations
- 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)
- Your brief welcome note or ad included with the registration packet (full sponsorship only)
- Complimentary half-page, color ad in the 2010 editions 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)
- One annual individual membership in IDMA for calendar year 2010. A \$500 in value. (full sponsorship only)

## Monday Lunch

\$6,000

### *Reserved for Independent Statistical Service (ISS)*

Right after Monday's keynote session, all registrants will be invited to have lunch in the exhibit hall.

#### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the food service station
- 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)
- Your brief welcome note or ad included with the registration packet (full sponsorship only)
- Complimentary half-page, color ad in the 2010 editions of the IDMA Quarterly Newsletter
- 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

\$4,000

Begin the conference day on Tuesday by sponsoring a continental breakfast. The buffet will be set up in the exhibit hall.

#### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the food service station
- Complimentary seminar registration for one attendee (full sponsorship only)
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia (full sponsorship only)
- Your brief welcome note or ad included with the registration packet (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)
- One annual individual membership in IDMA for calendar year 2010. A \$500 in value

## Monday & Tuesday Refreshment Breaks

\$2,500 (each)

**Five sponsorship opportunities to choose from:** Welcome attendees Monday morning with some Starbucks coffee and Tazo tea. Or, sponsor an energizing beverage and light snacks break on Monday afternoon or Tuesday morning, between sessions.

**All breaks will be set up in the exhibit hall.**

Monday, 8:00 am – 9:30 am (greeting registrants) →

Monday, 10:30 am – 11:00 am →

Monday, 2:15 pm – 2:30 pm → *Reserved for The American Institute for CPCU*

Monday, 3:30 pm – 4:00 pm → *Reserved for New York Compensation Insurance Rating Board (NYCIRB)*

Tuesday, 10:30 am – 11:00 am → *Reserved for NCCI Holdings*

#### **Sponsorship Benefits:**

- Signage with your name and logo displayed at the refreshment service station
- Your brief welcome note or ad included with the registration packet
- 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)

# Logo/Promotional Items

**NOTE: If you have an interest in a reserved item or event, please contact me.**

## Umbrellas

**\$5,000**

### *Tentatively Reserved for Insurance Claims Solutions (ICS)*

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
- Complimentary seminar registration for one attendee
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia
- Complimentary half-page, color ad in the 2010 editions of the IDMA Quarterly Newsletter
- Your brief welcome note or ad included with the registration packet
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Tote Bag

**\$5,000**

### *Reserved for ISO*

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.
- Complimentary seminar registration for one attendee
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia
- Complimentary half-page, color ad in the 2010 editions of the IDMA Quarterly Newsletter
- Your brief welcome note or ad included with the registration packet
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Junior Pad Holders & Pens

**\$3,500**

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 & Pens imprinted with your company logo included with the registration packet
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia
- Your brief welcome note or ad included with the registration packet
- 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

**\$3,500**

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 with your company logo imprinted on them for you to distribute at the registration desk, while welcoming attendees
- Complimentary seminar registration for one attendee
- Your brief welcome note or ad included with the registration packet
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Headquarter Hotel Key Cards

**\$3,000**

Want to widely advertise your name? Sponsor the key cards at the 2010. 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
- One complimentary standard hotel room for one night at the host hotel, The Westin Philadelphia
- Your brief welcome note or ad included with the registration packet
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)

## Meeting Lanyards

**\$1,500**

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 on the lanyards throughout the meeting!

### **Sponsorship Benefits:**

- Badge holders imprinted with your company name and logo distributed to meeting attendees for use with their badges
- Your brief welcome note or ad included with the registration packet
- Listing as a sponsor in the attendee book
- Verbal thank you from the podium during the opening session (keynote session)
- One annual individual membership in IDMA for calendar year 2010. A \$500 in value.

# 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 or \$7,000 for the entire Seminar**

## **Sponsorship Benefits:**

- Signage with your name and logo displayed at the podium during the sponsored session/event
- 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)
- Complimentary half-page, color ad in the 2010 editions of the IDMA Quarterly Newsletter (full sponsorship only)
- Your brief welcome note or ad included with the registration packet (full sponsorship only)
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# Attendee Booklet

**\$5,000**

**This take-home reference includes a hard and electronic copy of all presentations, as well as a list of all attendees and companies who participate in the Seminar.** Sponsorship of this booklet will continue to promote your message long after the meeting ends.

## **Sponsorship Benefits:**

- Your company name and logo on the front cover
- Your personal letter to all attendees on the inside front page (could be in form of an ad!)
- Complimentary seminar registration for one attendee
- One complimentary standard hotel room for two nights at the host hotel, The Westin Philadelphia
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