

ACORD INSURANCE LOMA SYSTEMS FORUM

May 22 - 24, 2006 ♦ Mandalay Bay Resort ♦ Las Vegas, Nevada

Sponsorships Available!



Sponsorship is your opportunity to gain exposure, increase name recognition, and show your support for the Forum and the industry. And these benefits are yours before, during and after the conference. In 2005, sponsors reached 2,400 attendees at one of the biggest insurance technology events of the year. Now is your opportunity to make an impression on the leaders of the insurance industry!

Special Event Sponsorships

Monday/50's Flashback Reception – \$60,000 Closing Night Reception – \$85,000 – **Sold! Microsoft**
 Tuesday/Hollywood Reception – \$60,000 – **Sold! IBM** "Take 10" – \$5,000 (each)

Platinum Sponsors (\$40,000 and up)

Show Guide – \$50,000 – **Sold! LOMA Resource** Cyber Café – \$40,000 – **Sold! SAP**
 Day One Keynote Speaker – \$60,000 – **Sold! Xaware** Exhibitor Locator – \$50,000

Gold Sponsors (\$25,000 - \$39,999)

Attendee Bag – \$28,000 – **Sold! CSC** Show Daily – \$25,000 – **Sold! National Underwriter**
 Logo Water Bottles – \$25,000 – **Sold! EDS/Solcorp** Program Guide – \$25,000 – **Sold! St. Paul Travelers**

Silver Sponsors (\$15,000 - \$24,999)

Golf Tournament – \$15,000 – **Sold! EasyLink** Logo Imprinted Portfolios – \$20,000 – **Sold! LIDP**
 Hotel Room Keycards – \$20,000 – **Sold! BIPT** Tuesday Breakfast – \$22,000 – **Sold! Tibco Software**
 Signage – \$20,000 Demo Area in Exhibit Hall – \$15,000 – **Sold! SUN Microsystems**

Bronze Sponsors (\$5,000 - \$14,999)

Badge Lanyards – \$10,000 – **Sold! Duck Creek** Forum Pens – \$5,000 – **Sold! Drive Insurance/Progressive**
 Name Badges – \$10,000 – **Sold! NaviSys** Publication Booth – \$5,000 – **Sold! Genpact**
 Program-at-a-Glance – \$10,000

General Sponsors (Under \$4,999)

Pathways Implementer (Banner) – \$3,000 (each) Demo Slots – \$1,500 (each)

See all the benefits sponsorship can bring to you!

For more information or to sponsor an item, please contact
 Alisen Herman at 1-845-620-1700, ext. 442, aherman@acord.org



www.acordlomaforum.org

	Platinum	Gold	Silver	Bronze	General
Your company's name and logo displayed on the sponsor wall of recognition.	✓	✓	✓	✓	✓
Your company's logo included in the "Sponsor Acknowledgement Scroll" at the General Session.	✓	✓	✓	✓	✓
An electronic version of the attendee list. (for one-time use).	✓	✓	✓	✓	✓
Recognition on signage in the main conference foyer.	Logo	Logo	Name Only	Name Only	Name Only
Description in the Program Guide.	75	75	50	50	Name Only
Link to your website from www.acordlomaforum.org.	"Hot Link"	"Hot Link"	"Hot Link"	List	List
Your company's logo displayed on banners in the Exhibit Hall walkway	✓	✓	✓	✓	✓
Recognition space in the conference program guide.	1 Page	1/2 Page			
Complimentary golf registrations.	2	1			
Acknowledgement at the General Session.	✓	✓			
Your company's name on Gobos during opening session "walk in" period.	✓				

FAQ

Can a company sponsor two items on one level and be raised to a higher level based on the dollar value (three bronzes for a silver sponsorship)?

Yes, but only if the total cost of the items equals or exceeds the next level pricing.

Can I sponsor without being an exhibitor?

Yes!

Why do some sponsorships receive signage and others don't during the event?

For those sponsorships that don't have "items" which acknowledge their support, signs are our way to publicly acknowledge their support.

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Item Sponsorship



Platinum – \$40,000 and Up

Gold – \$25,000 - \$39,999

Day One Keynote Speaker – \$60,000 – Sold! Xaware
What do people remember first about a conference?



The keynote address!
This is your chance to sponsor the speaker and be recognized in front of the attendees. As an added benefit, you get to introduce the speaker to the audience.

Cyber Café – \$40,000 – Sold! SAP

When you sponsor the cyber station, attendees will connect with you while they connect to the Internet. Your homepage will be the default page as attendees check their e-mail. Sponsorship includes eighteen (18) cyber stations.



Show Guide – \$50,000 – Sold! LOMA Resource

Closing Night Reception – \$85,000 – Sold! Microsoft

Exhibitor Locator – \$50,000

Help attendees find the booths and information they need by sponsoring the Exhibitor Locators. Two (2) electronic kiosks will be located in the exhibit hall, providing listings by company, booth number, line of business, or more! Attached will be your company name and logo, acknowledging you as the source of the information.

Attendee Bags – \$28,000 – Sold! CSC

From the exhibit hall to their homes to their offices and into the future, your logo on our official conference bag will provide you with ongoing exposure.



Logo Water Bottles – \$25,000 – Sold! EDS/Solcorp

Quench attendee's thirst now and when they get back to the office with your logo on the conference water bottles. Bottled water is made available to attendees during all breaks and exhibit hall functions.

Show Daily – \$25,000 – Sold! National Underwriter

As the Show Daily sponsor, your publication gets to write, publish and distribute news from the Forum each day...long before the competition. You gain access to 2,400 readers immediately! The paper is to be distributed each morning to all the attendees.

Program Guide – \$25,000 – Sold! St. Paul Travelers

Place your name and logo on the most valued resource of any conference – the Official Program Guide. Every time attendees look for information, they'll be reminded of you and your support.

Silver – \$15,000 - \$24,999

Golf Tournament – \$15,000 – Sold! EasyLink

The ACORD LOMA Golf Tournament is your opportunity to help attendees relax and unwind before the Forum. You are their host as they tee off in Las Vegas.

Hotel Room Keycards – \$20,000 – Sold! BIPT

Your logo on the hotel room keycards will remind attendees of you and your support for the industry every time they go back to their rooms. Be the last logo they see before they go to sleep.

Signage – \$20,000

As the official Conference Sign Sponsor, your name will be included on all signs for all events. Attendees will see your name at every event and workshop, in halls and venues – wherever they go!

Logo Imprinted Portfolios – \$20,000 – Sold! LIDP

As the attendees take notes, they'll also take note of your name and logo on these specially printed portfolios with pads and your name on the cover.



Demo Area in Exhibit Hall – \$15,000

Sold! Sun Microsystems

Become the host for special product and service demonstration areas. Your logo will adorn the Plexiglas walls of this area, reminding attendees who brought them this new information as well as on promotional materials for the Demo Area.



Don't miss other great sponsorship opportunities including

- Exhibit Hall Demo Slots**
- 50's Reception**
- Take 10 Breaks**

Bronze – \$5,000 - \$14,999

Badge Lanyards – \$10,000 – Sold! Duck Creek

The conference lanyards are an ideal way to display your logo as attendees wander the exhibit hall and conference areas.

Name Badges – \$10,000 – Sold! NaviSys

As attendees look at each other's names, they'll also be looking at your name as the sponsor of the official conference badges.

Program at a Glance – \$10,000

Sponsor this foldable, badge-size conference schedule and your logo will be with the attendees all day, every day.

Forum Pens – \$5,000 – Sold! Drive Insurance/ Progressive

Attendees will have your name at their fingertips with this pen sponsorship. Pens will be placed in the badges for easy access and high visibility.

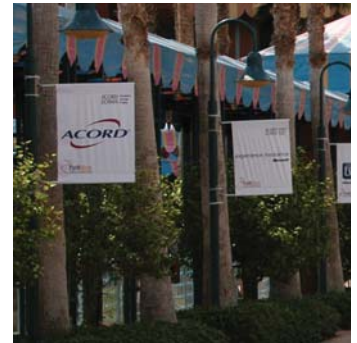
Publication Booth – \$5,000 – Sold! Genpact

Make your publication stand out from the rest by sponsoring the Publication Booth, where your logo and sign will make a strong statement.

General – \$5,000 and under

Pathways Implementer (Banners) – \$3,000 (each)

As attendees to the conference area, banners with your logo will line the main hallway, reminding them of your commitment to the conference giving you constant exposure.



Demo Slots – \$1,500

Do you have something special to show the attendees? Do you want a chance to address them in a theater-like atmosphere? Then you need a time slot in our demo area. Each session will be videotaped and made available to you for use on your Web site as well as placed on the ACORD Web site (www.acordtv.com). Slots are limited to one per company (sponsors & exhibitors only).

For more information or to sponsor an item, please contact Alisen Herman at 1-845-620-1700, ext. 442, aherman@acord.org

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"Take 10" Relaxation Breaks

Sponsorship: \$5,000 each



Everybody needs a break, even during the Forum ... a chance to relieve tension for a few minutes. A nice chair massage would be the perfect relief.

"Take 10" Relaxation Breaks is your chance to bring some relaxation to Forum attendees. For 10 minutes they can slip away for a chair massage, and relieve the tension of the day.

A massage area will be set up near the exhibit hall and available to all attendees, recognizing you as a sponsor. But you know how long the lines can be. As a sponsor, you can provide attendees with a special Forum FastPass, putting them at the head of the line and bypassing the crowds.

As a sponsor, attendees will visit your booth to get their Forum FastPass, moving them to the head of the line, only possible with the special pass you provide.

During the lunchtime exhibit hall hours, you will be acknowledged as a sponsor of the "Take 10" breaks over the PA system every half hour, telling attendees that they can receive a Forum FastPass by visiting your booth.

Please note: A minimum of two sponsors is needed for "Take 10" to happen. Sponsorships are for specific days and the Forum FastPasses you receive are good only on the day specified. This is not an exclusive sponsorship, there will be multiple sponsors each day.

"Take 10" Specifications

- ♦ Sponsorships are for one specific day - Tuesday or Wednesday.
- ♦ Massage hours are: Tuesday, 12:00 PM - 7:00 PM and Wednesday, 8:00 AM - 3:00 PM.
- ♦ Forum FastPasses will be provided to you for distribution. You can present them at any time, but they are valid only for the day specified. Passes will include: your company's logo, booth number, and date valid.
- ♦ There will be two lines for massages. Those receiving Forum FastPasses bypass the main line, getting them to their massage faster.

"Take 10" sponsors receive:

- ♦ Logo and booth number on massage area signage.
- ♦ Your company's name announced over PA every half hour during lunchtime exhibit hall hours.
- ♦ Custom Forum FastPass tickets with your name and logo for one day.
- ♦ Access to shared sponsor table by the massage area for displaying your literature.

As a bronze sponsor, you will receive:

- ♦ Your company's name displayed on signage in the main conference foyer.
- ♦ Your company's name listed in the conference program guide.
- ♦ Your company's name listed on www.acordlomaforum.org.
- ♦ Your company's name displayed on signage in the main conference foyer.
- ♦ Your company's name listed in the conference program guide.
- ♦ Your company's logo displayed on banners in the Exhibit Hall walkway.

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Hollywood Red Carpet Reception



Platinum Sponsorship: \$60,000
Sold! IBM



Imagine walking the red carpet, lights flashing, and the camera ready for your close up ... the glamour of Hollywood's golden era comes to the ACORD LOMA Insurance Systems Forum and you can be the sponsor of the reception that will help bring back that magical Hollywood era.

- ♦ The Red Carpet Walk
- ♦ Celebrity Impersonators
- ♦ Pictures Taken with the "Stars"

Tuesday night's reception will pay homage to classic Hollywood and will feature:

- ♦ A Hollywood "must have" – a red carpet rollout to welcome attendees into the exhibit hall. There will be event signage recognizing you as the sponsor. If you are also an exhibitor, your booth number will be provided in order to drive more traffic to your booth.
- ♦ Celebrity impersonators of Humphrey Bogart, Groucho Marx, and Mae West* wandering the exhibit hall and spending time in your booth.
- ♦ A photographer will follow the "celebrities" taking pictures of them with attendees.
- ♦ Attendees will receive cards with your logo and a URL where they can retrieve their pictures.
- ♦ The photo repository Web site will contain your logo as the sponsor of the event.
- ♦ Downloadable digital pictures of the attendees will have your logo on them, reminding people who brought them this opportunity to mingle with Hollywood's elite of yesteryear.

**Impersonators may vary based on availability.*

As a platinum sponsor, you will receive:

- ♦ Your company's name and logo displayed on the sponsor Wall of Recognition.
- ♦ Your company's logo included in the "Sponsor Acknowledgement Scroll" at the General Session.
- ♦ An electronic version of the attendee list.
- ♦ One (1) complimentary full-page recognition space in the conference program guide along with a 75 word product description.
- ♦ A "hot link" to your Web site from www.acordlomaforum.org.
- ♦ Your company's logo displayed on banners in the Exhibit Hall walkway.
- ♦ Your company's name on screen during opening session "walk in" period.
- ♦ Two (2) complimentary golf registrations.
- ♦ Acknowledgement at the General Session.

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50's Flashback Reception

Platinum Sponsorship: \$60,000



The fabulous 50's ... car hops, drive in movies, tail fins, the birth of rock and roll and vinyl

records are part of this special reception to open the 2006 ACORD LOMA Insurance Systems Forum and you can be the sponsor who brings it all to the attendees.

- ♦ 1950's Diner Feel
- ♦ Celebrity Impersonators
- ♦ Pictures Taken with the "Stars"

Our Monday night opening reception will be a 50's flashback featuring:

- ♦ A 1950's "diner feel" welcoming attendees to the opening of the exhibit hall. Event signs at the entrance will recognize you as the sponsor and provide your booth number (if you are also an exhibitor).
- ♦ Celebrity impersonators of Marilyn Monroe, Elvis Presley, and Lucille Ball* wandering the exhibit hall. One will be in your booth while the hall is open.
- ♦ A photographer will follow the "celebrities" taking pictures of them with attendees.
- ♦ Attendees will receive cards with your logo and a URL where they can retrieve their pictures.
- ♦ The photo repository Web site will contain your logo as the sponsor of the event.
- ♦ Downloadable digital pictures of the attendees will have your logo on them, reminding people who brought them this opportunity to mingle the icons of the 1950's.
- ♦ And all this in addition to the Platinum Level Sponsorship benefits.

**Impersonators may vary based on availability.*

As a platinum sponsor, you will receive:

- ♦ Your company's name and logo displayed on the sponsor Wall of Recognition.
- ♦ Your company's logo included in the "Sponsor Acknowledgement Scroll" at the General Session.
- ♦ An electronic version of the attendee list.
- ♦ One (1) complimentary full-page recognition space in the conference program guide along with a 75 word product description.
- ♦ A "hot link" to your Web site from www.acordlomaforum.org.
- ♦ Your company's logo displayed on banners in the Exhibit Hall walkway.
- ♦ Your company's name on screen during opening session "walk in" period.
- ♦ Two (2) complimentary golf registrations.
- ♦ Acknowledgement at the General Session.

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