



# NAIC | INSURANCE 2021 | SUMMIT

## EXHIBITOR AND SPONSOR PROSPECTUS

### PART 1: VIRTUAL FORMAT

June 15-17 & June 22-24, 2021

### PART 2: HYBRID FORMAT

Sept. 13-17, 2021

**JOIN US** | [summit.naic.org](https://summit.naic.org)

Contact Susan Anderson | 816-783-8306 | [seanderson@naic.org](mailto:seanderson@naic.org)

Registration for Part 1 of the Insurance Summit is now open! Engage with insurance industry leaders, enhance your brand, and continue your professional and educational development during this two-week virtual event. Featuring nearly 60 instructional sessions, the Insurance Summit is the most comprehensive insurance regulatory learning conference in its field.

#### **New this year: The 2021 Insurance Summit will be in two parts!**

Building on 2020's virtual Insurance Summit with more than 2,500 participants, we're offering this year's Insurance Summit in two parts. Part 1 will be a fully virtual format held June 15-17 and June 22-24. Part 2 will be a hybrid format held Sept. 13-17.

#### **Part 1: Virtual Insurance Summit**

The virtual event in June will continue to offer the same high-quality educational sessions the Insurance Summit is known for, as well as an Exhibit Hall offering you a rich opportunity to interact with attendees, make solid contacts and build long-lasting relationships, despite social distancing constraints.

Unlock the potential for expanded reach and brand recognition as an exhibitor or sponsor through our virtual event platform. Content from the event will be available for 60 days, allowing you increased exposure. We invite you to keep your organization's visibility alive during this unprecedented time at the insurance industry's premier event.

#### **Where education meets regulation**

Presented by the National Association of Insurance Commissioners (NAIC) and the National Insurance Producer Registry (NIPR), the Insurance Summit continues to offer significant value, providing education and professional development opportunities with sessions covering:

- Financial regulation
- Natural catastrophe risk and resilience
- Technology/NAIC products and services
- Producer licensing
- Market regulation
- Antifraud
- Communications/media relations
- General - Sessions including innovation and technology; diversity, equity and inclusion (DE&I); and other special panels

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Registration for Part 1 is open, so reserve your spot now! Keep an eye out for more information and separate registration for the NAIC's Insurance Summit: Part 2.



SUMMIT.NAIC.ORG | #NAICSUMMIT



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## Exhibitor and Sponsor Benefits

As an exhibitor or sponsor, you'll receive complimentary conference registrations that will grant you access to the public conference sessions. This includes access to the opening session and all educational sessions.

Additionally, our Exhibit Hall "game challenge" is designed to draw more attendees to your exhibitor booth. You'll receive contact information from participating attendees, so you can follow up with them to further promote your products and services. Some of last year's exhibitors said they generated more leads from the game challenge than they would have from an in-person event!

### Don't just take it from us

In post-conference surveys, exhibitors and sponsors have reported the following benefits of attending:

- Connecting with regulators
- Meeting prospective clients
- Generating leads
- Building awareness of products and services

### Comments from last year's exhibitors

*"In pure numbers, we were able to communicate more directly with more people virtually than in person."*

*"We were able to let attendees know who we are and what we are doing."*

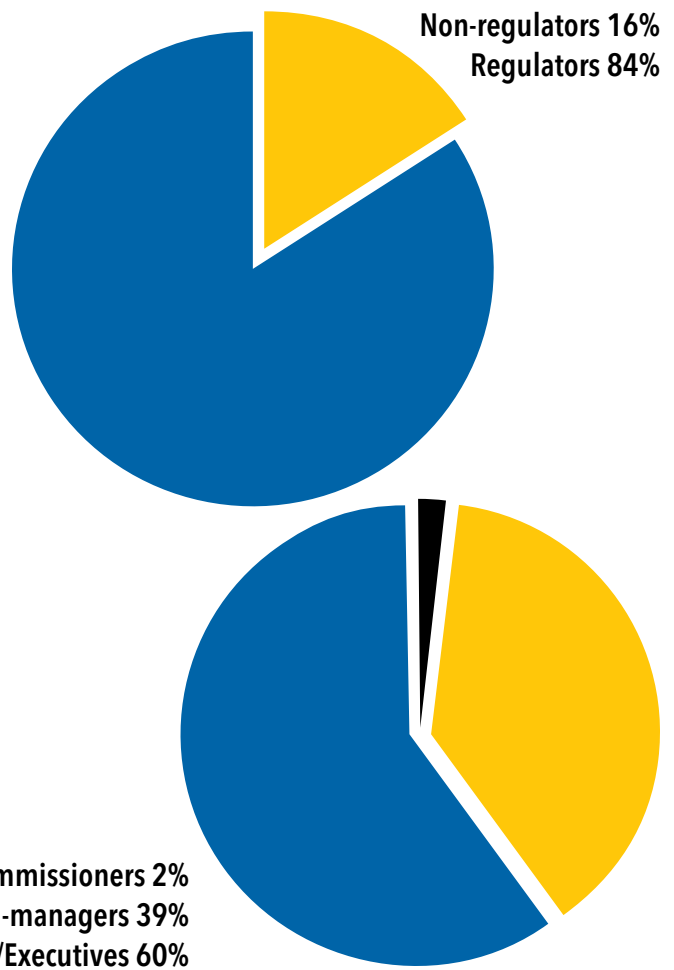
*"The Insurance Summit provided us the opportunity to interact and provide training with various users of our system, and connect with interested parties."*

*"We were able to connect with existing clients and potential new clients."*

## Demographics

Last year's Insurance Summit drew more than 2,730 attendees from the professional fields of insurance, insurance regulation, law, technology, the legislative community, consumer advocacy, innovation and other interested parties.

To maximize conference attendance in general, and Exhibit Hall attendance in particular, the NAIC will use its considerable communications experience and reach to promote this event to a wide and deep pool of prospective attendees.





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## EXHIBITOR AND SPONSOR PACKAGES

Becoming an Insurance Summit exhibitor or sponsor will enhance your reputation and provide your company industry-relevant positive exposure. Exhibitor and sponsor packages include:

### PLATINUM EXHIBITOR | \$3,500

- 3 conference registrations
- Live link to company website from Insurance Summit website
- Company description and logo listing on Insurance Summit website
- Opportunity to participate in Exhibit Hall “game challenge”
- Expo booth in virtual Exhibit Hall that includes:
  - The ability to start impactful conversations with booth visitors via live chat functionality
  - Private virtual meeting room
  - Rotating banner
  - Image gallery
  - Embedded video
  - External links
  - Meeting scheduler
  - Company logo
  - Company weblink
  - Introductory paragraph
  - Contact form

### GOLD EXHIBITOR | \$2,500

- 2 conference registrations
- Live link to company website from Insurance Summit website
- Company description and logo listing on Insurance Summit website
- Opportunity to participate in Exhibit Hall “game challenge”
- Expo booth in virtual Exhibit Hall that includes:
  - Embedded video
  - External links
  - Meeting scheduler
  - Company logo
  - Company weblink
  - Introductory paragraph
  - Contact form

### SILVER EXHIBITOR | \$1,500

- 2 conference registrations
- Live link to company website from Insurance Summit website
- Company description and logo listing on Insurance Summit website
- Opportunity to participate in Exhibit Hall “game challenge”
- Expo booth in virtual Exhibit Hall that includes:
  - Company logo
  - Company weblink
  - Introductory paragraph
  - Contact form

### SPONSORSHIP PACKAGE | \$750

Becoming an Insurance Summit sponsor will enhance your reputation and will provide your company industry-relevant positive exposure. A sponsorship package includes:

- 1 complimentary conference registration
- Space in the virtual Exhibit Hall that includes:
  - Company logo
  - Company weblink
  - Introductory paragraph

**\* Note:** The Insurance Summit will also host a hybrid event Sept. 13-17, which includes conference sessions that will be in person and virtual, as well as a virtual Exhibit Hall. Exhibitor and sponsor rates will remain the same for the September event. However, exhibitors and sponsors from the June event will receive a 50% discount when exhibiting/sponsoring at the September event. (Registration for the September event will begin in July.)

