

2026 ANNUAL CONFERENCE



THE PREMIER NEW YORK PROPERTY AND CASUALTY INSURANCE INDUSTRY EVENT OF THE YEAR!

Sponsorship Prospectus



2026 ANNUAL CONFERENCE

THE SAGAMORE RESORT BOLTON LANDING, NEW YORK

**WEDNESDAY, MAY 27-
FRIDAY, MAY 29, 2026**

Participants in this conference come from all sectors and levels of the property and casualty insurance industry, as well as a wide range of associated industries. Attendance in recent years exceeded 200 people, as the event is widely viewed as the premier New York property and casualty education event.

Don't miss the chance to showcase your company's support for your existing and potential customers' professional organization. Sponsorships are available on a first-come, first-served basis and we sell out every year. Contact us today regarding your investment opportunity!

THE **RECOGNITION** YOUR COMPANY RECEIVES WILL ...

- **BUILD** and **REINFORCE** your company's brand.
- **ENHANCE** your visibility with conference-wide exposure.
- **DEMONSTRATE** your support for the property and casualty insurance industry community and its commitment to education.

VALUE OF INVESTING

YOUR SUPPORT CAN ...

INCREASE
BRAND
RECOGNITION

PROMOTE
PRODUCTS AND
SERVICES

PROVIDE
COST-EFFECTIVE
MARKETING

RAISE YOUR
PROFILE WITHIN
THE NEW YORK
INSURANCE
MARKET

SHOW YOUR
COMMITMENT TO
EXCELLENCE IN
P&C INSURANCE
INDUSTRY

GAIN ACCESS TO
HUNDREDS OF
DECISION
MAKERS

The NYIA Annual Conference will be held at The Sagamore Resort in Bolton Landing, New York from Wednesday, May 27–Friday, May 29, 2026 and is the perfect opportunity to connect your brand with insurance industry decision makers who come to network, learn and engage. Associating your company with the conference can be a long-term, cost-effective marketing strategy directly targeting members as well as non-affiliated delegates.

Highly visible sponsorship opportunities provide direct access to more than 200 key industry leaders and decision-makers across New York's property and casualty insurance market. Sponsorship offers a meaningful way to elevate your brand while showcasing your products, services and solutions to a targeted, engaged audience.

Sponsors are positioned as an integral part of the conference experience, reinforcing your organization's support for the New York Insurance Association and the industry it represents. Becoming an Annual Conference sponsor demonstrates your commitment to leadership, partnership and excellence in the property and casualty insurance industry.

BENEFITS OF SPONSORING

ALIGN YOUR BRAND WITH A TRUSTED VOICE

NEW FOR 2026: SOLUTIONS SHOWCASE

Participation in NYIA's Solutions Showcase offers service providers a high-visibility, low-lift way to reach decision-makers. Participating companies receive dedicated table space to display materials for self-guided attendee engagement throughout the conference. This opportunity is available to sponsors for an additional fee and included at no additional cost to our platinum partners.

SPONSOR COMPANY RECEIVES

- Conference program with attendee list.
- Publicity in program—company name, logo, and sponsorship description (deadlines apply).
- Publicity on NYIA website, including logo display and link to company website.
- Advance publicity in NYIA's conference promotions—based on the date of receipt of the contract by NYIA.
- Sponsor signage prominently displayed at conference venue.

ADDITIONAL PLATINUM & GOLD LEVEL BENEFITS

Inclusion of company promotional item in the conference attendee bag.

- Describe your promotional item on the sponsorship contract.
- 200 pieces of the promotional item MUST be delivered on Thursday, May 21 or Friday, May 22, 2026 to:
Sarah Alpaugh, include title and date of function (New York Insurance Association Annual Conference, May 25–May 29, 2026), hotel guest name and arrival date.

- Please note that all boxes in excess of twenty five pounds may incur a box handling fee.

Complimentary advertisement in the program for the following sponsorships:

- Platinum Sponsor – full page no bleed 7.5" wide x 10" high
- Gold Sponsor – half page no bleed 7.5" wide x 4.5" high
- Program Sponsor – full page bleed 9" wide x 11.5" high (8.5" wide x 11" high – trim size)
- Pocket Agenda Sponsor – full page bleed 4.5" wide x 10.75" high (4" wide x 10.25" high – trim size)

IMPORTANT INFORMATION

Completed contract, high resolution logo and advertisement MUST be submitted electronically **NO LATER THAN APRIL 17** to Maddie Durant at mdurant@nyia.org to ensure inclusion in the program.



SPONSOR TERMS AND CONDITIONS

Contract and Commitment

Sponsorships are assigned on a first-come, first-serve basis. We will endeavor to meet your first choice of sponsorship. Receipt of the signed contract by NYIA will be your commitment.

Your company will be responsible for payment within 30 days of our receipt of the signed contract. **Contracts MUST be received by April 17, 2026** to ensure inclusion in the program guide.

Payment

An invoice will be sent upon receipt of signed contract. If necessary, other payment arrangements can be made by contacting Sue Dawes at sdawes@nyia.org or 518.432.4227.

Cancellation

Sponsorships may not be canceled, regardless of the reason. Should a sponsor applicant desire to cancel the sponsor application contract, written notice must be provided to NYIA prior to the close of business sixty (60) days prior to the first day of the conference. ONLY in the event that the sponsorship can be resold and the promotional material corrected before the conference, 50 percent of the sponsorship fee may be refunded.

Disclaimer

The New York Insurance Association has made every effort to present, as accurately as possible, all the information contained in this sponsorship prospectus. All sponsorship amounts and content are subject to alteration without notice.
© NYIA 2026. All rights reserved.

PERSONALIZED OPPORTUNITIES

Have a sponsorship idea that you didn't see? Customized sponsorships are available. Please contact Sue Dawes at sdawes@nyia.org or 518.432.4227 to discuss opportunities.



NYIA 2026 CONFERENCE SPONSOR CONTRACT

SPONSOR

Company _____

Address _____

City/ST/ZIP _____

Phone _____

Email _____

AD

We want to place an ad in the conference program. Platinum Sponsors receive a complimentary full page advertisement and Gold Sponsors receive a complimentary half page. **Advertisements must accompany another sponsorship selection.**

\$250 Member Half Page
 \$400 Member Full Page
 \$350 Nonmember Half Page
 \$500 Nonmember Full Page

NEW! SOLUTIONS SHOWCASE

We want to participate in the Solutions Showcase. In lieu of hosting an exhibit show this year, the Solutions Showcase is an optional add on for sponsors. For more information, please see the sponsorship prospectus. **Complimentary for platinum sponsors.**

\$500 Members
 \$1,000 Nonmembers
 Complimentary for platinum sponsors

PROMOTIONAL ITEM (200 PIECES)

**Platinum sponsors and gold sponsors have the option to provide promotional items.*

What item are you providing for the conference bag?

INVOICE & PAYMENT

Invoice will be sent after confirming sponsorship.

CONTRACT SUBMISSION

Submit contracts starting at 9AM on **February 10**. Early or informal requests will not be accepted or counted as a reservation.

Email: sdawes@nyia.org Fax: 518.432.4220

ACCEPTANCE OF TERMS

I am an authorized representative of the above company with the full power and authority to submit this contract. The company agrees to comply with and be bound to the terms and conditions outlined in the prospectus.

By checking this box and providing my name below, I am electronically signing this contract.

Name _____

Title _____

Date _____

Please indicate, in order of numerical preference, the **TOP FIVE** choices your company is interested in sponsoring. **Reserved on a first-come, first-served basis.**

PLATINUM

	Members	Nonmembers
SOLD Hotel Key Cards	Reserved by Premier Annual Partner	
SOLD Pocket Agenda	Reserved by Premier Annual Partner	
SOLD Conference Program & QR Code Cards	\$4,000	\$4,500
SOLD Conference Bag (co-logoed with NYIA)	\$4,000	\$4,500
SOLD Sponsor-Branded Early Bird Code	\$4,000	\$4,500 NEW!
SOLD The Morgan Boat Tour	\$4,000	\$4,500
SOLD Golf Tournament	\$4,000	\$4,500
Award Dinner Fare	\$4,000	\$4,500
Name Badges	\$3,500	\$4,000
SOLD Name Badge Lanyards	\$3,500	\$4,000
SOLD Wednesday Dinner Fare	\$3,000	\$3,500
SOLD Award Dinner Wine	\$3,000	\$3,500

GOLD

SOLD Chair's Reception Fare	Reserved by Association Chair	
SOLD Award Dinner Centerpieces	\$2,500	\$3,000
SOLD Thursday Reception Beverage	\$2,500	\$3,000
Golf Cart Headers	\$2,500	\$3,000
SOLD Thursday Lunch Fare	\$2,500	\$3,000
Thursday Evening 'On Dec at the Rec'	\$2,500	\$3,000
SOLD Tournament Golf Balls (co-logoed with NYIA)	\$2,500	\$3,000
SOLD Thursday Reception Fare	\$2,000	\$2,500
Thursday Session Audio/Visual	\$2,000	\$2,500
Thursday Education Sessions	\$2,000	\$2,500
Award Dinner Audio/Visual	\$2,000	\$2,500
Thursday Networking Breakfast	\$2,000	\$2,500
Wednesday Dinner Beverage	\$2,000	\$2,500
SOLD Chair's Reception Beverage	\$2,000	\$2,500
SOLD Golf Lunch Fare	\$2,000	\$2,500
SOLD Golf Beverage Cart	\$2,000	\$2,500

SILVER

SOLD Golf Lunch Beverage	\$1,500	\$2,000
SOLD Friday Networking Breakfast	\$1,500	\$2,000
Friday Education Sessions	\$1,500	\$2,000
Friday Session Audio/Visual	\$1,500	\$2,000
SOLD Thursday Refreshment Break	\$1,500	\$2,000
Thursday Evening 'On Dec at the Rec' DJ	\$1,500	\$2,000
SOLD Golf Breakfast	\$1,000	\$1,500
SOLD Thursday Lunch Beverage	\$1,000	\$1,500
Friday Refreshment Break	\$1,000	\$1,500

ANY LEVEL (\$500 & Up/\$1,000 & Up)

General Sponsorship \$ _____

SUBMIT