

**IDMA 2012 Annual Meeting & Seminar**  
**“The Insurance Data Revolution – Are You up to the Challenge?”**  
April 2–3, 2012 ■ Doubletree Hotel Philadelphia ■ Philadelphia, PA

**EXHIBITING AND SPONSORSHIP PROSPECTUS BRIEF**

Exhibitors and sponsors represent an elite group of companies that understand the value of direct contact with IDMA’s audience of key data management professionals.

If you provide innovative data management technology and services that transform data into a strategic asset, allowing companies to reduce costs, optimize revenue and mitigate risk, or if you provide statistical reporting services in compliance with state regulatory requirements, then you’ll want to be a sponsor and/or an exhibitor at the IDMA 2012 Annual Meeting & Seminar.

Our attendees will spend a day and a half at this event to hear and meet the industry’s leading data management experts who can help them unlock the value in their data and establish or make use of the most effective, efficient, and sustainable data management strategies.

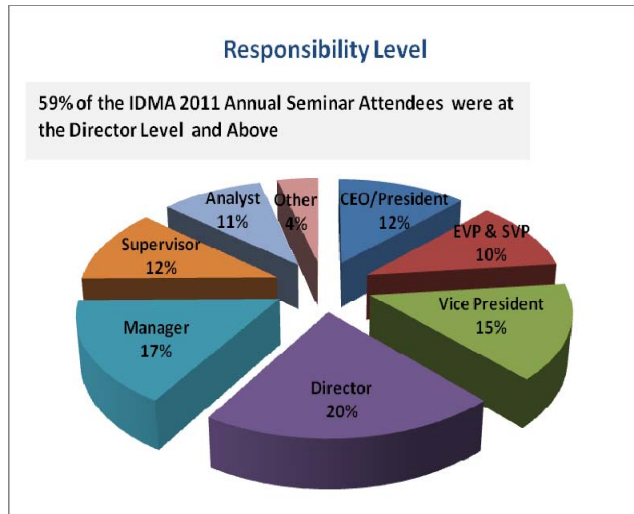
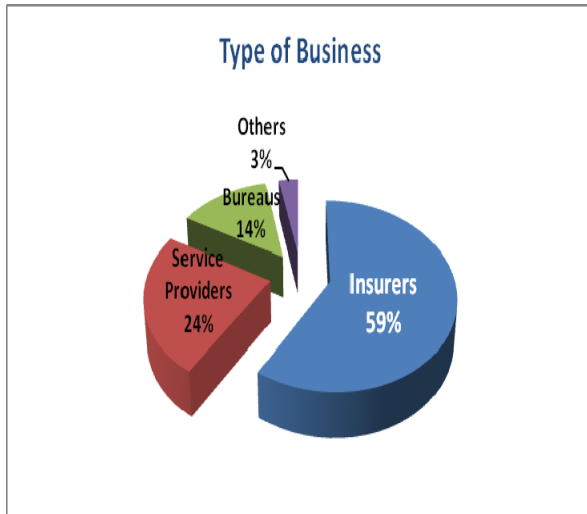
We have a limited number of exhibiting booths available and offer sponsorship opportunities for every corporate need and budget. We can also work with you to custom-build a sponsorship package of your own, making these exclusive marketing opportunities invaluable to your company.

**Seminar Demographics**

The IDMA 2012 Annual Meeting & Seminar will draw a huge range of insurance professionals interested in data management and information quality.

Both the business and the IT communities will be there. There will be actuaries, underwriters, claims professionals, data architects, systems developers, compliance directors, and 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.

**Below are some demographics from the IDMA 2011 Annual Meeting & Seminar:**



# Exhibiting Opportunities

## General Information and Exhibit Set-up:

This not like most other shows where they put the exhibitors in a separate area and only have limited exhibiting hours. Our **table-top** show's exhibits are open for the entire seminar (day and a half). The exhibit hall is right next to the registration desk and directly outside the conference rooms, so anytime the attendees need to come or go for any reason they must walk through the exhibit area.

**This is not a big hall event. We limit exhibit space to just 10 exhibitors** to allow for a focused and close interaction between attendees and vendors, and to ensure that there is sufficient time to engage our gathering of procurement professionals in a productive, detailed demonstration of your product or service.

## Both Pricing and Benefits:

Your exhibit space fee of **\$1,095** includes:

- One exhibitor's badge, which will cover your participation at all sessions and food and beverage events. You may bring another staff member, for an additional fee of **\$765** (Note: this fee is lowered to \$665 if the staff personal is an IDMA member).
- 8' \* 8' exhibit space with 6' skirted table, 2 chairs, a wastebasket, and unlimited wireless internet access.
- List of pre-registered attendees for pre-show promotion. E-mails are provided, but telephone numbers are not.
- List of post-registered attendees for one-time marketing follow-up. E-mails are provided, but telephone numbers are not.
- Detailed listing (logo and brief description) of your company in the attendee's booklet.
- A 99-Second address to all attendees prior to the keynote session. This will be a perfect opportunity for you to spotlight your company.

## Organizations Who Have Exhibited with IDMA in the Past Three Years:

- Axis Group
- Agile Technologies
- Data Foundations
- DataFlux
- Experian QAS
- Full Capture Solutions
- Harte-Hanks Trillium Software
- iDashboards
- Information Builders
- Insurance Data Processing (IDP)
- iPartners
- ISO
- Kalido
- LexisNexis
- Nando Technology Group
- National Independent Statistical Service (NISS)
- Pitney Bowes Business Insight
- Project Performance Corporation
- Smart & Associates

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. **Exhibit space is very limited.**

## 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 4 through 8 for additional details.*

### ***Food & Beverages Events***

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

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

- Umbrellas
- Seminar Tote bags
- Welcome to Philadelphia Mini Snack Bags
- Junior Pad Holders & Pens
- 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.

## **Organizations Who Have Sponsored with IDMA in the Past Three Years:**

- 4Sight Business Intelligence
- DataFlux
- First American Proxix Solutions
- Harte-Hanks Trillium Software
- Independent Statistical Service (ISS)
- InsFocus Systems
- ISO
- LexisNexis
- National Council on Compensation Insurance (NCCI)
- New York Compensation Insurance Rating Board (NYCIRB)
- Smart & Associates
- Teradata
- The Institutes
- Vortex DNA
- Wisconsin Compensation Rating Bureau (WCRB)

**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).**

## Sponsorship Opportunities (continued)

### Food and Beverage Events

#### Monday Night Banquet & Entertainment (Annual Dinner)

**\$15,000**

*(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 Dinner audience. Your company representative will be introduced by the IDMA president.
- Annual corporate membership in IDMA for calendar year 2012 (full sponsorship only)—a \$3,500 value.
- Complimentary seminar registration for three attendees (full sponsorship only)—a \$2,385 value.
- One complimentary 8' \* 8' exhibit booth (full sponsorship only)—a \$1,095 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- One complimentary VIP hotel room for two nights at the host hotel (full sponsorship only)—a \$575 value.
- Complimentary full-page, color ad in the 2012 editions of the IDMA Quarterly Newsletter (full sponsorship only)—a \$1,600 value.
- Listing as a sponsor in the attendee book.
- Mention in the events schedule that will be handout to attendees.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

#### Monday Evening Cocktail Reception

**\$7,500**

*(Partial Sponsorship Available)*

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.
- A two-minute address to the reception attendees. Your company representative will be introduced by the IDMA president.
- Complimentary seminar registration for two attendees (full sponsorship only)—a \$1,590 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- One complimentary standard hotel room for two nights at the host hotel (full sponsorship only)—a \$370 value.
- A valuable prize that will be purchased by IDMA, but handed out to the raffle prize winner by your company's representative during the cocktail reception—a \$350 value.
- Complimentary half-page, color ad in the 2012 editions of the IDMA Quarterly Newsletter (full sponsorship only)—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Monday Lunch

\$5,000

*Sponsored by Independent Statistical Service (ISS)*

Right after Monday's keynote session, all registrants will be invited to network during a buffet lunch.

### Sponsorship Benefits:

- Signage with your name and logo displayed at the food service station.
- Complimentary seminar registration for one attendee—a \$795 value.
- One complimentary standard hotel room for two nights at the host hotel—a \$370 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- Complimentary half-page, color ad in the 2012 editions of the IDMA Quarterly Newsletter—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Tuesday Continental Breakfast

\$5,000

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

### Sponsorship Benefits:

- Signage with your name and logo displayed at the food service station.
- Complimentary seminar registration for one attendee—a \$795 value.
- One complimentary standard hotel room for two nights at the host hotel—a \$370 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- Complimentary half-page, color ad in the 2012 editions of the IDMA Quarterly Newsletter—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Monday and Tuesday Refreshment Breaks

\$2,500 (each)

**Four 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 area.**

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

**Monday: 10:45am–11:15am** →

**Monday: 3:30pm–4:00pm** →

**Tuesday: 9:30am–10:00am** → *Tentatively 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—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- Mention in the events schedule that will be handout to attendees.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

# Logo/Promotional Items

## Umbrellas

**\$5,000**

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.
- Complimentary seminar registration for one attendee—a \$795 value.
- One complimentary standard hotel room for two nights at the host hotel—a \$370 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- Complimentary half-page, color ad in the 2012 editions of the IDMA Quarterly Newsletter—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Tote Bags

**\$3,500**

The ultimate walking billboard! 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—a \$795 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Welcome to Philadelphia Mini 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—a \$795 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. Emails are provided, while telephone numbers are not.
- 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 & Pens imprinted with your company logo included with the registration packet.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- One complimentary standard hotel room for one night at the host hotel—a \$185 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. Emails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Meeting Lanyards

**\$1,500**

*Tentatively Reserved for the Wisconsin Compensation Rating Bureau (WCRB)*

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.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. Emails are provided, while telephone numbers are not.
- Verbal thank you from the podium during the opening session (keynote session).

# Audio/Visual Services

**\$1,000 a Session or \$5,000 for the entire Seminar**

*(Partial Sponsorship Available)*

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.

### Sponsorship Benefits:

- Complimentary seminar registration for one attendee (full sponsorship only)—a \$795 value.
- One complimentary standard hotel room for two nights at the host hotel (full sponsorship only)—a \$370 value.
- Your brief welcome note or ad included with the registration packet (full sponsorship only) —a \$1,000 value.
- Complimentary half-page, color ad in the 2012 editions of the IDMA Quarterly Newsletter (full sponsorship only)—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. E-mails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Attendee Booklet

**\$3,500**

**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.
- Complimentary seminar registration for one attendee—a \$795 value.
- Your brief welcome note or ad included with the registration packet—a \$1,000 value.
- One annual individual membership in IDMA for calendar year 2012—a \$500 value.
- Listing as a sponsor in the attendee booklet.
- List of pre and post-registered attendees. Emails are provided, while telephone numbers are not.
- Verbal thank-you from the podium during the opening session (keynote session).

## Custom-Build Sponsorship Packages **\$1,500 - \$15,000**

We are happy to offer sponsorship opportunities for every corporate need and budget. Therefore, if you are not interested in any of the sponsorship packages listed in this document, we can work with you to custom-build a sponsorship package of your own, making these exclusive marketing opportunities invaluable to your company.

**In addition to being listed as a sponsor in the seminar attendee booklet and receiving a verbal thank you from our president from the podium during the keynote session, you can select to add the following items to your custom-build sponsorship package:**

- List of pre and post-registered attendees.
- Signage with your name and logo displayed at the podium during a session or an event.
- Your brief welcome note or ad included with the registration packet.
- Complimentary seminar registrations.
- Complimentary hotel rooms at the host hotel.
- Complimentary full-page or half page, color ads in the 2012 editions of the IDMA Quarterly Newsletter.
- Annual membership in IDMA for calendar year 2012.
- Other items that you want to include in your package that we haven't thought of!

**To custom-build a package of your own or for if you have any questions, call Farouk Yassine at 201-469-3069 or send an e-mail to [fyassine@idma.org](mailto:fyassine@idma.org).**