

ITC Vegas 2024 Sponsorship Prospectus



UNIVERSE OF POSSIBILITIES

AT THE FRONTIER OF INSURANCE INNOVATION

October 15 — 17, 2024
Mandalay Bay, Las Vegas

vegas.insuretechconnect.com

Welcome



We are delighted to present this year's sponsorship opportunities for your consideration. As the largest global gathering of the insurance industry, there is no doubt that ITC Vegas is the epicenter for insurance innovation. It's not just an event; it's a movement - where partnerships are formed, funding is secured, deals are accelerated, and relationships are forged. The entire insurance ecosystem is here.

As ITC Vegas continues to grow, it's more important than ever for our participants to find their people and make meaningful connections. With these goals in mind, we are reshaping the show floor into vibrant Neighborhoods, making navigation a breeze allowing attendees to find their tribe of people and solutions more easily than ever.

We like to think of it like New York City... it's a city filled with shops, eateries, museums, experiences and more! You can locate your jewelry shop in the Diamond District, open a boutique on the Lower East Side OR both. The choice is yours. It's our way of turning our large event into intimate gatherings of like-minded pioneers. Whether you're a seasoned industry titan or an innovative startup, whether your focus is on specific categories, business types, or groundbreaking products - presenting your brand directly to your desired customers or partners has never been easier.

We very much look forward to welcoming you to Vegas and eagerly anticipate the cosmic connections that await!

Join us -- the future of insurance is here.



Nicole Peck
President



Bill Harris
Chief Customer Officer



Josh Grossman
SVP - Head of Global Partnerships



Drake Slaikeu-Lawhead
Head of Growth: ITC LATAM,
ITC Agents, and ITC Brokers



Paschoal Grassioto
VP, Partnerships



Erica Queen
VP, Partnerships

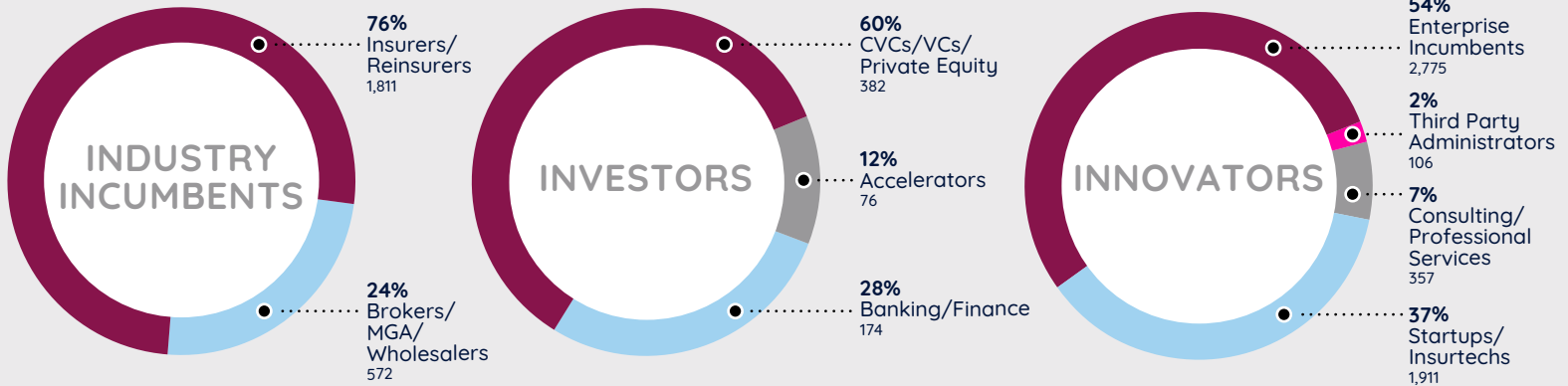
ITC Vegas 2023 Audience Breakdown

9,046 PARTICIPANTS

44 Regulators/Government Entities

681 Sponsors/Partners

The Insurance Ecosystem



Top Carriers Attend ITC

- **10 of the Top 10** Commercial Lines
- **25 of the Top 25** Commercial Auto
- **23 of the Top 25** Life + Annuities
- **9 of the Top 10** Cyber
- **22 of the Top 25** Workers Comp
- **41 of the Top 50** Personal Lines Auto
- **80 of the Top 100** P&C
- **8 of the Top 10** Excess & Surplus
- **18 of the Top 25** Reinsurers

ALL ABOUT CONNECTIONS

9,953 ACCEPTED MEETINGS

90% ACTIVE IN THE EVENT APP

96% CONNECTED WITH AT LEAST ONE PERSON

96% OF MEETINGS HELD RATED POSITIVELY

ITC WELCOMES THE WORLD

57

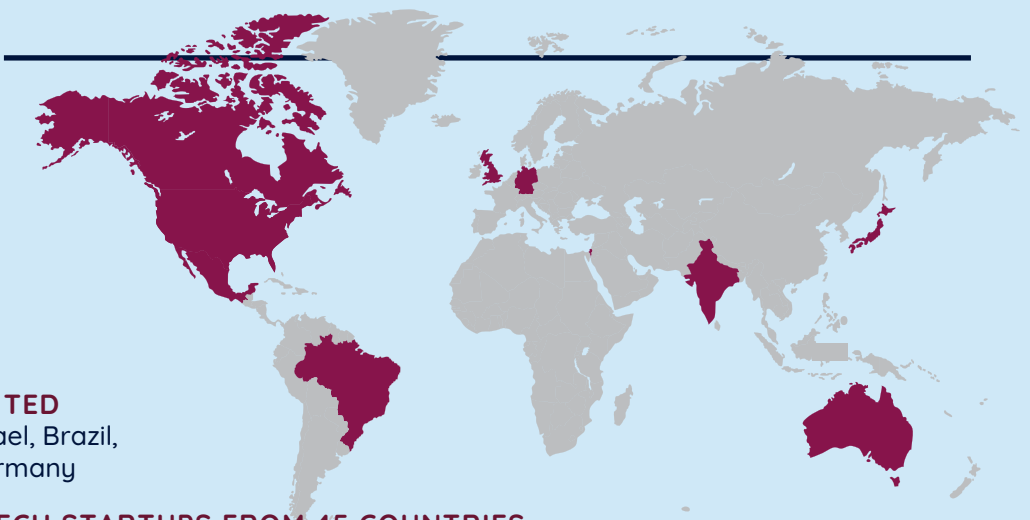
Unique countries represented by attendees, including the US

13%

International Attendees

TOP 10 COUNTRIES REPRESENTED

USA, Canada, United Kingdom, Israel, Brazil, Australia, Japan, India, Mexico, Germany

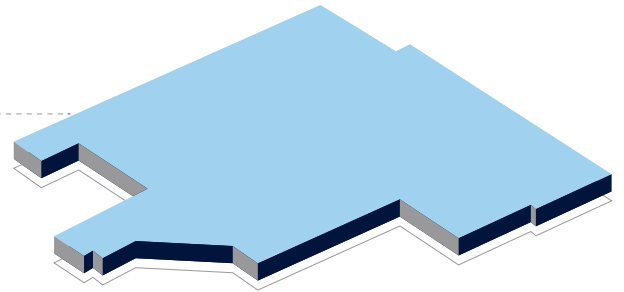


ITC VEGAS FEATURES INSURTECH STARTUPS FROM 45 COUNTRIES.



PRIVATE MEETING/ FUNCTION SPACES

- Private Event / Function Spaces
- Boardrooms

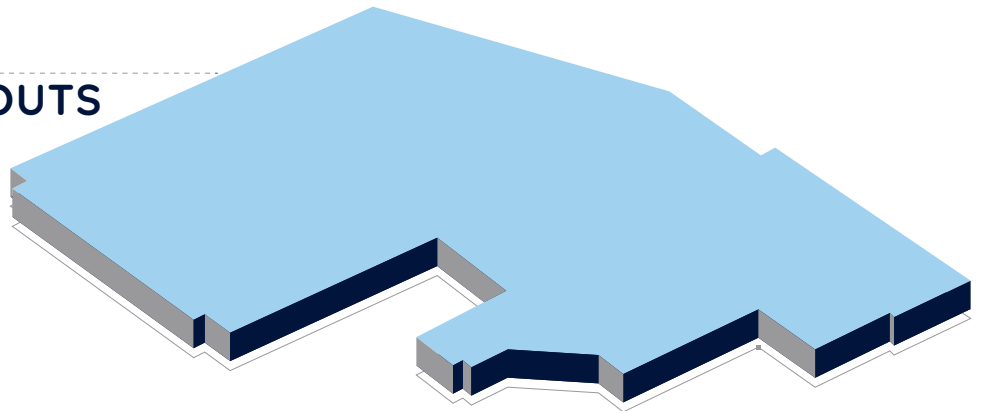


3 LEVEL 3
SOUTH CONVENTION CENTER



MAIN STAGE + BREAKOUTS + PRIVATE MEETING/ FUNCTION SPACES

- Main Stage
- Breakout Content Stages
- Kick-Off Summits
- Private Event / Function Spaces

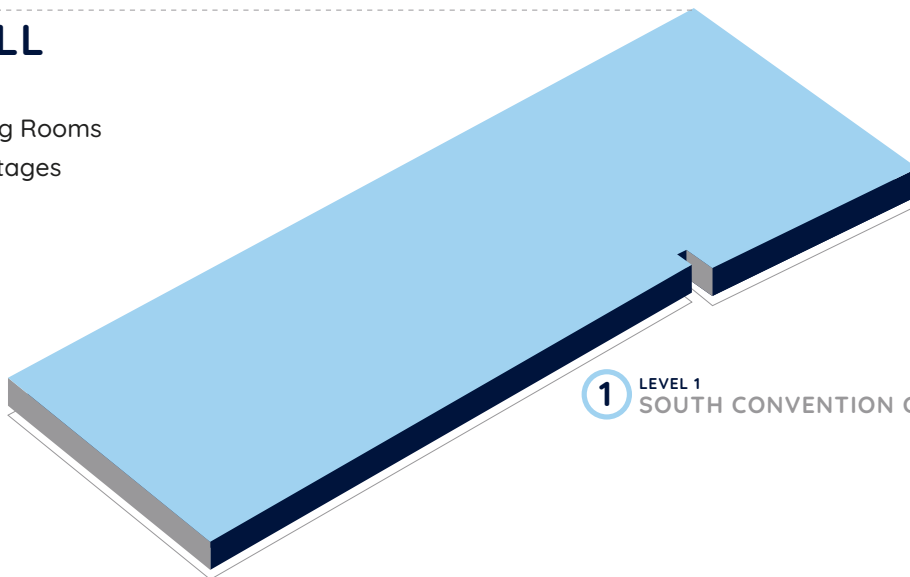


2 LEVEL 2
SOUTH CONVENTION CENTER



EXPO HALL

- Expo Hall
- Private Meeting Rooms
- Key Content Stages



1 LEVEL 1
SOUTH CONVENTION CENTER



TABLE OF CONTENTS + CURATED PROGRAMS

ITC Vegas is introducing **Curated Programs** – which are distinct educational tracks, networking events and areas of the expo hall where communities within the insurance ecosystem converge.

Navigating ITC Vegas has never been easier, which means your potential to be discovered and make meaningful connections has never been greater.

Each **Curated Program** may include the following components:

- **Content Stage:** Thought leaders sharing the latest trends and technologies in a variety of formats.
- **Town Square:** Centrally located lounge space available for impromptu meetings + programmed meet-ups
- **Experiential Activation:** Bring the fun with a soccer penalty challenge, FOMO photo opportunity, prize giveaway competition, and more!
- **Expo Space:** A variety of booths and kiosks where innovators can show off the latest solutions and technology.
- **Happy Hour:** A high-energy reception to end the day!

CORE ITC VEGAS: The Expo Hall you know and love... Emphasizing Property & Casualty innovation while also featuring Life & Annuities and Health from all parts of the value chain. **See pages 6 to 32 [here](#).**

ITC BROKERS: Brokers, wholesalers, MGAs, insurers, investors, start-ups and solution/technology providers. **See pages 33 to 39 [here](#).**

ITC AGENTS: Agency owners, independent agents & brokers, carriers and solution/technology providers. **See pages 40 to 45 [here](#).**

ITC L&A + GROUP BENEFITS: Life and health insurers, group / workplace benefits brokers, wholesalers, MGAs, investors, start-ups and solution / technology providers specializing in life & annuities, group benefits, health and wellness. **See pages 46 to 54 [here](#).**

PLUS... ITC LATAM: Making its return to ITC Vegas, for Latin American-based carriers, insurtechs, investors, solution / technology providers and everyone interested in the \$5.6 trillion Latin American insurance market. **See pages 55 to 62 [here](#).**

Interested in Sponsoring? Contact the team:



Josh Grossman
SVP – Head of Global
Partnerships



Paschoal Grassioto
VP, Partnerships



Erica Queen
VP, Partnerships

***Note:** Curated Programs and above examples are subject to change. Participation in Curated Programs are optional.



CORE ITC VEGAS
P&C, L&A, AND HEALTH

Key Players:

Emphasizing Property & Casualty while also featuring Life & Annuities and Health from all parts of the value chain.

EXCLUSIVE

PRESENTING SPONSOR: SOLD

EXCLUSIVE PER NEIGHBORHOOD

ITC VEGAS NEIGHBORHOOD

HEADLINE SPONSOR: STARTING AT \$60,000

Feature your brand as the Headline Sponsor of an expo neighborhood that is tailored with content and experiences for a key audience segment.

- Exclusive status as Headline Sponsor of one of the following Expo Neighborhoods
 - ITC Brokers Brokers: SOLD (Click to Neighborhood [here](#))
 - ITC Agents: \$100,000 *Waitlist (Click to Neighborhood [here](#))
 - ITC Life & Annuity + Group Benefits: \$100,000 *Waitlist (Click to Neighborhood [here](#))
 - ITC LATAM: \$50,000 *Waitlist (Click to Neighborhood [here](#))
- Exclusive status as the Headline Sponsor of a Neighborhood @ ITC Vegas
- Featured as Headline Sponsor on Neighborhood landing page and key Neighborhood branding collateral
- Welcome Announcements as Headline Sponsor:
 - ITC Insider Email Newsletter (circulation 50,000+)
 - ITC Social Accounts (30,000+ followers)
- Content Session¹ - Sponsor will coordinate with ITC to program a prominent content session on the Neighborhood Stage
- Monthly planning meetings with ITC Vegas team from February to September of 2024
- 20' x 20' Booth³ space incorporated into a prominent location within Neighborhood on Expo Floor
 - ITC will choose the location of the booth space within Neighborhood
 - All costs associated with 20' x 20' are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electrics, f&b
- 10 Conference Passes for Staff
- 10 Conference Passes for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)
- Opportunity to Customize Additional Package Components

Plus TITLE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

MAIN STAGE SPONSOR: SOLD

Your charismatic CEO, Co-Founder or Executive will host a prominent Insurance Industry CEO for an electrifying fireside chat on the Main Stage!

- 20-minute fireside chat¹ on ITC Main Stage on Wednesday, October 16th or Thursday, October 17th hosted by sponsor's CEO, Co-Founder or Executive
 - Sponsor must bring a CEO from a top tier multinational insurer to the stage (Topic and speakers subject to ITC Content Team's approval. Time slot will be assigned by the Content Team).
- Includes a sizzle reel prior to speaking slot (30 to 60 seconds long, produced by sponsor). Sizzle reel subject to approval by the ITC Content Team and must be submitted at least three weeks prior to event.
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of participants (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)
 - **Optional (+\$25,000):** Sponsored SWAG on on Main Stage Chairs

Plus TITLE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE PER KEYNOTE SPEAKER

KEYNOTE SPONSOR (ASTRONAUT SCOTT KELLY: \$50,000)

Set the main stage ablaze as your brand presents astronaut Scott Kelly. Following the keynote remarks, treat your most esteemed clients and prospects to an exclusive meet & greet experience with the keynote speaker

- Brief (90 second or less) introduction of one (1) Keynote Speaker during a Main Stage Keynote on Wednesday, October 15th
- Private meet & greet with one Keynote Speaker for up to 15 key clients and/or prospects
 - Sponsor will coordinate with ITC to identify selects to invite to the meet & greet
- Company Logo on all materials referencing Keynote Speaker's session - agenda, digital promotion and onsite branding
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Keynote session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
- 10' x 10' Booth³ in Expo Hall

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))

STAGE TIME & THOUGHT LEADERSHIP



EXCLUSIVE PER TRACK

50 MINUTE BREAKOUT SESSION: STARTING AT \$90,000

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³: \$140,000
- 20' x 20' Booth³: \$115,000
- 10' x 20' Booth³: \$90,000

Package Specifics Include:

- Create your own 50-Minute Breakout Session¹ (panel, fireside chat or other format) on an ITC Breakout Stage
 - Sponsor to provide content and speakers. ITC Content Team will have final approval on the content to ensure it fits within the programming and track theme. Must provide a senior level client to accompany the sponsor speaker on stage.
- Content must fit within one of the following breakout tracks:
 - **AVAILABLE:** Risk Management
 - **WAITLIST:** None
 - **SOLD:** Brokers – Claims – Commercial Insurance – Customer Experience, Retention & Acquisition - Data & Analytics – Distribution – Innovation in Action Day 1 & 2 – L&A + Group Benefits – Motor – Property – Underwriting
- Time slot and date subject to ITC Content Team's discretion and availability on Wednesday, October 16 or Thursday, October 17
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - Seating quantity and arrangement commensurate with demand
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code within the breakout room. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan badges at the door but cannot deny entry for attendees who do not want to be scanned
- **Optional Add-On:** Official "Breakout Track" Sponsor + "Category" Sponsor Package (+\$30,000) see bullets on [Page 20](#)

Plus TITLE I LEVEL Branding Inclusions (See Page 32)



EXCLUSIVE PER TRACK

35 MINUTE BREAKOUT SESSION: \$75,000

Share groundbreaking technologies, case studies and industry trends with the world's most cutting edge insurance leaders that participate in ITC's education program.

- Create your own 35-Minute Breakout Session¹ (panel, fireside chat or other format) on an ITC Breakout Stage
 - Sponsor to provide content and speakers. ITC Content Team will have final approval on the content to ensure it fits within the programming and track theme. Must provide a senior level client to accompany the sponsor speaker on stage
- Content must fit within one of the following breakout tracks:
 - **AVAILABLE:** Motor – Property
 - **WAITLIST:** None
 - **SOLD:** Brokers – Claims – Commercial Insurance – Customer Experience – Data & Analytics – Distribution – Innovation in Action Day 1 & 2 – L&A + Group Benefits #1 & #2– Underwriting - Risk Management
- Time slot and date subject to ITC Content Team's discretion and availability on Wednesday, October 16 or Thursday, October 17
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - Seating quantity and arrangement commensurate with demand
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code within the breakout room. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan badges at the door but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth in Expo Hall³ (Pipe & Drape Only)
 - **Optional Add-On:** Official "Breakout Track" Sponsor + "Category" Sponsor Package (+\$30,000) see bullets on [Page 20](#)

Plus GOLD LEVEL Branding Inclusions (See Page 32)



STAGE TIME & THOUGHT LEADERSHIP



EXCLUSIVE PER SUMMIT - LIMIT 5 PER DAY - ONLY 1 REMAINING!

LUNCH BREAKOUT SUMMIT: STARTING AT \$95,000

Host clients and prospects for an exclusive Lunch Summit – a dynamic escape from the expo where your guests can enjoy compelling content, great eats and meaningful networking.

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³: \$145,000
- 20' x 20' Booth³: \$120,000
- 10' x 20' Booth³: \$95,000

Package Specifics Include:

Sponsored Lunch Summit¹ - Sponsor has 90-minutes during lunch on Wednesday, October 16th or Thursday, October 17th to host a summit that includes content and/or networking

- Sponsor to choose format and provide content and speakers. ITC Content Team will have final approval on the content to ensure it fits within the programming. Must provide a senior level client to accompany the sponsor speaker on stage.
- Time slot and date subject to ITC Content Team's discretion and availability
- Boxed lunch and water available in session. Lunch is selected and provided by ITC. Anything above and beyond is at the expense of the sponsor.
- Seating quantity and arrangement commensurate with demand
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package⁷ included⁷
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - > Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - > ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - > Sponsor may use ITC's List Query Tool (LQT) to select 75 attendees that Sponsor can invite via email to their Lunch Summit. Includes 1 Reminder.
 - Attendee selection and messages sent via LQT. Sponsor to have access to LQT 4 Weeks prior to ITC. See ITC LQT User Guide [here](#).
 - > Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - > ITC will provide a QR Code within the breakout room. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - > Sponsor is permitted to scan badges at the door, but cannot deny entry for attendees who do not want to be scanned

Plus TITLE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE PER SUMMIT - ONLY 1 REMAINING!

KICK-OFF DAY SUMMIT: STARTING AT \$100,000

*WAITLIST

Looking to host your own summit at ITC Vegas? Curate your own "event within ITC Week at ITC Vegas" on ITC's Kick-Off Day, a day solely dedicated to bringing together niche audiences that are moving the industry forward.

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³: \$150,000
- 20' x 20' Booth³: \$125,000
- 10' x 20' Booth³: \$100,000

Package Specifics Include:

- **Sponsored Kick-Off Summit¹** - Sponsored Kick-Off Summit spanning up to four (4) hours (between 9 am and 5 pm) on Tuesday, October 15th
 - Sponsor to provide content and speakers. Topic subject to ITC Content Team's approval.
 - ITC will provide a professional grade stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - > Seating quantity and arrangement commensurate with demand
 - Session, with 100 word description, listed in Website Agenda and Event App
 - Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - > Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
 - Lead Generation:
 - > ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's Kick-Off Summit
 - > Sponsor may use ITC's List Query Tool (LQT) to select 75 attendees that Sponsor can invite via email to their Kick-Off Summit. Includes 1 Reminder.
 - Attendee selection and messages sent via LQT. Sponsor to have access to LQT 4 Weeks prior to ITC. See ITC LQT User Guide [here](#).
 - > Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - > ITC will provide a QR Code within the breakout room. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - > Sponsor is permitted to scan badges at the door, but cannot deny entry for attendees who do not want to be scanned

Plus TITLE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

“LIVE @ ITC” SPONSOR: SOLD

Sponsor all of the live coverage filmed from the “Live @ ITC” Interview Set.

- ITC will build and produce the “Live @ ITC” interview set which will host ongoing interviews covering key launches and announcements taking place during ITC Vegas.
 - > “Live @ ITC” interview set is fully turnkey⁸. ITC will handle the design, build and installation⁹
 - ITC has full design rights and will choose the location
 - ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated
- All interviews included in ITC’s post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Sponsor will be featured in one “Live @ ITC” segment that is no longer than 20 minutes¹
 - > Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC’s post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Sponsor branding featured prominently on the “Live @ ITC” interview set
- Sponsor will be featured in one “Live @ ITC” segment that is no longer than 20 minutes
- 10’ x 10’ Booth³ in Expo Hall in close proximity to “Live @ ITC” Interview Set (Pipe & Drape Only)

Plus **SILVER LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

EXPO HALL DEMO STAGE SPONSOR: \$45,000

Claim center stage on the Expo Hall Demo Stage as the industry’s hottest insurtechs show off their latest launches, announcements and innovation.

- Speaking Slots
 - Sponsor will provide a welcome introduction from the Expo Hall Demo Stage with a brief speech (two minutes or less)
 - One role as a host / emcee of a cluster of five (5) demos on the Expo Hall Demo Stage¹ on Wednesday, October 16th OR Thursday, October 17th (ITC Content Team will work with sponsor to ensure the cluster of five (5) demos align with the sponsor’s brand)
- Sponsor Logo displayed prominently on Expo Hall Demo Stage
 - Naming² is “Company Name” Expo Demo Stage
 - ITC will feature sponsored installation in floor plans and all references to Expo Demo Stage in promotion
- 10’ x 10’ Booth³ in Expo Hall (Pipe & Drape Only)

Plus **GOLD LEVEL** Branding Inclusions ([See Page 32](#))



LIMITED AVAILABILITY - ONLY 2 REMAINING!

PRODUCT LAUNCH / DEMO STAGE PACKAGE: \$40,000

Major launches, announcements and demos are integral to the ITC experience. This all-inclusive package equips you with the tools to steal the spotlight and make a splash to the ITC Community.

- 10-minute product launch OR technology showcase demo on Expo Demo Stage¹
 - Speaker subject to ITC Content Team’s approval. Start-ups must bring a Co-Founder or CEO to present
 - ITC will select the date and time of the demo. Speakers should be available to do a rehearsal during time allocated by ITC
 - Session, with 100 word description, listed in Website Agenda and Event App
 - Edited video recording of above session sent to Sponsor approximately three (3) weeks post-event
 - > Included in ITC’s post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor’s session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor’s demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the Expo Demo Stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the Expo Demo Stage but cannot deny entry for attendees who do not want to be scanned
- Live @ ITC” Content Feature
 - ITC will build and produce the “Live @ ITC” interview set which will host ongoing interviews covering key launches and announcements taking place during ITC Vegas.
 - An executive from Sponsoring company will be interviewed on the “Live @ ITC” Set in one segment that is no longer than 20 minutes.
 - > ITC Content Team will assign a moderator for the interview at least four weeks prior to event
 - Edited video recording of above session sent to Sponsor approximately three (3) weeks post-event
 - > Included in ITC’s post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Social Promotion
 - Company mentioned or reposted by ITC Social Accounts 2 times (1 during the event and 1 pre-event or post-event) to help share sponsor’s news or announcements. Sponsor must share desired post at least 7 days prior to the post
- 10’ x 10’ Booth³ in Expo Hall (Pipe & Drape Only)

Plus **BRONZE LEVEL** Branding Inclusions ([See Page 32](#))

EXCLUSIVE PER COMPETITION TYPE

PITCH COMPETITION SPONSOR: \$70,000

Leverage ITC's industry reach, and feature your brand as the exclusive sponsor of a pitch competition.

- ITC will feature a series of co-curated pitch competitions. Potential Focuses:
 - AVAILABLE:** Early Stage – Late Stage – P&C – Life & Annuities – Commercial – Personal Lines – Telematics – Claims – Gen AI – Cyber – ClimateTech – Brokers – GroupTech – Embedded – OR Create Your Own!
 - WAITLIST:** None
 - SOLD:** Day 1 (Kick-Off Day) - Open to all

Package Specifics Include:

- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included¹
 - Seating quantity and arrangement commensurate with demand
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor three weeks post-event.
- Pitch competition must adhere to singular focus
- Submissions open at least three (3) months before the event
 - Eligibility requirements to be determined by ITC in collaboration with Sponsor
- Sponsor will select 10 finalists that will present during the Competition
- Sponsor branding featured on all promotional assets about the competition
- Naming² is ITC Vegas "Focus Area" Pitch Competition Presented by: "Company"
- Sponsor to emcee/host the competition and make a brief introduction (approximately 30 seconds) of each competitor and open the competition with a brief speech (three minutes or less)
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code within the breakout room. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan badges at the door but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE PER MEET-UP - ONLY 1 REMAINING!

MEET-UP SERIES SPONSOR: \$70,000

The Meet-Up Series @ ITC Vegas, will run up to three 60-minute meet-ups per day in a space designed for both facilitated content and structured networking. Help bring together a niche community by hosting one of the meet-ups in the series with content that will draw a crowd followed by networking.

- ITC will design and produce a professional grade Meet-Up Stage + Lounge, which includes a small stage with a/v and a lounge that is designed for unstructured networking. To ensure visual and audible amplification, basic A/V package included¹
 - Sponsor featured as the exclusive sponsor of one 60-minute Meet-Up (Date and Time TBD on either Wednesday, October 16 or Thursday, October 17)
 - ITC will provide F&B with light bites and soft drinks during Meet-Up
- Potential Meet-Up Segment Options:
 - GeoSpatial / Aerial Imagery – Lead-Gen / Call Centers – Growing Your Brand Online – Embedded Insurance – Talent Acquisition and Retention – Gen AI – Cybersecurity – Climate Tech – Customer Acquisition – OR Create Your Own!
- Content / Discussion:
 - ITC and sponsor will collaborate on one 15-minute session / discussion featuring sponsor and client(s) during the meet-up¹
 - Content and speakers should be a headline draw and NOT a sales pitch
 - ITC may program up to 15 minutes of additional content in addition to sponsor's content session
 - ITC will not program a competitor in the content session and allow the sponsor to sign-off on the other speakers
- ITC will provide a host / emcee that will facilitate the Meet-Up
- Branding Elements:
 - Meet-Up, with 100 word description, listed in Website Agenda and Event App
 - Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor may use ITC's List Query Tool (LQT) to select 75 attendees that Sponsor can invite via email to their Kick-Off Summit. Includes 1 Reminder.
 - Attendee selection and messages sent via LQT. Sponsor to have access to LQT 4 Weeks prior to ITC. See ITC LQT User Guide [here](#).
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's meet-up to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - Sponsor is permitted to scan badges at Meet-Up entry, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in Expo Hall (Option to place booth in close proximity to Meet-Up Series)

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



HIGH TRAFFIC LOUNGES & INSTALLATIONS

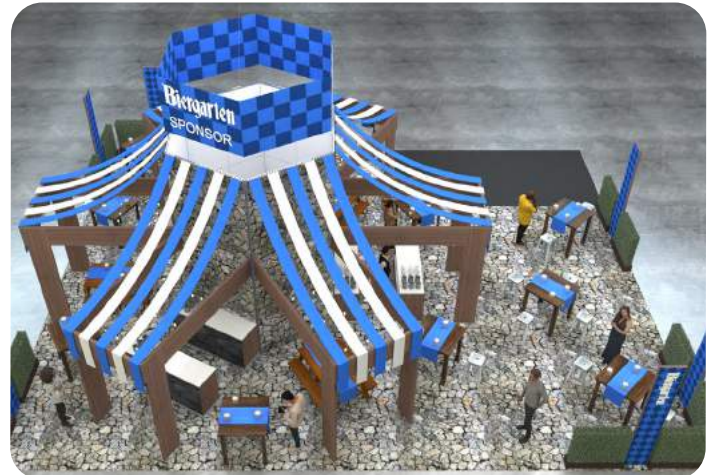
EXCLUSIVE

“MEETING ZONE” SPONSOR: SOLD

Want to go BIG? This is your chance to own the most highly trafficked destination at ITC – the 1:1 Meeting Zone.

- ITC will design and produce the 1:1 Meeting Zone, located in close proximity to the content sessions on the Kick-Off Day (Tuesday, October 15) and the center of the expo hall during expo hours (Wednesday, October 16 & Thursday, October 17). The 1:1 Meeting Zone will host thousands of pre-scheduled meetings booked in the event app (Exclusive Sponsor).
 - 1:1 Meeting Zone installation is fully turnkey⁸. ITC will handle the design, build, installation and final approvals
 - > ITC has full design rights and will choose the locations
 - > ITC will design the installations in a way that allows for the Sponsor logo to pop and be seamlessly integrated
 - Branding elements:
 - > Naming² is “Company Name” 1:1 Meeting Zone²
 - > ITC will rig a promotional sign above the 1:1 Meeting Zone in expo hall (not on the Kick-Off Day)
 - ITC will feature installation in floor plans and all references to 1:1 Meeting Zone in promotion
- Also included:
 - 10’ x 10’ Booth³ space in close proximity to 1:1 Meeting Zone in expo hall (Pipe & Drape Only)
 - > All costs associated with 10’ x 10’ Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

BIERGARTEN SPONSOR: SOLD

Bring a Biergarten to ITC that is fully stocked with select premium beers!

- ITC will produce a Biergarten in the Expo Hall that is at least 1,200 square feet (Exclusive Sponsor). Beer service begins at 11:30 am and is open during select windows throughout the rest of the day
 - Biergarten is fully turnkey⁸. ITC will handle the design, build and installation⁸
 - > ITC has full design rights and will choose the location on the expo floor⁸
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding elements:
 - Naming² is “Company Name” Biergarten
 - ITC will rig a promotional sign above the Biergarten
 - ITC will feature sponsored installation in floor plans and all references to Biergarten in promotion
- Also included:
 - 10’ x 10’ Booth³ space in close proximity to Biergarten in expo hall (Pipe & Drape Only)
 - > All costs associated with 10’ x 10’ Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))

HIGH TRAFFIC LOUNGES & INSTALLATIONS



EXCLUSIVE PER LOUNGE

EXPO COFFEE LOUNGE SPONSOR: **SOLD**

While networking at ITC Vegas, caffeine is a must! Host thousands of attendees each day with a highly impactful coffee installation in the expo hall.

- ITC will design and produce an Expo Coffee Lounge (Exclusive Sponsor of one Expo Coffee Lounge - Limit 3 on expo floor)
 - Coffee Lounge is fully turnkey[®]. ITC will handle the design, build and installation. ITC will also provide the coffee (self-serve coffee + up to 400 speciality coffees per day)*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Coffee Lounge
 - ITC will provide sponsor branded napkins and coffee cups
 - > Sponsor cannot bring their own mugs; coffee will be served in cups provided by ITC and venue
 - ITC will feature sponsored installation in floor plans and all references to Coffee Lounge in promotion)
- Also included:
 - 10' x 10' Booth³ space in close proximity to Coffee Lounge in expo hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

COFFEE LOUNGE (LEVEL 2) SPONSOR: **SOLD**

While networking between the main stage and breakout sessions, caffeine is a must! Showcase your brand on the Coffee Lounge on Level 2, which is located in a highly impactful lounge space just outside the content sessions.

- ITC will design and produce a Coffee Lounge on Level 2 in Mandalay Bay's South Convention Center (Exclusive Coffee Sponsor on Level 2). ITC will also provide the coffee (self-serve coffee + up to 400 speciality coffees per day)*
 - Coffee Lounge is fully turnkey[®]. ITC will handle the design, build and installation. ITC will also provide the coffee (self-serve coffee + up to 400 speciality coffees per day)*
 - > ITC has full design rights and will choose the location on Level 2
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Coffee Lounge
 - ITC will provide sponsor branded napkins and coffee cups
 - > Sponsor cannot bring their own mugs; coffee will be served in cups provided by ITC and venue
 - ITC will feature sponsored installation in floor plans and all references to Coffee Lounge in promotion)
- Also included:
 - 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

GRAB & GO SPONSOR: \$50,000

Provide a branded, large-scale Grab & Go installation by the Meeting Zone, the central focal point of the expo hall!

- ITC will build a Grab & Go installation in the expo hall that serves light bites and boxed lunch throughout the day (Exclusive Sponsor)
 - Grab & Go Installation is fully turnkey[®]. ITC will handle the design, build and installation*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming is "Company Name" Grab & Go
 - ITC will feature sponsored installation in floor plans and all references to Grab & Go in promotion
 - > Sponsor cannot bring their own mugs; coffee will be served in cups provided by ITC and venue
- Also included:
 - 10' x 10' Booth³ space in close proximity to Grab & Go in expo hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



HIGH TRAFFIC LOUNGES & INSTALLATIONS



EXCLUSIVE PER PUPPY PARK

PUPPY PARK SPONSOR: SOLD

You will be the center of attention with executives taking a break from their day to share lovable moments with adoptable rescue puppies.

- ITC will build up to 2 Puppy Parks that are at least 400 square feet (exclusive sponsor per Puppy Park)
 - Puppy Park is fully turnkey[®]. ITC will handle the design, build and installation*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Puppy Park
 - ITC will feature sponsored installation in floor plans and all references to Puppy Park in promotion
 - Sponsor may place branded SWAG items (dog treats, stuffed animals, giveaways) in Puppy Lounge at sponsor's own expense
 - > ITC must approve SWAG items
- Also included:
 - 10' x 10' Booth³ space in close proximity to Puppy Park in expo hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

LAWN GAMES SPONSOR: \$40,000

Host attendees at the Lawn Games Zone, a greenspace in the L&A + Group Benefits Neighborhood where attendees can take a break from the action to play their favorite lawn games. From classics like cornhole to innovative twists on traditional favorites, our activation will be a hub for friendly competition.

- ITC will build a Lawn Games Zone that are at least 400 square feet that includes a variety of interactive games. Details of games will be determined by ITC (Exclusive)
 - Lawn Games Zone is fully turnkey. ITC will handle the design, build and installation
 - ITC has full design rights and will choose the location on the expo floor in the L&A + Group Benefits Section of the Expo Hall
- Branding Elements:
 - ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
 - Naming is "Company Name" Lawn Games
 - ITC will feature sponsored installation in floor plans and all references to Lawn Games
- Also included:
 - 10' x 10' Booth³ space in close proximity to Lawn Games in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus SILVER LEVEL Branding Inclusions ([See Page 54](#))



EXCLUSIVE

GAME LOUNGE: SOLD

Bring the fun to the floor with a Game Lounge where attendees can have some fun while talking and networking!

- ITC will build a Game Lounge that includes a variety of interactive games. Details of games will be determined by ITC (exclusive)
 - Game Lounge is fully turnkey[®]. ITC will handle the design, build and installation*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Game Lounge
 - ITC will feature sponsored installation in floor plans and all references to Game Lounge in promotion
- Also included:
 - 10' x 10' Booth³ space in close proximity to Game Lounge in expo hall (Pipe & Drape Only)

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



HIGH TRAFFIC LOUNGES & INSTALLATIONS



EXCLUSIVE

MINI GOLF 3-HOLE COURSE ACTIVATION: SOLD

Bring the fun to the floor and provide a fun space for attendees to meet and network at a 3-hole mini golf course!

- ITC will run a mini golf 3-hole course and encourage attendees to stop by a 20' x 30' space and scan their badge for a chance to enter to win a prize.
 - Mini Golf Course is fully turnkey. ITC will handle the design, build and installation
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo(s) to pop and be seamlessly integrated into the experience
- Lead Generation
 - ITC will encourage attendees via its promotional channels to stop by the Mini Golf Course to play and to enter.
 - ITC will build a Mini Golf Check in Desk where sponsor can scan badges and connect with attendees
 - > Sponsor will scan badge and collect the lead in order for the attendees to enter the activation
- Branding Elements:
 - Naming is "Company Name" Mini Golf Course
 - ITC will feature sponsored installation in floor plans and all references to Mini Golf Course
- Also included:
 - 10' x 10' Booth³ space in close proximity to Mini Golf Activation in expo hall (Pipe & Drape Only)

Plus GOLD LEVEL Branding Inclusions ([See Page 32](#))



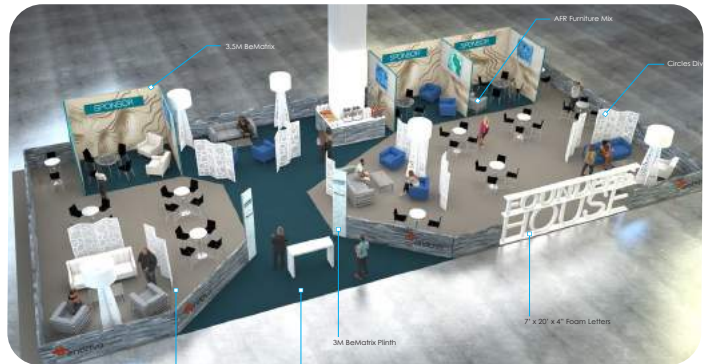
NON-EXCLUSIVE - LIMIT 4 SPONSORS

FOUNDERS HOUSE SPONSOR: SOLD

Connect with Founders and CEOs from the world's top insurtechs in a VIP setting in ITC's Founders House.

- ITC will design, build and install a Founders House on the expo floor – an invite-only, private airport style lounge close to the action (non-exclusive)
 - Founders House is fully turnkey[®]. ITC will handle the design, build and installation*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logos to pop and be seamlessly integrated into the experience
 - > Access for up to 4 sponsor senior executives to Founders House (must use staff passes for staff pass allotment)
- Branding Elements:
 - Naming² is Founders House Sponsored by: "Company x" & "Company y"
 - ITC will feature sponsored installation in floor plans and all references to Founders House in promotion
- Also included:
 - ITC will build Sponsor a semi-private Meeting Pod in Founders House
 - > Comes with table, chairs (4), company logo, and access to an electrical outlet. No furniture customizations allowed. Additional branding signage allowed with the approval of ITC

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE PER STUDIO

HEADSHOT STUDIO SPONSOR: \$45,000

Turn your booth into a studio! Treat your top clients and prospects to a professionally captured headshot.

- ITC to place a Headshot Studio (photographer or professional photo booth) in 10' x 10' of 10' x 20' Booth space
 - Headshot Studio to begin service after 10 am and run during select hours
- Company Logo on Headshot Studio signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth³ in Expo Hall (Pipe & Drape Only)
 - 10' x 10' Booth space is designed, produced and paid for by Sponsor. Headshot studio is provided by ITC
 - Sponsor will design, install and pay for a 20 foot back-wall + carpet/floor covering that spans 10' x 20' Booth

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES



EXCLUSIVE PER CHAMPAGNE WALL

CHAMPAGNE WALL SPONSOR: \$50,000

The Champagne Walls are the talk of the show – attendees make sure to stop by before leaving the expo floor!

- ITC will build a Champagne Wall activation within 10' x 10' of Sponsor's 10' x 20' Exhibit Booth space
 - Champagne provided by ITC and will be in service during select times from 11:30 am thru closing of expo hall
- Company Logo on Champagne Wall signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth in Expo Hall (Pipe & Drape Only)
 - 10' x 10' Booth³ space is designed, produced and paid for by Sponsor.
 - ITC will pay to install the Champagne wall in the other 10' x 10' Booth space
 - Champagne Wall is designed and produced by ITC

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



LIMITED AVAILABILITY

FOOD CART TRAFFIC DRIVER PACKAGE: STARTING AT \$40,000

Good eats are the best ice breaker! Attendees will go out of their way to stop by your booth to grab a snack at a branded Food Cart adjacent to your booth.

Pricing Tiers: *Note: Options with *asterisk* means pricing includes one (1) day only

- **Tier 1: \$40,000** - Popcorn OR Soft Pretzels
- **Tier 2: \$50,000** - Gelato*, Cotton Candy, Churros, Grilled Cheese Bites
- **Tier 3: \$60,000** - Boozy Nitrogen Ice Cream (Non-Alcoholic Options)*, Chocolate Fondue*, Cake Pops*, Hot Dogs*

Package Specifics:

- ITC will place a Sponsor branded Food Cart in the aisle adjacent to Sponsor's booth during select expo hours on both Wednesday, October 16th and Thursday, October 17th
 - Package is inclusive of costs for the food cart, approximately 500 servings of the food item and service per day
 - Food items are non-exclusive and may be served at other locations throughout ITC
- 10' x 10' Booth³ in Expo Hall
 - ITC will ensure Sponsor is able to choose a corner booth during the booth selection process

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



LIMITED AVAILABILITY

EXPO HAPPY HOUR SPONSOR: \$45,000

Each day ends with a "Happy Hour" in the Expo Hall – Drive foot traffic with a Bar Cart serving Beer & Wine.

- Bar Cart will be rolled into Sponsor's 10' x 20' Exhibit Booth with bartender serving beer & wine during the Expo "Happy Hour"
 - **Optional Upgrade (+\$7,500):** Serve Pina Colodas, Margaritas, Strawberry Daiquiris, Orange Crushes or a Custom Drink instead of the beer & wine
- Company Logo featured on the Bar Cart, "Happy Hour" signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth³ in Expo Hall (Pipe & Drape Only)
 - 10' x 20' Booth space is designed, produced and paid for by Sponsor.
 - Sponsor will design, install and pay for a 20 foot back-wall + carpet/floor covering that spans 10' x 20' Booth
 - Bar Cart designed and produced by ITC

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE - ONLY 1 REMAINING!

EXPO "HAPPY HOUR" MUSICAL OR TALENT ACT SPONSOR: \$60,000

Turn the Expo Demo Stage into your own happy hour with a headline musical or talent act!

- ITC will secure a local musical or talent act on the Expo Demo Stage during happy hour on Thursday, October 17 (Time TBD)
 - Details of performer(s) and length of act is TBD
- Sponsored Branded Bar Cart will be rolled into area adjacent to Expo Demo Stage with bartender serving beer & wine during the ITC Vegas Happy Hour
- ITC will feature Sponsor's brand prominently on the Expo Demo Stage during happy hour and all promotional materials about Sponsor's Happy Hour
 - Note: There will be other Happy Hour events taking place during the broader ITC Vegas Happy Hour in the expo hall
- Lead Generation:
 - Sponsor's Happy Hour, with 100-word description, listed in Website Agenda and Event App
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on Stage during its Happy Hour. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about Sponsor
 - Sponsor is permitted to scan badges at its Happy Hour, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in Expo Hall in close proximity to Expo Demo Stage

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES



EXCLUSIVE PER LOUNGE SPACE

SPONSORED HAPPY HOUR @ ITC VEGAS KICK-OFF RECEPTION: STARTING AT \$40,000

ITC kicks off with a high energy gathering at House of Blues, which is open to all attendees on the evening of Tuesday, October 15th. Create your own happy hour within the official ITC Vegas Kick-Off Reception with a VIP space that includes a dedicated bar, f&b and sponsor branding.

VIP Lounge Spaces:

- Main Level Bar + Lounge 1 (~575 Square Feet): **SOLD**
- Main Level Bar + Lounge 2 (~650 Square Feet): \$40,000
- Concert Hall Bar + Lounge (~1650 Square Feet): \$60,000

Package Specifics Include:

- ITC will design and produce a Kick-Off Reception on Tuesday, October 15 that is open to ITC Vegas all attendees Kick-Off Reception is fully turnkey
 - ITC has full design rights and will handle the design, decor, planning and f&b
- Networking elements:
 - ITC will provide Sponsor with a VIP space within Kick-Off Reception venue (see options outlined above) to host clients and/or prospects with access to dedicated servers, f&b and a bar serving beer, wine and house spirits
 - ITC will create an entry point into Sponsor's VIP space that Sponsor may use to welcome attendees they wish to enter
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's Happy Hour
 - Sponsor may use ITC's List Query Tool (LQT) to select 75 attendees that Sponsor can invite via email to their Happy Hour at the Kick-Off Reception. Includes 1 Reminder.
 - > Attendee selection and messages sent via LQT. Sponsor to have access to LQT 4 Weeks prior to ITC.
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's Kick-Off Reception to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - Sponsor is permitted to scan badges at the entry point to their Happy Hour at the ITC Vegas Kick-Off Reception entry and can deny entry to their space at their own will
- Branding Elements:
 - Naming is Kick-Off Reception Sponsored by: "Company x," "Company y," etc.
 - Sponsor branding prominently incorporated into Kick-Off Reception and into Sponsor's VIP lounge space
 - Sponsor can place SWAG in VIP space (Sponsor to provide and pay for shipping +material handling)
 - Sponsor branding on all materials promoting Kick-Off Reception
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus SILVER LEVEL Branding Inclusions (See Page 32)



EXCLUSIVE PER STATION

MASSAGE STATION SPONSOR: **SOLD**

Long days in Las Vegas can be taxing on the body and sometimes a quick massage is just what attendees need to re-charge. Make sure they thank your brand for making that happen!

- ITC to place 2 massage chairs with massage therapists in 10' x 10' of 10' x 20' Exhibit Booth space
 - Massage therapists to begin service after 11 am
- Company Logo on Massage Chair signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth³ in Expo Hall (Pipe & Drape Only)
 - 10' x 10' Booth space is designed, produced and paid for by Sponsor. Massage Chairs + Massage Therapists are provided by ITC
 - Sponsor will design, install and pay for a 20 foot back-wall + carpet/ floor covering that spans 10' x 20' Booth

Plus SILVER LEVEL Branding Inclusions (See Page 32)



NON-EXCLUSIVE - LIMIT 5 SPONSORS (ONLY 1 REMAINING!)

OFFICIAL CLOSING PARTY SPONSOR: \$40,000

Major branding and VIP client experience at the Official Closing Party featuring a headline act at the Mandalay Bay Beach that promises to make waves!

- Branding elements:
 - Naming is Official Closing Party Sponsored by: "Company x," "Company y," etc.
 - Sponsor branding prominently incorporated into Official Closing Party
 - Generate traffic via distribution of Invitations from Exhibit Booth
 - ITC will graphic promotional asset
 - Branding on all materials referencing Official Closing Party
- Networking elements:
 - Meet & Greet with 1 guaranteed photo for a group of up to 10 attendees (inclusive of staff + clients) with talent at Official Closing Party, taking place on Thursday, October 17th
 - Host a group of up to 20 attendees (inclusive of staff and clients) at VIP cabana with cocktail service while watching headline act
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus SILVER LEVEL Branding Inclusions (See Page 32)



PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES



NON-EXCLUSIVE - LIMIT 3 SPONSORS (ONLY 1 REMAINING!)

DIAMOND DINNER SPONSOR (FKA VIP DINNER): \$40,000

Dine with insurance luminaries (some of the most influential and best of the best) by co-hosting the Diamond Dinner in partnership with ITC's executive team. Your ticket to star-studded networking!

- ITC will design and produce ITC's Diamond Dinner on Wednesday, October 16th (Non-Exclusive - Limit 3 Sponsors)
 - ITC will extend up to 15 invitations on behalf of each Sponsor and manage the RSVP process. ITC will round out the rest of the dinner with invitations to insurers, reinsurers, brokers, investors and innovators.
 - > Sponsor will coordinate directly with ITC to choose invitation selects. Sponsor will receive final RSVP list the day prior to the event (email addresses not included)
 - Access for 2 Sponsor senior leaders to attend Diamond Dinner
- Branding elements:
 - Sponsor brand incorporated into Diamond Dinner Naming e.g., ITC Diamond Dinner Sponsored by "Company Name" & "Company Name", etc.
 - Sponsor branding incorporated into the dinner
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only)

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE

VC OFFICE HOURS SPONSOR: SOLD

Showcase your brand to the world's up and coming insurtechs at ITC's VC Office Hours, a networking meet-up designed for insurtechs to meet with investors.

- ITC will design and promote a 90-minute VC Office Hours networking meet-up in the expo hall on Wednesday, October 16
 - Sponsor logo on "VC Office Hours" signage and in Event Guide
 - Premium "VC Office Hours" networking table with Sponsor branding
 - Sponsor to have a featured placement in ITC Start-Up Compendium (Directory of all known start-ups attending accessible via the Event App)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



NON-EXCLUSIVE - LIMIT 5 SPONSORS (ONLY 1 REMAINING!)

"THE C-SUITE" RECEPTION SPONSOR: \$45,000

Connect with senior level insurers, reinsurers and large brokers at "The C-Suite" Reception hosted in The Foundation Room, a rooftop venue at Mandalay Bay!

- ITC will design, produce and manage the RSVP process for "The C-Suite" Reception at The Foundation Room on Wednesday, October 16th (Non-Exclusive - Limit 5 Sponsors)
 - Access for three (3) Sponsor senior executives to attend "The C-Suite" networking event
 - ITC will identify senior level insurers, reinsurers and large brokers to invite to "The C-Suite" Reception and manage the RSVP process.
 - > Sponsor will receive final RSVP list the day prior to the event (email addresses not included)
- Branding Elements
 - Naming² is "The C-Suite" Reception Sponsored by: "Company x," "Company y," etc.
 - Sponsor branding prominently incorporated into "The C-Suite" Reception
 - Branding on all materials promoting "The C-Suite" Reception
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



NON-EXCLUSIVE - LIMIT 5 SPONSORS

WOMEN'S LEADERSHIP RECEPTION: SOLD

Advocate for the next generation of female leaders in insurance by sponsoring ITC's Women in Leadership Forum, featuring content followed by networking.

- ITC will design and promote a Women's Leadership Forum networking meet-up (Date and Time TBD) featuring content followed by networking.
- Branding Elements
 - Naming² is Women's Leadership Forum Sponsored by: "Company x," "Company y," etc.
 - Sponsor branding prominently incorporated into Women's Leadership Forum
 - Branding on all materials promoting the Women's Leadership Forum (non-exclusive - Limit 5 Sponsors)
 - Clickable Sponsor logo featured in a thank you note sent from ITC to participants
- **Optional Upgrade (+\$5,000):** three minute remarks by the Sponsor's CEO or Co-Founder to kick off Networking Happy Hour (Exclusive to 1 sponsor)
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES



LIMITED AVAILABILITY

SURPRISE & CONNECT LEAD-GEN PACKAGE: \$27,500

Stand out from the crowd (before, during OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

Package Options:

- "Get You To the Show" Package - \$20 Uber Fare for 100 of your top prospects
- "Keep You Caffeinated" Package - \$20 Starbucks Credit for 100 of your top prospects
- "Keep You Fed" Package - \$20 Grubhub Credit for 100 of your top prospects
- OR... Create your own custom package! *Custom pricing

Package Specifics Include:

- Send digitally claimable special perks in a drip campaign to 100 prospects
 - Sponsor to select prospects based on companies and titles that are of Interest via the ITC List Query Tool (LQT). See ITC LQT User Guide [here](#).
- Pricing of each package inclusive of All VIP Perks for 100 Prospects. Option to add more prospects for additional costs
 - Unclaimed credits are not refundable
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)
 - **Optional:** Purchase Without 10' x 10' Booth and 2 Conference Passes for \$15,000

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

THINKS
Building Business With Gratitude
Surprise Prospects & Connect with the Thinks VIP Perk

Businesses Use Thinks to:

- Shorten sales cycles
- Drive leads and move them through the funnel
- Increase customer satisfaction and retention
- Engage and motivate employees

HOW THINKS HAS BEEN USED AT ITC

- "Get You to the Show"**
Send an Uber® ride to your top prospects to make their trip to ITC a bit easier.
- "Keep You Caffeinated"**
Send a coffee or tea pick-me-up to your prospects and drive engagement at the show.
- "Sneak a Meal"**
We're all so busy it's hard to find time to eat. Show prospects you care; send them a Grubhub® meal.

HOW IT WORKS

- 1 Pick a Gift**
Select from the curated Thinks catalog.
- 2 Create a Note**
Use a Thinks note template or write your own.
- 3 Select Prospects**
Use ITC's list query tool and submit to the ITC team.
- 4 Send Your Gifts**
Tell us when to send, we'll handle the rest.

INTERESTED?
Contact your ITC Representative about the Thinks VIP Perk.

LIMITED AVAILABILITY

ITC WEEK EVENT BOOSTER: \$25,000

Feature your event during ITC Week (the week of ITC Vegas) and leverage ITC's List Query Tool (LQT) to send targeted invitations to your top clients + prospects (e.g., breakfast, lunch, dinner or happy hour).

- Sponsor will organize a private event at a Las Vegas Venue TBD that ITC will feature on the ITC Week landing page, which is shared with all registrants
 - ITC can provide guidance on venue selection. Package does not include booking service or cost of event.
- Lead Generation:
 - Sponsor will use ITC's List Query Tool (LQT) to select 100 attendees that Sponsor can invite via email to their private event. Includes 1 Reminder.
 - Attendee selection and messages sent via LQT. Sponsor to have access to LQT 4 Weeks prior to ITC. See ITC LQT User Guide [here](#).
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)
 - **Optional:** Purchase package Without 10' x 10' Booth with 2 Conference Passes for \$12,500

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

ATTEND SPONSORS CONTENT EXPERIENCE

ITC WEEK AT ITC VEGAS

Extend your ITC experience with special events all week during ITC Vegas

ITC Week takes the ITC Vegas experience to new heights, inviting attendees, sponsors, and industry leaders to create their own intimate, local events in exclusive Las Vegas venues throughout the week of the main ITC Vegas event.

Attendees can enjoy **private events, experiences, and more** in the electric atmosphere of Las Vegas. Join an ecosystem of innovators, entrepreneurs, and industry veterans for dynamic interactions and game-changing collaborations.

ITC Week Event Schedule

Monday Oct. 30	5:30pm - 7:30pm	Insurtech Australia Networking Event (RSVP Required) Location: RI Ra Irish Pub (Inside Mandalay Bay)
Tuesday Oct. 31	3:00pm - 5:00pm	Bees360 - ITC Taco Tuesday (Private Event) Location: Border Grill (Inside Mandalay Bay)
	5:00pm - 7:00pm	Official Kick-Off Reception - Spook-Easy Kickoff Party Location: House of Blues (Located in Mandalay Bay Casino)
	5:00pm - 8:00pm	Insurtech on Tap (RSVP Required) Location: RI Ra Irish Pub (Inside Mandalay Bay)
	5:00pm - 7:00pm	Executive Cocktail Hour (Private Event) Location: STRIPSTEAK (Inside Mandalay Bay)
	6:00pm - 9:00pm	Cocktails with Avanta Ventures and KBW (RSVP Required) Location: Eycarney Lounge (Inside Mandalay Bay)

LIMITED AVAILABILITY

ROOM DROP PACKAGE: \$27,500

After a productive day at the event, have something special waiting in the select attendees' hotel room!

- Single Item Placed in Hotel Room of 100 select attendees staying at Mandalay Bay OR Delano
 - ITC will coordinate with sponsor to identify 100 selects four weeks prior to event
 - Sponsor to provide and pay for room drop item(s)
 - > Sponsor will ship room drop item(s) at least 2 weeks prior to event
 - > Cost of room drop paid to hotel is covered by ITC
 - > Item subject to ITC approval. Cannot include lanyards or other exclusive sponsorship
 - > Oversized or Multi-piece items will result in additional charges (TBD)
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only)
 - **Optional:** Purchase package Without 10' x 10' Booth with 2 Conference Passes for \$15,000

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



EXCLUSIVE PER TRACK & CATEGORY

BREAKOUT TRACK + OFFICIAL "CATEGORY" SPONSOR: STARTING AT \$55,000

Establish your company as the exclusive sponsor of a Breakout Track PLUS prominent branding as an Official "Category" Sponsor at ITC Vegas! - It's really a two for one opportunity!

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³: \$117,500
- 20' x 20' Booth³: \$92,500
- 10' x 20' Booth³: \$67,500
- 10' x 10' Booth³: \$55,000

Package Specifics Include:

- Official "Breakout Track" Sponsor. Track options include:
 - **AVAILABLE:** Claims - Commercial Insurance - Customer Experience, Retention & Acquisition - Data & Analytics - Distribution - Innovation in Action Day 1 & 2 - Motor - Property - Risk Management - Underwriting
 - **WAITLIST:** None
 - **SOLD:** None
- Prominent display of sponsor branding within Track Session Room
- 30 to 60 second commercial played during key moments throughout track (Content is produced by sponsor. Content is subject to approval by the ITC Content Team)
- ITC to program all content for Breakout Track
- Official "Category" Sponsor Branding *Note: Sponsor's "Category" Title will be the same as above "Breakout Track"
 - Category Sponsor Designation featured on ITC Vegas Website and Event App
 - Prominent display of Sponsor's brand featured as an Official Category Sponsor in a key high traffic location that can be used as a photo op
 - Social Promotion
 - > ITC will create a custom graphic that sponsor may use to promote its Category Sponsorship on its marketing channels
 - > Company mentioned as a Category Sponsor on ITC Social Accounts 2 times (1 during the event and 1 pre-event or post-event)

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE PER CATEGORY

OFFICIAL "CATEGORY" SPONSOR: STARTING AT \$40,000

Establish your company as the leader in an insurance category by being included in a number of prominent branding activations as an Official "Category" Sponsor!

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³: \$102,500
- 20' x 20' Booth³: \$77,500
- 10' x 20' Booth³: \$52,500
- 10' x 10' Booth³: \$40,000

Package Specifics Include:

- Official "Category" Sponsor Options include:
 - **AVAILABLE:** Customer Experience - Cyber - Speciality - Underwriting - Leak Detection - RPA - Risk Management - Rate Comparison - CVC - Embedded Insurance - Low Code / No Code - IOT - Telematics - Distribution - Data & Analytics - Motor - Claims - OR Create Your Own!
 - **WAITLIST:**
 - **SOLD:** AI - CoreTech - Weather - Property Intelligence - Commercial Insurance - Payments - Sales Enablement & Enhancement - Premium Financing - Catastrophe Response
- Category Sponsor Designation featured on ITC Vegas Website and Event App
- Prominent display of Sponsor's brand featured as an Official Category Sponsor in a key high traffic location that can be used as a photo op
- Social Promotion
 - ITC will create a custom graphic that sponsor may use to promote its Category Sponsorship on its marketing channels
 - Company mentioned as a Category Sponsor on ITC Social Accounts 2 times (1 during the event and 1 pre-event or post-event)

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

BADGE SPONSOR: SOLD

Make sure your company name stands out right where everyone looks... directly on each badge!

- Each participant is required to wear a badge ensuring Sponsor's logo will be omnipresent throughout the event (1-color logo only)
 - Artwork designed by ITC. Sponsor logo featured on all badge types.
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **GOLD LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

REGISTRATION SPONSOR: SOLD

Stand out through a visual and exciting registration experience! Your brand will be on display during the entire event, not just when people come to pick up their badge!

- ITC will design and produce a visual and exciting registration installation where attendees will check-in and claim their badge
 - Registration installation is fully turnkey⁸. ITC will handle the design, build, installation
 - > ITC has full design rights and will choose the location
 - > ITC will design the installation in a way that allows for the Sponsor logo(s) to pop and be seamlessly integrated into the experience
- Sponsor Logo on ITC Vegas 2024 Website Registration Page and in Registration Confirmation Email
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **GOLD LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

LANYARD SPONSOR: SOLD

Every attendee at ITC will be wearing your brand on the lanyards that hold the attendee badge. Stand out right where everyone looks!

- ITC will produce high quality lanyards with Sponsor's logo on both sides of the lanyard (1-color logo only)
 - Artwork designed by ITC. Sponsor logo featured on all lanyards
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **GOLD LEVEL** Branding Inclusions ([See Page 32](#))



LIMIT 2 SPONSORS

BADGE RIBBON WALL SPONSOR: \$25,000 PER SPONSOR

Badge Ribbons are an interactive way for attendees to showcase their interests, affiliations, or achievements - and make for a great icebreaker! Feature your brand on the three (3) official ITC Badge Ribbon Walls and one (1) official Badge Ribbon that attendees will affix to their badge.

- ITC will build at least three (3) Badge Ribbon Walls in key high-traffic locations at the venue (Limit 2 Sponsors - Semi-Exclusive)
 - The Badge Ribbon Walls are fully turnkey. ITC will handle the design, build, and installation
 - ITC has full design rights and will choose the location
 - ITC will design the installation in a way that allows for the Sponsor logo(s) to pop and be seamlessly integrated into the experience
- ITC will feature sponsored Badge Ribbon Walls in floor plans and all references to the Badge Ribbon Walls in promotion
- ITC will incorporate Sponsor logo into one (1) custom Badge Ribbon that attendees can affix to their Badge. ITC will handle all design and production of the Badge Ribbons.
 - Sponsor will choose one (1) Badge Ribbon category. ITC has full approval rights on the category. Potential categories include:
 - > Customer Experience - Cyber - Specialty - Underwriting - LATAM - Risk Management - IoT - Low Code / No Code - Motor - Claims - OR Create Your Own!
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **BRONZE LEVEL** Branding Inclusions ([See Page 32](#))



BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



EXCLUSIVE

ATTENDEE BAG SPONSOR: SOLD

Put your brand in the hands of every attendee as they pick up an Attendee Bag.

- ITC will produce and provide Attendee Bags that are available to all attendees
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- Attendee Bag distribution will be part of registration experience
- 1 Promotional Flier or branded SWAG in Attendee Bags (Sponsor to design, print and ship flier or branded SWAG)
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)



Plus GOLD LEVEL Branding Inclusions
(See Page 32)

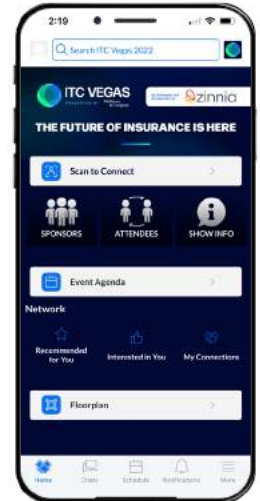
EXCLUSIVE

EVENT APP SPONSOR: SOLD

Be one of the first things attendees see when they launch the Event App. Receive persistent

- ITC will produce and provide Event App that (available as web version and mobile app) and promote it to all attendees
 - Sponsor Logo featured in Event App and onsite signage for promoting usage
 - Sponsor will be mentioned in relevant pre-event emails to promote Event App
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus SILVER LEVEL Branding Inclusions
(See Page 32)



EXCLUSIVE

HOTEL KEY CARD SPONSOR \$45,000

Put your name in the hands of every ITC attendee who stays at Mandalay Bay and The Delano – the official ITC hotels. Attendees receive an ITC hotel key card with your company artwork/logo prominently featured.

- ITC will produce Hotel Key Cards with Sponsor logo/artwork
 - Artwork designed by ITC. Sponsor to review artwork before finalized
- Keycards distributed to all attendees under ITC room block at Mandalay Bay and The Delano
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)



Plus SILVER LEVEL Branding Inclusions
(See Page 32)

EXCLUSIVE

BAG CHECK SPONSOR: SOLD

Help attendees spend as much time as possible at ITC by providing a full-service Bag Check!

- ITC will build a Bag Check on the Kick-Off Day through the end of the event (Tuesday, October 15th - Thursday, October 17th)
 - Bag Check is fully turnkey[®]. ITC will handle the design, build, installation and Bag Check service
 - > ITC has full design rights and will choose the location
 - > ITC will design the installation in a way that allows for the Sponsor logo(s) to pop and be seamlessly integrated into the experience
- Branding elements:
 - Naming is Bag Check Sponsored by: "Company"
 - ITC will feature installation in floor plans and all references to Bag Check in promotion
- Also included:
 - 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus BRONZE LEVEL Branding Inclusions (See Page 32)

EXCLUSIVE

WALKWAY BRANDING SPONSOR: SOLD

As attendees walk to the venue, they will see your brand featured throughout highly visible and prominent directional signage.

- High impact branding incorporated into ITC's walkway directional signage on the walk to the event
 - Walkway direction signage is fully turnkey[®]. ITC will handle the design and installation of signage
 - > ITC has full design rights and will choose the sign locations. No signage allowed in casino
 - > ITC will design in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the signage.
- Branding signage includes:
 - Two hanging banners with sponsor branding on walkway to the event
 - Two wrapped columns with sponsor branding on walkway to the event
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus GOLD LEVEL Branding Inclusions (See Page 32)



EXCLUSIVE PER ESCALATOR BANK

**ESCALATOR SPONSOR:
STARTING AT \$40,000**

Skyrocket your visibility as attendees ride the escalator between sessions and the expo hall!

Pricing Tiers:

- One Escalator Bank: \$37,500
- Two Escalator Banks: \$55,000

Package Specifics:

- ITC will produce and install sponsor branding on the center escalator runner and displayed prominently around the two (2) highest trafficked escalators in the Mandalay Bay space that ITC occupies
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **SILVER LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

AISLE SIGN SPONSOR: \$35,000

As attendees navigate the expo hall, they are constantly looking at the aisle signs. Feature your brand on one of most highly viewed signage at ITC!

- ITC will design, produce and install sponsor branded Aisle Signs that hang over the aisles in the Expo Hall
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **SILVER LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

WI-FI SPONSOR: SOLD

Each attendee will type your company name as they login to the official conference WiFi.

- Custom login using sponsor name as password (Password must meet Mandalay Bay network criteria)
 - ITC will feature Wi-Fi access instructions in onsite signage, event app and participant badges
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus **SILVER LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

WATER BOTTLE + HYDRATION STATION SPONSOR: SOLD

Put your brand in attendees' hands as they use official ITC Water Bottles to stay hydrated!

- Sponsor Logo on aluminum water bottles available to all attendees (ITC will select water bottles. 1-color logo only)
- Bottles Placed in high traffic locations throughout venue
- ITC will build four (4) sponsor branded hydration station installations which feature sponsor's water bottles and water units
 - Two (2) inside the expo hall, Two (2) outside the expo hall
 - ITC will feature installation in floor plans and all references in promotion
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus **SILVER LEVEL** Branding Inclusions ([See Page 32](#))



TWO EXCLUSIVE COLUMN WRAPS PER SPONSOR

COLUMN WRAP PACKAGE: SOLD

Feature your brand on expo hall columns with 4-sided, custom designed column wraps that will be displayed prominently in the expo hall

- Includes two column wraps in high traffic locations in the expo hall that are chosen by ITC (Two exclusive columns per sponsor)
 - ITC will print and install column wrap signage
 - Sponsor will design creative to fit the specs that ITC provides (creative is due 45 days prior to event)
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus **BRONZE LEVEL** Branding Inclusions ([See Page 32](#))



EXCLUSIVE

PRINTED EVENT MAP SPONSOR: \$32,500

Feature your brand prominently in the ITC's printed Event Map that will be used by attendees to help navigate the venue.

- ITC will design and produce sponsor branded Printed Event Maps distributed at Registration to help attendees navigate the event
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)



Plus BRONZE LEVEL Branding Inclusions (See Page 32)

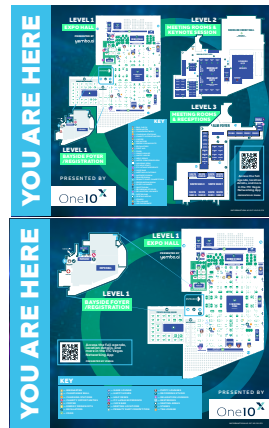
EXCLUSIVE

EXPO FLOOR PLAN SPONSOR: SOLD

Showcase your brand + booth location on all published Expo Floor Plans!

- Sponsor's Exhibit Booth with Company Logo highlighted on all Expo Floor Plans, which are published in Event App, Digital Event Guide and Onsite Signage
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions (See Page 32)



EXCLUSIVE

YOU ARE HERE SPONSOR: SOLD

"You Are Here" units will ensure attendees stay informed and are headed in the right direction.

- Sponsor Logo highlighted on four (4) "You Are Here" Units designed and produced by ITC
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
 - "You Are Here" Units located prominently throughout event (expo and content)
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions (See Page 32)



EXCLUSIVE

INFORMATION & HELP DESK SPONSOR: SOLD

When attendees need information in a hurry, help them stay on track! Feature your brand on Information Desks that are located in high traffic locations throughout the event.

- Sponsor Logo featured on 6 Information & Help Desks designed and produced by ITC
 - 4 located in high traffic locations in the Expo Hall
 - 1 located in a high traffic location in the Conference Center
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions (See Page 32)



EXCLUSIVE

MANDALAY BAY HOTEL ROOM TV AD SPONSOR: SOLD

Mandalay Bay hotel room TVs will prominently display your Custom Ad!

- One custom ad placement with Sponsor Logo on all Mandalay Bay Hotel Room TVs upon Entry
 - Artwork designed by Sponsor.. Content must be approved by ITC
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions (See Page 32)



NON-EXCLUSIVE - LIMIT 3

30-SECOND MAIN STAGE COMMERCIAL: \$35,000

Your brand will be front and center with a 30-second commercial that is featured prominently from the ITC Vegas Main Stage!

- ITC will feature the sponsor commercial (up to 30 seconds) that will air from the Main Stage once per day on Wednesday, October 16th and Thursday, October 17th
 - Sponsor will produce and provide content. ITC will have final approval rights on the content
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE PER DAY

MAIN STAGE TRAFFIC DRIVER SPONSOR: \$32,500

As the Main Stage opens its doors each day, welcome attendees to the stage with a visual and high energy welcome experience that will leave a lasting impression.

- ITC will craft a welcome experience leading attendees to the main stage on Wednesday, October 16th or Thursday, October 17th
 - ITC will provide a marching band (or similar) that will lead attendees to the main stage
 - ITC will incorporate sponsor branding into the musical act
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE

MINI HAND SANITIZE SPONSOR: SOLD

At every turn attendees will reach for Sponsor's branded mini hand sanitizers!

- ITC will produce and provide mini branded hand sanitizers that will be accessible in high traffic locations throughout the event and in attendee bags
 - ITC to provide mini hand sanitizers with 1-color logo
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

HAND SANITIZER STATION SPONSOR: \$30,000

At every turn attendees will use Sponsor branded hand sanitizer kiosks while on the go.

- ITC will provide 6 sponsor branded hand sanitizer kiosks that are easily accessible by attendees throughout the venue.
 - ITC to provide hand sanitizer kiosks with 1-color logo
 - ITC will incorporate sponsor branding into the musical act
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE PER DAY

MAIN STAGE CHAIR SWAG SPONSOR: \$35,000

Feature your brand on each chair in the Main Stage Sessions, which feature the most transformative leaders in the industry.

- Sponsor branded SWAG placed on each chair in Main Stage Sessions on Wednesday, October 16th and Thursday, October 17th
 - One (1) item of branded SWAG per chair (Sponsor to design, print and ship SWAG at own expense)
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE

CHAPSTICK SPONSOR: SOLD

With the dryness in the Las Vegas air, everyone will be reaching for chapstick!

- ITC to place branded Chapstick in Attendee Bags
 - ITC to Provide Chapstick with 1-Color Logo. May not be Chapstick brand
- ITC to provide Sponsor with additional branded Chapsticks that Sponsor may distribute from its Exhibit Booth
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE PER 2 RESTROOMS

RESTROOM SPONSOR: \$25,000

Showcase your brand prominently in the restrooms, one of the most highly trafficked locations at ITC.

- Exclusive Branding in two high traffic (2) restrooms (Note: there may be two other Restroom Sponsors in different locations). Branding includes:
 - Branded mirror clings + Sponsor branded sign outside each bathroom
 - ITC provide at least one (1) branded items to be placed or displayed in each sponsor-sored bathroom + additional unbranded bathroom items. ITC will provide a bowl(s) or basket(s) for items.
 - Potential sponsor branded item options: mints, gum, tissues, etc. ITC will choose the branded item.
 - ITC will provide all items and pay for shipping + material handling.
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



EXCLUSIVE

LUNCH SPONSOR: SOLD

As attendees take a break for lunch they will see your brand featured throughout the official ITC Vegas Lunch.

- Sponsor logo featured on each lunch table and lunch signage on Tuesday, October 15th - Thursday October, 17th
 - Lead Generation - ITC will provide a QR Code on signage that is placed on each lunch table. QR code will capture contact information of those interested in connecting with sponsor
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- ITC will feature Sponsor in floor plans and all references to Lunch in digital promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)



EXCLUSIVE

BREAKFAST SPONSOR: SOLD

Attendees will kick off each day seeing your brand as they take morning meetings over breakfast.

- Sponsor logo featured on each breakfast table and breakfast signage on Tuesday, October 15th - Thursday October, 17th
 - Lead Generation - ITC will provide a QR Code on signage that is placed on each breakfast table. QR code will capture contact information of those interested in connecting with sponsor
 - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- ITC will feature Sponsor in floor plans and all references to Breakfast in digital promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE

FOMO PHOTO OP + SOCIAL MEDIA SPONSOR: SOLD

As the official Social Media Sponsor of ITC Vegas, your brand will be featured prominently in a photo op onsite + ITC's social channels, which generate millions of impressions to the global insurance community.

- ITC will design a photo op that is featured in a high traffic location. Sponsor's brand will be incorporated into the photo op
- Sponsor's Logo displayed on ITC social media accounts prior to ITC
- Sponsor mentioned or reposted by ITC Social Accounts 4 times (2 during the event and 2 pre-event or post-event) to help share sponsor's news or announcements (Sponsor will collaborate with ITC on the content)
- 1 interview video from Sponsor's booth that is shared on ITC's social channels. Timing is flexible throughout the show
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

EXCLUSIVE

PEN & PAPER PACKAGE: SOLD

Everyone needs a pen and paper during ITC. Make sure attendees are reaching for a pen and pad with your logo!

- ITC will produce and provide branded pens and pads placed in the Attendee Bag and in key locations around the event
 - Artwork designed and produced by ITC
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))

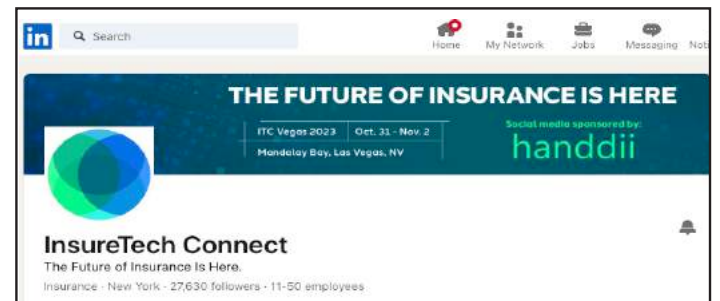
EXCLUSIVE PER DAY

DAILY HIGHLIGHTS PACKAGE: SOLD

A prominent plug for your brand in the ITC Daily Highlights video, which is shared with all attendees and ITC newsletter opt-ins (50,000+ engaged users!).

- ITC Daily Highlights email to capture onsite activity on Tuesday, October 15th - Thursday, October 17th
 - ITC will include a plug for Sponsor in a Daily Highlights email (Exclusive Per Day)
 - Clickable sponsor logo included in distribution of ITC Daily Highlights email (Exclusive Per Day)
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



LIMITED AVAILABILITY

HIGH TRAFFIC VIDEO ADS: \$25,000 *WAITLIST

Showcase your unique brand story through video ads displayed on highly visible video displays throughout the venue.

- ITC will feature one sponsor provided video ad (up to 15 seconds with no audio) that will air on at least 4 video displays that are placed in high traffic locations throughout the venue
 - Sponsor will produce and provide content to ITC at least 45 days prior to the event
- Sponsor's video ad will rotate as part of a loop (non-exclusive). Your ad will show 50+ times per day on Tuesday, October 15th - Thursday, October 17th
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



NON-EXCLUSIVE - LIMIT 5

WELCOME / THANK YOU EMAIL: SOLD

Make sure attendees see your brand before, during & after ITC on the Official Welcome & Thank You Emails.

- Clickable Sponsor Logo featured on the Official Welcome and Official Thank You Email sent to all attendees (non-exclusive)
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



LIMITED AVAILABILITY

DIGITAL PROMOTION AD RETARGETING: STARTING AT \$25,000

A unique opportunity to connect with ITC's rich and global audience via a digital ad retargeting campaign.

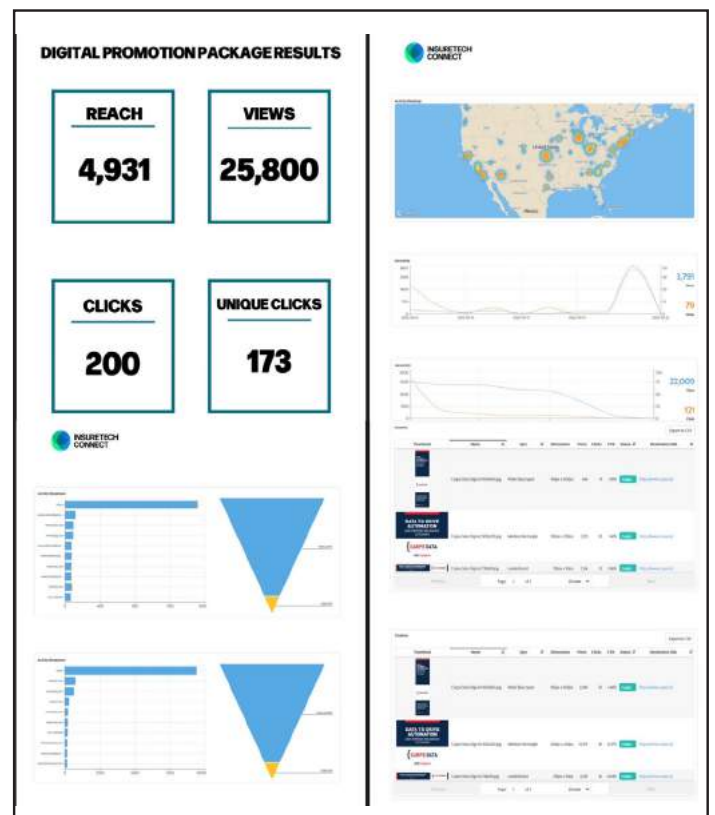
Pricing Tiers:

- 100,000+ Impressions - Please Inquire
- 75,000 Impressions - \$30,000
- 50,000 Impressions - \$27,500
- 25,000 Impressions - \$25,000

Package Specifics Include:

- Sponsor to provide creative at least 45 days prior to the event (Specific ad guidelines sent prior to campaign launch)
- ITC to share a post campaign wrap-up report - [Click Here for Sample Report](#)
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)
 - Optional: Purchase Without 10' x 10' Booth and 2 Conference Passes for \$12,500

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



LIMITED AVAILABILITY

POWER PACKAGE: SOLD

Attendees are always looking for a way to charge their device(s) and will be eager to use one of your Sponsor branded charging tables.

- Sponsor branding featured exclusively on (4) Charging Tables in high traffic locations
 - Artwork and Charging Tables designed and provided by ITC
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



EXCLUSIVE STUDIO PER SPONSOR

PODCAST LOUNGE SPONSOR: SOLD

Sponsor an area that will be seen and experienced by some of the most influential persons in the industry. The Podcast Lounge will be available to select industry podcasters to sign up for slots to invite their guests to record episodes. The Podcast Lounge will contain individual "studios" emblazoned with Sponsor logos with a small lounge waiting area for guests.

- ITC will build a Podcast Lounge with between four (4) and six (6) individual podcast studios. Exclusive sponsor branding on one (1) studio. ***Note:** When Podcasters book the slots in the studios, the studios will be identified as "Sponsor A" Podcast Studio, "Sponsor B" Podcast Studio, etc.
 - Podcast Lounge is fully turnkey⁹. ITC will handle the design, build and installation.
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo(s) to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is Podcast Lounge Sponsored by: "Company x," "Company y," etc.
 - ITC will feature sponsored installation in floor plans and all references to Podcast Lounge in promotion
- Also included:
 - 10' x 10' Booth³ Space in Expo Hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



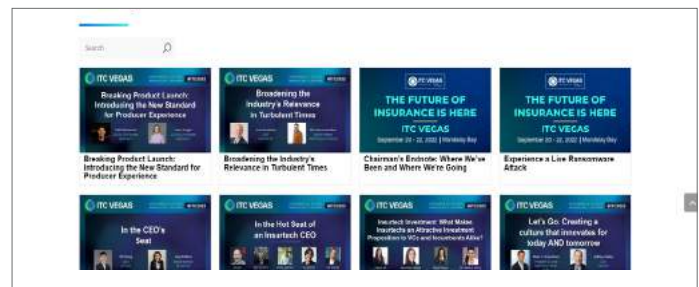
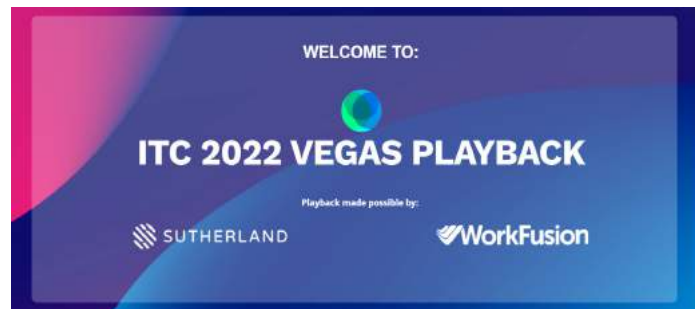
SEMI-EXCLUSIVE

PLAYBACK SPONSOR: \$25,000

Amplify your Thought Leadership with a featured placement on ITC's post-event Playback Site. Engage not only with registered attendees but also 50,000+ subscribers of the ITC newsletter and prospective participants for the 2025 event. It's your moment to shine across a vast and highly engaged community!

- ITC will design a post-event Playback Site that features recorded content sessions, photos, white papers and key content from ITC Vegas 2024
 - Playback site is shared with all registrants and then made available as gated content to a wider audience
 - Sponsor featured as Video Playback Sponsor in all promotion of ITC Playback Site (non-exclusive)
 - Sponsor Logo on ITC Video Playback site login screen
 - Featured placement of either one Sponsor Video OR one White Paper on ITC Playback Site
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



LIMITED AVAILABILITY

ATTENDEE BAG SWAG SPONSOR: \$25,000

Your brand. Our bag. Get your brand in the hands of attendees by placing SWAG in the Attendee Bag!

- Sponsor can place one piece of company SWAG in the Attendee Bag
 - Sponsor to provide SWAG and pay shipping & material handling
- Potential options include:
 - Care Pack - Headphones - Charger - Airtag - OR Creat Your Own!
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)
 - **Optional:** Purchase Without 10' x 10' Booth and 2 Conference Passes for \$12,500

Plus BRONZE LEVEL Branding Inclusions ([See Page 32](#))



STANDALONE 10' X 10' BOOTH: \$15,000

*By Application Only

*If interested, please complete [Exhibit Only Application here](#).

- 10' x 10' Booth³ in Exhibit Hall (Pipe & Drape Only)
 - **Please note:** Due to limited Expo Hall space, priority is given to companies purchasing Sponsorship Packages. Based on previous years, approximately 10% of applications will be approved. Applications are reviewed in the Spring of 2024.

Plus SUPPORTER LEVEL Branding Inclusions ([See Page 32](#))



START-UP DEMO KIOSK: \$5,750

*By Application Only

*If interested, please complete [Exhibit Only Application here](#).

- Fully Turnkey Demo Kiosk⁴ in Exhibit Hall
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stool, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Please note:** Start-Up Eligibility Requirements: Raised \$5M or less and less than 5 years in market

Plus SUPPORTER LEVEL Branding Inclusions ([See Page 32](#))



INQUIRE FOR AVAILABILITY

HUB / PAVILION SPONSOR: \$60,000

Stand out from the crowd! Create your own ecosystem and showcase multiple brands together (yours + partners) in a dedicated space in the Expo Hall.

- Reserve a space suitable for multiple booths and/or kiosks that represent sponsor and the partners in its ecosystem (Includes space only. Subleasing subject to ITC approval)
 - Option to increase size of space for additional cost
 - Opportunity to add additional package components for additional cost (e.g., lounge, presentation space, meeting room, kiosks within space, etc.)

Plus SILVER LEVEL Branding Inclusions ([See Page 32](#))



PRIVATE EVENT / FUNCTION SPACE @ MANDALAY BAY: \$25,000

- Private Event / Function Space on Tuesday, October 15 - Thursday, October 17 from 8 am to 6 pm
 - Space can be great for hosting meetings, demos, private sessions and/or a reception (e.g., breakfast, lunch, happy hour)
 - Includes sign outside Private Event / Function space with Company Logo, standard table(s), chairs and access to an electrical outlet
 - Sponsor may customize furniture, branding and/or a/v elements in the room at their own cost

Plus SUPPORTER LEVEL Branding Inclusions [\(See Page 32\)](#)

PRIVATE MEETING ROOM - EXPO FLOOR: STARTING AT \$22,500

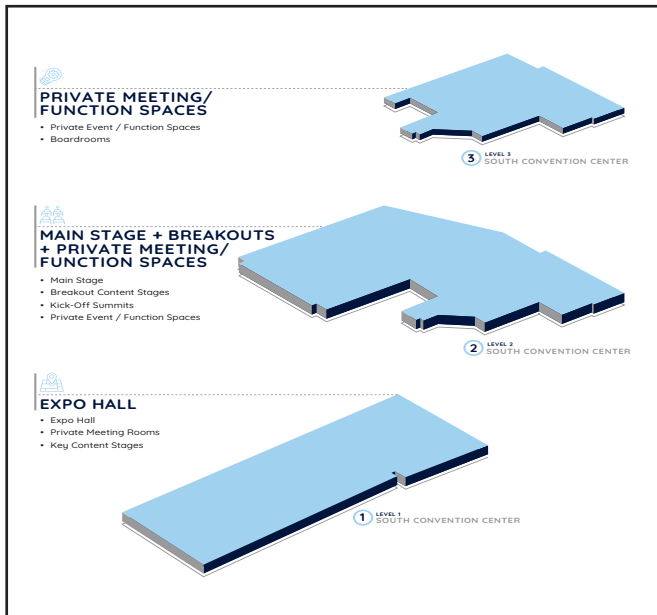
Pricing Tiers:

- Large (16-18 attendees): **SOLD**
- Standard (14-16 attendees): \$22,500

Package Specifics Include:

- ITC will fabricate a Private Meeting Room on the Expo Floor on Wednesday, October 16 and Thursday, October 17
 - Comes with standard table, chairs, company logo, and access to an electrical outlet, along with access to WiFi in the expo hall
 - ITC will design and produce the Private Meeting Room and will offer one (1) furniture option. Customizations, additional branding elements and f&b are allowed inside the meeting room. No customizations outside the meeting room.

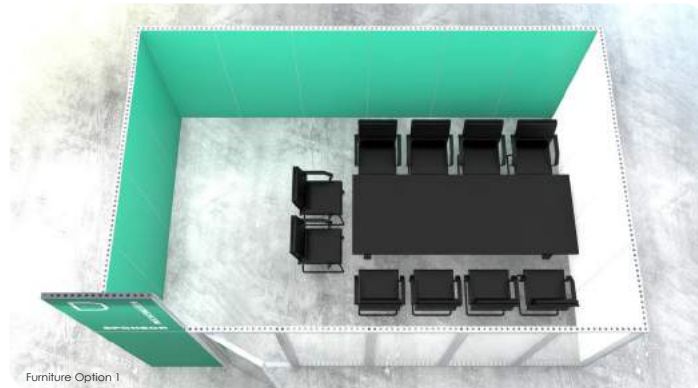
Plus SUPPORTER LEVEL Branding Inclusions [\(See Page 32\)](#)



MEETING POD - EXPO FLOOR: \$11,000

- Meeting Pod in the Expo Hall on Wednesday, October 16 and Thursday, October 17
 - ITC will design and produce Meeting Pod space. Meeting Pod includes table, chairs (4), company logo, and access to an electrical outlet. No furniture customizations allowed. Additional branding signage allowed with the approval of ITC.

Plus SUPPORTER LEVEL Branding Inclusions [\(See Page 32\)](#)



30-SECOND MAIN STAGE COMMERCIAL: +\$25,000

Your brand will be front and center with a 30-second commercial that is featured prominently from the ITC Vegas Main Stage!

- ITC will feature the sponsor commercial (up to 30 seconds) that will air from the Main Stage once per day on Wednesday, October 16th and Thursday, October 17th
 - Sponsor will produce and provide content. ITC will have final approval rights on the content

HIGH TRAFFIC VIDEO ADS: +\$10,000 *WAITLIST

Showcase your unique brand story through video ads displayed in high traffic areas throughout the entire event.

- ITC will feature 1 sponsor provided video ad (up to 15 seconds with no audio) that will air on at least 5 large video displays that are placed in high traffic locations throughout the conference center
 - Sponsor will produce and provide content to ITC at least 45 days prior to the event
- Sponsor's video ad will rotate as part of a loop (non-exclusive). Your ad will show 50+ times per day on Tuesday, October 15, Wednesday, October 16 and Thursday, October 17

DIGITAL PROMOTION AD RETARGETING PACKAGE: STARTING AT +\$7,500

A unique opportunity to connect with ITC's rich and global audience via a digital ad retargeting campaign.

Pricing Tiers:

- 100,000+ Impressions - Please Inquire
- 75,000 Impressions - +\$12,500
- 50,000 Impressions - +\$10,000
- 25,000 Impressions - +\$7,500

Package Includes:

- Sponsor to provide creative at least 45 days prior to the event (Specific ad guidelines sent prior to campaign launch)
- ITC to share a post campaign wrap-up report - [Click Here for Sample Report](#)

LIMITED AVAILABILITY

FOOD CART TRAFFIC DRIVER PACKAGE: STARTING AT \$25,000

Good eats are the best ice breaker! Attendees will go out of their way to stop by your booth to grab a snack at a branded Food Cart adjacent to your booth.

Pricing Tiers: *Note: Options with *asterisk* means pricing includes one (1) day only

- **Tier 1: \$25,000** - Popcorn OR Soft Pretzels
- **Tier 2: \$35,000** - Gelato*, Cotton Candy, Churros, Grilled Cheese Bites
- **Tier 3: \$45,000** - Boozy Nitrogen Ice Cream (Non-Alcoholic Options)*, Chocolate Fondue*, Cake Pops*, Hot Dogs*

Package Specifics:

- ITC will place a Sponsor branded Food Cart in the aisle adjacent to Sponsor's booth for one 90-minute window during expo hours on both Wednesday, October 16th and Thursday, October 17th
 - Package is inclusive of costs for the food cart, all food items and service
 - Food items are non-exclusive and may be served at other locations throughout ITC

SURPRISE & CONNECT LEAD-GEN PACKAGE: +\$12,500

Stand out from the crowd (before, during OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

Package Options:

- Get You To the Show" Package - \$20 Uber Fare for 100 of your top prospects
- "Keep You Caffeinated" Package - \$20 Starbucks Credit for 100 of your top prospects
- "Keep You Fed" Package - \$20 Grubhub Credit for 100 of your top prospects
- OR... Create your own custom package! *Custom pricing

Package Specifics Include:

- Send digitally claimable special perks in a drip campaign to 100 prospects - [Click Here for Sample Campaigns](#)
 - Sponsor to select prospects based on companies and titles that are of interest via the ITC List Query Tool (LQT). See ITC LQT User Guide here.
- Pricing of each package inclusive of All VIP Perks for 100 Prospects. Option to add more prospects for additional costs
 - Unclaimed credits are not refundable

ITC WEEK EVENT BOOSTER: +\$5,000

Feature your event during ITC Week (the week of ITC Vegas) and leverage ITC's List Query Tool (LQT) to send targeted invitations to your top clients + prospects (e.g., breakfast, lunch, dinner or happy hour).

- Sponsor will organize a private event at a Las Vegas Venue TBD that ITC will feature on the ITC Week landing page, which is shared with all registrants
 - ITC can provide guidance on venue selection. Package does not include booking service or cost of event.
- Lead Generation:
 - Sponsor will use ITC's List Query Tool (LQT) to select 100 attendees that Sponsor can invite via email to their private event. Includes 1 Reminder.
 - Attendee selection and messages sent via LQT. Sponsor to have access to LQT 4 Weeks prior to ITC. See ITC LQT User Guide here.

ITC WEEK EVENT LISTING: +\$1,000

Feature your client and/or customer event during ITC Week (the week of ITC Vegas) that is shared with all ITC Vegas attendees.

- Sponsor will organize a private event at a Las Vegas Venue TBD that ITC will feature on the ITC Week landing page, which is shared with all registrants
 - ITC can provide guidance on venue selection. Package does not include booking service or cost of event.

ADDITIONAL SPONSOR TICKETS: \$1895 PER TICKET

BOOTH UPGRADE PRICE

- 20' x 30' Booth³: +\$62,500 onto any package with a 10' x 10' Booth
- 20' x 20' Booth³: +\$37,500 onto any package with a 10' x 10' Booth
- 10' x 20' Booth³: +\$12,500 onto any package with a 10' x 10' Booth

TITLE LEVEL BRANDING INCLUSIONS

- Title Level Placement of Company Logo on ITC Vegas 2024 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Logo rotating with other Sponsor Logos on screens during Main Stage Sessions
- Company Description (75-Words) in Event App
- White Paper or Case Study included in the Playback Site
- 8 Conference Passes for Staff⁵
- 4 Conference Passes for Clients, Prospects and/or the Speakers⁶ on Sponsor's Content Session (if applicable)

GOLD LEVEL BRANDING INCLUSIONS

- Gold Level Placement of Company Logo on ITC Vegas 2024 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 8 Conference Passes for Staff⁵

SILVER LEVEL BRANDING INCLUSIONS

- Silver Level Placement of Company Logo on ITC Vegas 2024 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 6 Conference Passes for Staff⁵

BRONZE LEVEL BRANDING INCLUSIONS

- Bronze Level Placement of Company Logo on ITC Vegas 2024 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 4 Conference Passes for Staff⁵

SUPPORTER LEVEL BRANDING INCLUSIONS

- Supporter Level Placement of Company Logo on ITC Vegas 2024 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵



Key Players:

Brokers, wholesalers, MGAs, insurers, investors, start-ups and solution / technology providers

For more information: vegas.insuretechconnect.com/brokers

EXCLUSIVE

ITC BROKERS HEADLINE SPONSOR: SOLD

Feature your brand as the Headline Sponsor of the Brokers Neighborhood that brings together P&C Brokers, investors and innovators.

- Exclusive status as Headline Sponsor of the Brokers Neighborhood @ ITC Vegas
- Featured as Headline Sponsor on the Brokers Neighborhood landing page and branding collateral
- Welcome Announcements as Headline Sponsor:
 - ITC Insider Email Newsletter (circulation 50,000+)
 - ITC Social Accounts (30,000+ followers)
- Content Session¹ - Sponsor will coordinate with ITC to program a prominent content session on the Brokers Stage
- Monthly planning meetings with ITC team from February to September of 2024
- 20' x 20' Booth³ space incorporated into a prominent location within Brokers Neighborhood in Expo Hall
 - ITC will choose the location of the booth space within Brokers Neighborhood in Expo Hall
 - All costs associated with 20' x 20' are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electrical, food & beverage, etc.
- 10 Conference Passes for Staff
- 10 Conference Passes for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)
- Opportunity to Customize Additional Package Components

Plus ITC Brokers HEADLINE SPONSOR Branding Inclusions ([See Page 39](#))

ONLY 2 REMAINING!

ITC BROKERS BROKERS KICK-OFF SUMMIT CONTENT PACKAGE: SOLD

Feature your company's thought leader on the Brokers Stage with a content session!

Pricing Tiers:

- 20-minute Case Study, Presentation or Fireside Chat: \$47,500
- 10-minute presentation or tech showcase: \$30,000

Package Specifics Include:

- Start-ups must bring a Co-Founder or CEO to present unless agreed with ITC. Speaker subject to ITC Content Team's approval.
- Time slot subject to ITC Content Team's discretion and availability
- Session, with 100 word description, listed in Website Agenda and Event App.
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the Brokers Stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the Brokers Stage, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in Brokers Neighborhood in Expo Hall (Pipe & Drape Only)

Plus ITC Brokers SILVER SPONSOR Branding Inclusions ([See Page 39](#))



EXCLUSIVE

ITC BROKERS STAGE SPONSOR: \$35,000

Own the Brokers Stage where all content is hosted! YOUR BRAND prominently featured within the stage design.

- Sponsor Logo featured prominently within stage design for the Brokers Stage
 - Naming is Brokers Stage Sponsored by: "Company"
 - ITC will feature Brokers Stage in floor plans
- 10' x 10' Booth in Brokers Neighborhood in Expo Hall (Pipe & Drape Only)

Plus ITC Brokers SILVER SPONSOR Branding Inclusions ([See Page 41](#))

ONLY 1 REMAINING!

35-MINUTE SPONSORED BREAKOUT SESSION: SOLD

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³ in Brokers Neighborhood³: \$137,500
- 20' x 20' Booth³ in Brokers Neighborhood³: \$112,500
- 10' x 20' Booth³ in Brokers Neighborhood³: \$87,500
- 10' x 10' Booth³ in Brokers Neighborhood³: \$75,000

Package Specifics Include:

- Create your own 35-Minute Breakout Session¹ (panel, fireside chat or other format) on the ITC Brokers Stage
 - Sponsor to provide content and speakers. ITC Content Team will have final approval on the content to ensure it fits within the programming and track theme. Must provide a senior level client to accompany the sponsor speaker on stage.
- Time slot and date subject to ITC Content Team's discretion and availability on Wednesday, October 16 or Thursday, October 17
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - Seating quantity and arrangement commensurate with demand
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsors' Session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the atage, but cannot deny entry for attendees who do not want to be scanned

Plus ITC Brokers TITLE LEVEL Branding Inclusions ([See Page 39](#))





EXCLUSIVE PER DAY - WEDNESDAY OR THURSDAY

ITC BROKERS MUSICAL OR TALENT ACT “HAPPY HOUR” PACKAGE: \$45,000

Turn the Brokers Stage into your own happy hour with a headline musical or talent act!

- ITC will secure a local musical or talent act on the Brokers Stage during happy hour on either Wednesday, October 16 or Thursday, October 17 (Date & Time TBD)
 - Details of performer(s) and length of act is TBD
- Sponsored Branded Bar Cart will be rolled into area adjacent to Brokers Stage with bartender serving beer & wine during the ITC Vegas Happy Hour
- ITC will feature Sponsor’s brand prominently on the Brokers Stage during happy hour and all promotional materials about Sponsor’s Happy Hour
 - Note: There will be other Happy Hour events taking place during the broader ITC Vegas Happy Hour in the expo hall
- Lead Generation:
 - Sponsor’s Happy Hour, with 100-word description, listed in Website Agenda and Event App
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor’s Happy Hour to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on Stage during its Happy Hour. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about Sponsor
- 10’ x 10’ Booth³ in Brokers Neighborhood in Expo Hall (Pipe & Drape Only)



Plus ITC Brokers SILVER SPONSOR Branding Inclusions ([See Page 39](#))

LIMITED AVAILABILITY

POWER PACKAGE: SOLD

Attendees are always looking for a way to charge their device(s) and will be eager to use one of your Sponsor branded charging tables.

- Sponsor branding featured exclusively on (4) Charging Tables in high traffic locations
 - Artwork and Charging Tables designed and provided by ITC
- 10’ x 10’ Booth³ in Expo Hall (Pipe & Drape Only)

Plus ITC Brokers BRONZE LEVEL Branding Inclusions ([See Page 39](#))



EXCLUSIVE

ITC BROKERS PHOTO OP SPONSOR: \$30,000

Want to be the talk of the Brokers Neighborhood? Sponsor a striking Photo Op installation where every attendee will want to have their picture taken with YOUR BRAND incorporated.

- ITC will design a striking photo op installation that is featured in a high traffic location in the Brokers Neighborhood of the Expo Hall
 - Sponsor's brand will be incorporated into Photo Op
- 10' x 10' Booth³ in close proximity to Brokers Photo Op (Pipe & Drape Only)

Plus ITC Brokers SILVER SPONSOR Branding Inclusions ([See Page 39](#))



LIMITED AVAILABILITY

SURPRISE & CONNECT LEAD-GEN PACKAGE: \$27,500

Stand out from the crowd (before, during OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

Package Options:

- "Get You To the Show" Package - \$20 Uber Fare for 100 of your top prospects
- "Keep You Caffeinated" Package - \$20 Starbucks Credit for 100 of your top prospects
- "Keep You Fed" Package - \$20 Grubhub Credit for 100 of your top prospects
- OR... Create your own custom package! *Custom pricing

Package Specifics Include:

- Send digitally claimable special perks in a drip campaign to 100 prospects
 - Sponsor to select prospects based on companies and titles that are of interest via the ITC List Query Tool (LQT). See ITC LQT User Guide [here](#).
- Pricing of each package inclusive of All VIP Perks for 100 Prospects. Option to add more prospects for additional costs
 - Unclaimed credits are not refundable
- 10' x 10' Booth³ in Brokers Neighborhood in Expo Hall (Pipe & Drape Only)

Plus ITC Brokers SILVER SPONSOR Branding Inclusions ([See Page 39](#))

LIMITED AVAILABILITY

PRIZE GIVEAWAY PACKAGE: \$25,000

ITC will run a prize giveaway program that will deliver you qualified leads while also keeping brokers engaged and in the Brokers Neighborhood!

- ITC will run a prize giveaway program that encourages brokers to stop by Sponsor's booth for a chance to win
 - ITC will provide the prizes (up to 10 winners / up to \$2,000 in total value)
 - ITC will announce the winner(s) during key moments throughout each day on Wednesday, October 16 and Thursday, October 17 and track winners on a large visual display
 - Sponsor will be featured during one prize giveaway announcement from the Brokers Town Square (exclusive per announcement. There may be multiple sponsored prize giveaway announcements throughout the day).
- Lead Generation:
 - ITC will encourage attendees to stop by Sponsor's booth to enter for a chance to win the prize giveaway. Sponsor will scan badge and collect the lead in order for the attendee to enter
- 10' x 10' Booth³ in Brokers Neighborhood in Expo Hall (Pipe & Drape Only)

Plus ITC Brokers SILVER SPONSOR Branding Inclusions ([See Page 39](#))



HOW THINKS HAS BEEN USED AT ITC

"Get You to the Show"
Send an Uber® ride to your top prospects to make their trip to ITC a bit easier.

"Keep You Caffeinated"
Send a coffee or tea pick-me-up to your prospects and drive engagement at the show.

"Sneak a Meal"
We're also busy, it's hard to find time to eat. Show prospects you care, send them a GrubHub® meal.

HOW IT WORKS

- 1 Pick a Gift**
Select from the curated Think's catalog.
- 2 Create a Note**
Use a Think's note template or write your own.
- 3 Select Prospects**
Use ITC's list query tool and submit to the ITC team.
- 4 Send Your Gifts**
Tell us when to send. We'll handle the rest.

ITC BROKERS PACKAGES



EXCLUSIVE PER CHAMPAGNE WALL

CHAMPAGNE WALL SPONSOR: SOLD

The Champagne Walls are the talk of the show – attendees make sure to stop by before leaving the expo floor!

- ITC will build a Champagne Wall activation within 10' x 10' of Sponsor's 10' x 20' Exhibit Booth space
 - Champagne provided by ITC and will be in service during select times from 11:30 am thru closing of expo hall
- Company Logo on Champagne Wall signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth in Expo Hall (Pipe & Drape Only)
 - 10' x 10' Booth³ space is designed, produced and paid for by Sponsor.
 - ITC will pay to install the Champagne wall in the other 10' x 10' Booth space
 - Champagne Wall is designed and produced by ITC

Plus ITC Brokers SILVER LEVEL Branding Inclusions ([See Page 39](#))



LIMITED AVAILABILITY

FOOD CART TRAFFIC DRIVER PACKAGE: STARTING AT \$40,000

Good eats are the best ice breaker! Attendees will go out of their way to stop by your booth to grab a snack at a branded Food Cart adjacent to your booth.

Pricing Tiers: *Note: Options with *asterisk* means pricing includes one (1) day only

- **Tier 1: \$40,000** - Popcorn OR Soft Pretzels
- **Tier 2: \$50,000** - Gelato*, Cotton Candy, Churros, Grilled Cheese Bites
- **Tier 3: \$60,000** - Boozy Nitrogen Ice Cream (Non-Alcoholic Options)*, Chocolate Fondue*, Cake Pops*, Hot Dogs*

Package Specifics:

- ITC will place a Sponsor branded Food Cart in the aisle adjacent to Sponsor's booth for one 90-minute window during expo hours on both Wednesday, October 16th and Thursday, October 17th
 - Package is inclusive of costs for the food cart, all food items and service
 - Food items are non-exclusive and may be served at other locations throughout ITC
- 10' x 10' Booth³ in Expo Hall
 - ITC will ensure Sponsor is able to choose a corner booth during the booth selection process

Plus ITC Brokers SILVER LEVEL Branding Inclusions ([See Page 39](#))



NON-EXCLUSIVE

EXPO HAPPY HOUR SPONSOR: SOLD

Each day ends with a "Happy Hour" in the Expo Hall – Drive foot traffic with a Bar Cart serving Beer & Wine.

- Bar Cart will be rolled into Sponsor's 10' x 20' Exhibit Booth with bartender serving beer & wine during the Expo "Happy Hour"
 - **Optional Upgrade (+\$7,500):** Serve Pina Colodas, Margaritas, Strawberry Daiquiris, Orange Crushes or a Custom Drink instead of the beer & wine
- Company Logo featured on the Bar Cart, "Happy Hour" signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth³ in Expo Hall (Pipe & Drape Only)
 - 10' x 20' Booth space is designed, produced and paid for by Sponsor.
 - Sponsor will design, install and pay for a 20 foot back-wall + carpet/floor covering that spans 10' x 20' Booth
 - Bar Cart designed and produced by ITC

Plus ITC Brokers SILVER LEVEL Branding Inclusions ([See Page 39](#))



ONE EXCLUSIVE COLUMN PER SPONSOR

COLUMN WRAP PACKAGE: SOLD

Feature your brand on expo hall columns with 4-sided, custom designed column wraps that will be displayed prominently in the expo hall

- Includes two column wraps in high traffic locations in the expo hall that are chosen by ITC (Two exclusive columns per sponsor)
 - ITC will print and install column wrap signage
 - Sponsor will design creative to fit the specs that ITC provides (creative is due 45 days prior to event)
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus ITC Brokers BRONZE LEVEL Branding Inclusions ([See Page 39](#))



ITC BROKERS PACKAGES



STANDALONE 10' X 10' BOOTH: \$15,000

*By Application Only

*If interested, please complete [Exhibit Only Application here](#).

- 10' x 10' Booth³ in Brokers Neighborhood in Expo Hall (Pipe & Drape Only)
 - **Please note:** Due to limited Expo Hall space, priority is given to companies purchasing Sponsorship Packages. Based on previous years, approximately 10% of applications will be approved. Applications are reviewed in the Spring of 2024.

Plus ITC Brokers BRONZE LEVEL Branding Inclusions ([See Page 39](#))



START-UP DEMO KIOSK: \$5,750

*By Application Only

*If interested, please complete [Exhibit Only Application here](#).

- Fully Turnkey Demo Kiosk⁴ in Brokers Neighborhood in Exhibit Hall
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - Please note: Start-Up Eligibility Requirements: Raised \$5M or less and less than 5 years in market

Plus ITC Brokers BRONZE LEVEL Branding Inclusions ([See Page 39](#))



KIOSK HUB SPONSOR: SOLD

Create your own hub to showcase multiple brands together (yours + partners) in a dedicated space in the Expo Hall.

Pricing Tiers:

- Cluster of 8 Kiosks⁴: \$40,000
- Cluster of 4 Kiosks⁴: \$30,000

Package Specifics:

- Reserve a dedicated space in the Brokers Neighborhood of the Expo Hall that is suitable for at least 4 kiosks that represent sponsor and the partners in its ecosystem (Subleasing subject to ITC approval)
 - Option to increase size of space for additional investment
- ITC will rig a promotional sign above the Hub
- Opportunity to add additional package components (e.g., lounge, presentation space, meeting room)
- Opportunity to add additional package components (e.g., lounge, presentation space, meeting room)

Plus ITC Brokers SILVER LEVEL Branding Inclusions ([See Page 39](#))



MEETING POD - EXPO FLOOR: \$11,000

- Meeting Pod in the Expo Hall on Wednesday, October 16 and Thursday, October 17
 - ITC will design and produce Meeting Pod space. Meeting Pod includes table, chairs (4), company logo, and access to an electrical outlet. No furniture customizations allowed. Additional branding signage allowed with the approval of ITC.

Plus ITC Brokers BRONZE LEVEL Branding Inclusions ([See Page 39](#))



TITLE LEVEL BROKERS BRANDING INCLUSIONS

- Title Level Placement of Company Logo on Brokers section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 8 Conference Passes for Staff⁵
- 4 Conference Passes for Clients, Prospects and/or the Speakers⁶ on Sponsor's Content Session (if applicable)

GOLD LEVEL BROKERS BRANDING INCLUSIONS

- Gold Level Placement of Company Logo on Brokers section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 4 Conference Passes for Staff⁵

SILVER LEVEL BROKERS BRANDING INCLUSIONS

- Silver Level Placement of Company Logo on Brokers section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 4 Conference Passes for Staff⁵

BRONZE LEVEL BROKERS BRANDING INCLUSIONS

- Bronze Level Placement of Company Logo on Brokers section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵



Key Players:

Agency owners, independent agents & brokers, carriers
and solution / technology providers

For More information: ITCagents.com

EXCLUSIVE

ITC AGENTS HEADLINE SPONSOR: SOLD

Feature your brand as the Headline Sponsor of the ITC Agents program that is tailored for Agency Owners, Independent Agents & Brokers to connect with carriers and key innovators in the space.

- Exclusive status as Headline Sponsor of the ITC Agents program @ ITC Vegas
- Featured as Headline Sponsor on the ITC Agents landing page and branding collateral
- Welcome Announcements as Headline Sponsor:
 - ITC Insider Email Newsletter (circulation 50,000+)
 - ITC Social Accounts (30,000+ followers)
- Content Session¹ - Sponsor will coordinate with ITC to program a prominent content session on the ITC Agents Stage
- Monthly planning meetings with ITC team from leading up to event
- ITC will build a striking lounge space incorporated into a prominent location within the ITC Agents expo
 - ITC will choose the location of the lounge space
 - All costs associated with lounge space designed, produced and paid for by ITC
- 10 Conference Passes for Staff
- 10 Conference Passes for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)
- Opportunity to Customize Additional Package Components

Plus ITC Agents HEADLINE SPONSOR Branding Inclusions [\(See Page 45\)](#)

EXCLUSIVE

KEYNOTE SPONSOR (MARQUES OGDEN): SOLD

Feature your brand prominently from the ITC Agents Main Stage as a senior leader from your organization introduces Keynote Speaker Marques Ogden with brief remarks. Following the keynote, treat your most esteemed clients and prospects to an exclusive meet & greet experience.

- Brief (90 second or less) introduction of Keynote Speaker Marques Ogden during a Main Stage Keynote on Tuesday, October 15th
 - See link to Marques Ogden's website [here](#)
- Private meet & greet with Keynote Speaker for up to 15 key clients and/or prospects
 - Sponsor will coordinate with ITC to identify selects to invite to the meet & greet
- Company Logo on all materials referencing Keynote Speaker's session - agenda, digital promotion and onsite branding
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Keynote session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER LEVEL Branding Inclusions [\(See Page 45\)](#)



LIMITED AVAILABILITY

WORKSHOP/MASTERCLASS PACKAGE: SOLD

Lead an interactive Workshop or Masterclass of 30 minute length on a relevant topic that helps Agency Owners and Independent Agents hypercharge + improve the valuation of their business. E.g., how to become a digital Agents, how to acquire customers rapidly, what an Agents network can do for you, etc.

- Sponsor will craft a 30-minute workshop or masterclass on Agents Stage¹
 - Topic must be approved by ITC and should NOT be a sales pitch. It is an educational workshop/masterclass, a 'how to do XYZ'.
 - Time slot is subject to ITC Content Team's discretion and availability
 - Session, with 100 word description, listed in Website Agenda and Event App
 - Lead Generation:
 - > ITC will provide a unique link that Sponsor may use to drive agenda adds in
 - > Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's workshop to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - > ITC will provide a QR Code on the stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - > Sponsor is permitted to scan at the Stage, but cannot deny entry for attendees who do not want to be scanned
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents TITLE SPONSOR Branding Inclusions [\(See Page 45\)](#)



EXCLUSIVE

ITC AGENTS STAGE SPONSOR: SOLD

Own the ITC Agents Stage where all content is hosted! YOUR BRAND prominently featured within the stage design.

- Sponsor Logo featured prominently within stage design for the Agents Stage
 - Naming² is ITC Agents Stage Sponsored by: "Company"*
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents GOLD SPONSOR Branding Inclusions [\(See Page 45\)](#)

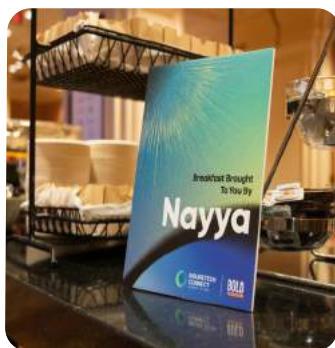
EXCLUSIVE

LUNCH SPONSOR: \$9,500 *WAITLIST

As independent agents & brokers break for lunch, provide them with the fuel to make it through a rigorous day. The official ITC Agents lunch will also serve as one of the key expo periods.

- Sponsor logo featured on each lunch table and signage during ITC Agents.
- ITC will publicly thank the sponsor on stage during the programming right before lunch
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER LEVEL Branding Inclusions ([See Page 45](#))



EXCLUSIVE

BREAKFAST SPONSOR: \$9,500

As independent agents & brokers arrive in the morning, provide them with the fuel to make it through a rigorous day. The official ITC Agents breakfast will also serve as one of the key expo periods.

- Sponsor logo featured on each breakfast table and signage during ITC Agents.
- ITC will publicly thank the sponsor on stage during the programming right after breakfast
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER LEVEL Branding Inclusions ([See Page 45](#))

EXCLUSIVE

ITC AGENTS "HAPPY HOUR" PACKAGE: SOLD

Turn the ITC Agents Expo into your own happy hour at the end of the 1-day program

- Sponsored Branded Bar Cart will be rolled into ITC Agents expo with bartender serving beer & wine for 90 minutes at the end of the 1-day program
- ITC will provide light bites during the happy hour
- ITC will feature Sponsor's brand prominently in the ITC Agents expo during happy hour and all promotional materials
- ITC will introduce each sponsor to the audience. Sponsor will have up to two minutes to share brief remarks to welcome the audience
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER SPONSOR Branding Inclusions ([See Page 45](#))



EXCLUSIVE

COFFEE SPONSOR: SOLD

While networking at ITC Agents, caffeine is a must! Host attendees stay caffeinated throughout the day.

- ITC will design and produce a sponsor branded Coffee Station in the ITC Agents Expo on Tuesday, October 15
 - Coffee Station is fully turnkey⁸. ITC will handle the design, build and installation. ITC will also provide the coffee (self-serve coffee only)
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Coffee Station
 - ITC will provide sponsor branded coffee cups
 - > Sponsor cannot bring their own mugs; coffee will be served in cups provide by ITC and venue
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER SPONSOR Branding Inclusions ([See Page 45](#))

ITC AGENTS PACKAGES



EXCLUSIVE

ITC AGENTS PHOTO OP SPONSOR: \$15,500

Want to be the talk of the ITC Agents Program? Sponsor a striking Photo Op installation where every attendee will want to have their picture taken with YOUR BRAND incorporated.

- ITC will design a striking photo op installation that is featured in a high traffic location in the ITC Agents Expo
 - Sponsor's brand will be incorporated into Photo Op
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents GOLD SPONSOR Branding Inclusions ([See Page 45](#))



ONLY 1 REMAINING!

PRIZE GIVEAWAY LEAD-GEN PACKAGE: \$9,500

ITC will run a prize giveaway program that will deliver you qualified leads while also keeping independent agents & brokers engaged throughout the day!

- ITC will run a prize giveaway program that encourages independent agents & brokers to stop by Sponsor's booth for a chance to win.
 - ITC will provide the prizes (up to 5 winners / up to \$2,000 in total value)
 - ITC will announce the winner(s) during key moments throughout the program with Sponsor on stage
 - Sponsor will be featured during one prize giveaway announcement (exclusive per announcement. There may be multiple sponsored prize giveaway announcements throughout the day)
- Lead Generation:
 - ITC will encourage attendees to stop by Sponsor's booth to enter for a chance to win the prize giveaway. Sponsor will scan badge and collect the lead in order for the attendee to enter
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER SPONSOR Branding Inclusions ([See Page 45](#))

LIMITED AVAILABILITY

SURPRISE & CONNECT LEAD-GEN PACKAGE: **SOLD**

Stand out from the crowd (before, during OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

Package Options:

- "Get You To the Show" Package - \$20 Uber Fare for 100 of your top prospects
- "Keep You Caffeinated" Package - \$20 Starbucks Credit for 100 of your top prospects
- "Keep You Fed" Package - \$20 Grubhub Credit for 100 of your top prospects
- OR... Create your own custom package! *Custom pricing

Package Specifics Include:

- Send digitally claimable special perks in a drip campaign to 100 prospects
 - Sponsor to select prospects based on companies and titles that are of Interest via the ITC List Query Tool (LQT). See ITC LQT User Guide [here](#).
- Pricing of each package inclusive of All VIP Perks for 100 Prospects. Option to add more prospects for additional costs
 - Unclaimed credits are not refundable
- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC Agents SILVER SPONSOR Branding Inclusions ([See Page 45](#))

THINKS
Building Business With Gratitude
Surprise Prospects & Connect with the Thinks VIP Perk

Businesses Use Thinks to:

- Shorten sales cycles
- Drive leads and move them through the funnel
- Increase customer satisfaction and retention
- Engage and motivate employees

HOW THINKS HAS BEEN USED AT ITC

- "Get You to the Show"**
Send an Uber™ ride to your top prospects to make their trip to ITC a breeze!
- "Keep You Caffeinated"**
Send a coffee or tea pick-me-up to your prospects and drive engagement at the show.
- "Sneak a Meal"**
We're all so busy it's hard to find time to eat. Show prospects you care and throw a GRUBHUB™ meal.

HOW IT WORKS

- 1 Pick a Gift**
Select from the curated Thinks catalog.
- 2 Create a Note**
Use a Thinks note template or write your own.
- 3 Select Prospects**
Use ITC's list query tool and submit to the ITC team.
- 4 Send Your Gifts**
Tell us when to send. We'll handle the rest.

INTERESTED?
Contact your ITC Representative about the Thinks VIP Perk.

TURNKEY ITC AGENTS 10' X 10' BOOTH: \$8,950

*WAITLIST

- Turnkey 10' x 10' Booth in ITC Agents Expo Hall on Kick-Off Day (Tuesday, October 15)
 - 10' x 10' Black Carpet
 - 10' Wide backdrop wall with graphics *Note: Artwork provided by sponsor. Due by Friday, September 22nd
 - ~30" x 42" inch Table + 2 chairs
 - Access to an electrical outlet
 - **Optional Upgrade:** \$2,500 for LCD Screen

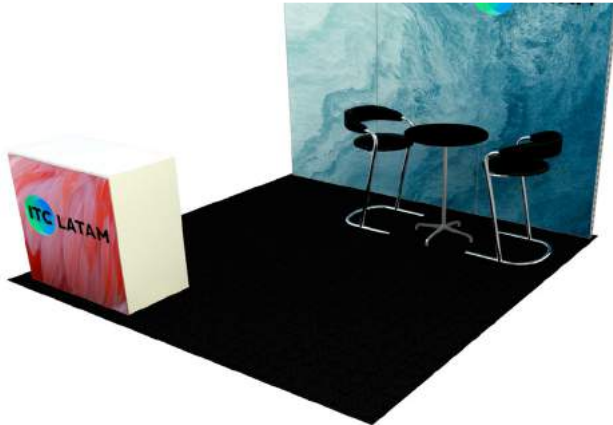
Plus ITC Agents BRONZE SPONSOR Branding Inclusions ([See Page 45](#))



TURNKEY ITC AGENTS EXPO KIOSK: \$5,950 *WAITLIST

- Fully Turnkey Demo Kiosk⁴ in ITC Agents Expo on Tuesday, October 15
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.

Plus ITC Agents BRONZE SPONSOR Branding Inclusions ([See Page 45](#))



TITLE LEVEL AGENTS BRANDING INCLUSIONS

- Title Level Placement of Company Logo on Agents section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 5 Conference Passes for Staff⁵
- 2 Conference Passes for Clients, Prospects and/or the Speakers⁶ on Sponsor's Content Session (if applicable)

GOLD LEVEL AGENTS BRANDING INCLUSIONS

- Gold Level Placement of Company Logo on Agents section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 3 Conference Passes for Staff⁵

SILVER LEVEL AGENTS BRANDING INCLUSIONS

- Silver Level Placement of Company Logo on Agents section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵

BRONZE LEVEL AGENTS BRANDING INCLUSIONS

- Bronze Level Placement of Company Logo on Agents section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵



L&A + GROUP BENEFITS

Key Players:

Life & Health Insurers, Group / Employee Benefits Brokers, Wholesalers, MGAs / MGUs, Investors and Solution / Technology providers specializing in Life & Annuity, Group Benefits, Health and Wellness.

For more information:

vegas.insuretechconnect.com/life-annuity-group-benefits

EXCLUSIVE

**ITC L&A + GROUP BENEFITS HEADLINE SPONSOR:
\$100,000 *WAITLIST**

Feature your brand as the Headline Sponsor of the L&A + Group Benefits Neighborhood that brings together Life & Health Insurers, MGAs, Brokers Investors and Innovators.

- Exclusive status as Headline Sponsor of the L&A + Group Benefits Neighborhood
- Featured as Headline Sponsor on the L&A + Group Benefits Neighborhood landing page and branding collateral
- Welcome Announcements as Headline Sponsor:
 - ITC Insider Email Newsletter (circulation 50,000+)
 - ITC Social Accounts (30,000+ followers)
- Content Session¹ - Sponsor will coordinate with ITC to program a prominent content session on the L&A + Group Benefits Stage
- Monthly planning meetings with ITC team from February to September of 2024
- 20' x 20' Booth³ space incorporated into a prominent location within L&A + Group Benefits Neighborhood in Expo Hall
 - ITC will choose the location of the booth space within L&A + Group Benefits Neighborhood in Expo Hall
 - All costs associated with 20' x 20' are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electrical, food & beverage, etc.
- 10 Conference Passes for Staff
- 10 Conference Passes for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)
- Opportunity to Customize Additional Package Components

Plus L&A + Group Benefits HEADLINE SPONSOR Branding Inclusions⁷ (See Page 54)

ONLY 1 REMAINING!

**ITC L&A + GROUP BENEFITS / CASE STUDY PACKAGE:
STARTING AT \$30,000**

Feature your company's thought leader on the Life & Annuity Stage with a demo or case study!

Pricing Tiers:

- 20-minute Case Study, Presentation or Fireside Chat¹: **SOLD**
- 10-minute product launch or tech showcase¹: \$30,000

Package Specifics Include:

- Start-ups must bring a Co-Founder or CEO to present unless agreed with ITC. Speaker subject to ITC Content Team's approval.
- Time slot subject to ITC Content Team's discretion and availability
- Session, with 100 word description, listed in Website Agenda and Event App.
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsors' Session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the atage, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions (See Page 54)

LIMITED AVAILABILITY

35-MINUTE BREAKOUT SESSION: SOLD

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth³ in L&A + Group Benefits Neighborhood³: \$137,500
- 20' x 20' Booth³ in L&A + Group Benefits Neighborhood³: \$112,500
- 10' x 20' Booth³ in L&A + Group Benefits Neighborhood³: \$87,500
- 10' x 10' Booth³ in L&A + Group Benefits Neighborhood³: \$75,000

Package Specifics Include:

- Create your own 35-Minute Breakout Session¹ (panel, fireside chat or other format) on the L&A + Group Benefits Stage
 - Sponsor to provide content and speakers. ITC Content Team will have final approval on the content to ensure it fits within the programming and track theme. Must provide a senior level client to accompany the sponsor speaker on stage.
- Time slot and date subject to ITC Content Team's discretion and availability on Wednesday, October 16 or Thursday, October 17
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - Seating quantity and arrangement commensurate with demand
- Session, with 100-word description, listed in Website Agenda and Event App
- Edited video recording of above session sent to Sponsor approximately three weeks post-event
 - Included in ITC's post-event Playback Site, which is shared with all attendees and then made available as gated content to a wider audience
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsors' Session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the atage, but cannot deny entry for attendees who do not want to be scanned

Plus L&A + Group Benefits GOLD LEVEL Branding Inclusions (See Page 54)



ITC L&A + GROUP BENEFITS

EXCLUSIVE

ITC L&A + GROUP BENEFITS STAGE SPONSOR: \$35,000

Own the L&A + Group Benefits Stage where all content is hosted! YOUR BRAND prominently featured within the stage design.

- Sponsor Logo featured prominently within stage design
 - Naming is L&A + Group Benefits Stage Sponsored by: "Company"
 - ITC will feature stage in floor plans
- 10' x 10' Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions [\(See Page 54\)](#)



LIMITED AVAILABILITY

POWER PACKAGE: SOLD

Attendees are always looking for a way to charge their device(s) and will be eager to use one of your Sponsor branded charging tables.

- Sponsor branding featured exclusively on (4) Charging Tables in high traffic locations
 - Artwork and Charging Tables designed and provided by ITC
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits BRONZE LEVEL Branding Inclusions [\(See Page 54\)](#)



EXCLUSIVE

ITC L&A + GROUP BENEFITS PITCH COMPETITION: SOLD

Leverage ITC's industry reach and feature your brand as the exclusive sponsor of a Life & Annuity pitch competition.

- ITC will partner with Sponsor on a Pitch Competition on the L&A + Group Benefits Stage
 - ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - Session, with 100-word description, listed in Website Agenda and Event App
 - Edited video recording of above session sent to Sponsor three weeks post-event.
 - Submissions open at least three (3) months before the event
 - > Eligibility requirements to be determined by ITC in collaboration with Sponsor
 - Sponsor will select 10 finalists that will present during the Competition
 - Sponsor to emcee/host the competition and make a brief introduction (approximately 30 seconds) of each competitor and open the competition with a brief speech (three minutes or less)
 - Branding
 - > Sponsor branding featured on all promotional assets about the competition
 - > Naming² is ITC Vegas "Focus Area" Pitch Competition Presented by: "Company"²
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsors' Session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the stage, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits TITLE LEVEL Branding Inclusions [\(See Page 54\)](#)



ITC L&A + GROUP BENEFITS

EXCLUSIVE

ITC L&A + GROUP BENEFITS TOWN SQUARE SPONSOR: \$75,000

Be the star of the Town Square, the vibrant epicenter of the L&A + Group Benefits Neighborhood. This is the central meeting space of the neighborhood where Life & Health Insurers, MGAs, Group / Employee Benefits Brokers Investors and Innovators converge.

- ITC will build a Town Square that includes a variety of meeting space, an experiential element to attract attendees (e.g., ice cream, cotton candy, etc.) and meet-ups to facilitate connections
 - Town Square is fully turnkey[®]. ITC will handle the design, build and installation.
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements
 - Naming² is L&A + Group Benefits Town Square Sponsored by “Company”*
 - ITC will feature sponsored installation in floor plans and all references to installation in promotion
- Also included:
- 10’ x 10’ Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)
 - All costs associated with 10’ x 10’ are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus L&A + Group Benefits TITLE LEVEL Branding Inclusions [\(See Page 54\)](#)



EXCLUSIVE PER DAY - DAY 2 ONLY AVAILABLE

ITC L&A + GROUP BENEFITS MUSICAL OR TALENT ACT “HAPPY HOUR” PACKAGE: \$45,000

Turn the L&A + Group Benefits Stage into your own happy hour with a headline musical or talent act!

- ITC will secure a local musical or talent act on the L&A + Group Benefits Stage during happy hour on Thursday, October 17 (Date & Time TBD)
 - Details of performer(s) and length of act is TBD
- Sponsored Branded Bar Cart will be rolled into area adjacent to the Stage with bartender serving beer & wine during the ITC Vegas Happy Hour
- ITC will feature Sponsor’s brand prominently on the the stage during happy hour and all promotional materials about Sponsor’s Happy Hour
 - Note: There will be other Happy Hour events taking place during the broader ITC Vegas Happy Hour in the expo hall
- Lead Generation:
 - Sponsor’s Happy Hour, with 100-word description, listed in Website Agenda and Event App
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor’s Happy Hour to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on Stage during its Happy Hour. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about Sponsor
- 10’ x 10’ Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions [\(See Page 54\)](#)



ITC L&A + GROUP BENEFITS

EXCLUSIVE

ITC LIFE & ANNUITY PHOTO OP SPONSOR: **SOLD**

Want to be the talk of the L&A + Group Benefits Neighborhood? Sponsor a striking Photo Op installation where every attendee will want to have their picture taken with YOUR BRAND incorporated.

- ITC will design a striking photo op installation that is featured in a high traffic location in the L&A + Group Benefits Neighborhood of the Expo Hall
 - Sponsor's brand will be incorporated into Photo Op
- 10' x 10' Booth³ in close proximity to L&A + Group Benefits Photo Op (Pipe & Drape Only)

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions [\(See Page 60\)](#)



LIMITED AVAILABILITY

SURPRISE & CONNECT LEAD-GEN PACKAGE: \$27,500

Stand out from the crowd (before, during OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

Package Options:

- "Get You To the Show" Package - \$20 Uber Fare for 100 of your top prospects
- "Keep You Caffeinated" Package - \$20 Starbucks Credit for 100 of your top prospects
- "Keep You Fed" Package - \$20 Grubhub Credit for 100 of your top prospects
- OR... Create your own custom package! *Custom pricing

Package Specifics Include:

- Send digitally claimable special perks in a drip campaign to 100 prospects
 - Sponsor to select prospects based on companies and titles that are of Interest via the ITC List Query Tool (LQT). See ITC LQT User Guide [here](#).
- Pricing of each package inclusive of All VIP Perks for 100 Prospects. Option to add more prospects for additional costs
 - Unclaimed credits are not refundable
- 10' x 10' Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits SILVER SPONSOR Branding Inclusions [\(See Page 54\)](#)

HOW THINKS HAS BEEN USED AT ITC



"Get You to the Show"
Send an Uber® ride to your top prospects to make their trip to ITC a bit easier.



"Keep You Caffeinated"
Send a coffee or tea pick-me-up to your prospects and drive engagement at the show.



"Sneak a Meal"
We're also busy it's hard to find time to eat. Show prospects you care send them a GrubHub® meal.

HOW IT WORKS

1 Pick a Gift
Select from the curated Think's catalog.

2 Create a Note
Use a Think's note template or write your own.

3 Select Prospects
Use ITC's list query tool and submit to the ITC team.

4 Send Your Gifts
Tell us when to send. We'll handle the rest.

EXCLUSIVE

PRIZE GIVEAWAY PACKAGE: \$25,000

ITC will run a prize giveaway program that will deliver you qualified leads while also keeping brokers engaged and in the L&A + Group Benefits Neighborhood!

- ITC will run a prize giveaway program that encourages the L&A + Group Benefits ecosystem to stop by Sponsor's booth for a chance to win
 - ITC will provide the prizes (up to 10 winners / up to \$2,000 in total value)
 - ITC will announce the winner(s) during key moments throughout each day on Wednesday, October 16 and Thursday, October 17 and track winners on a large visual display
 - Sponsor will be featured during one prize giveaway announcement from the L&A + Group Benefits Town Square (exclusive per announcement. There may be multiple sponsored prize giveaway announcements throughout the day).
- Lead Generation:
 - ITC will encourage attendees to stop by Sponsor's booth to enter for a chance to win the prize giveaway. Sponsor will scan badge and collect the lead in order for the attendee to enter
- 10' x 10' Booth³ in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits SILVER SPONSOR Branding Inclusions



ITC L&A + GROUP BENEFITS

EXCLUSIVE

RECHARGE LOUNGE: \$60,000 *WAITLIST

Attendees will stop by to take a break with a quick massage or relaxation experience at the Recharge Lounge.

- ITC will build a Recharge Lounge in the expo hall with a variety of relaxation and massage experiences (Exclusive Sponsor)
 - Recharge Lounge is fully turnkey[®]. ITC will handle the design, build, installation and massage experiences*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Recharge Lounge
 - ITC will rig a promotional sign above the Recharge Lounge
 - ITC will feature sponsored installation in floor plans and all references to Recharge Lounge in promotion
- Also included:
 - 10' x 10' Booth³ space in close proximity to Recharge Lounge in Life & Annuity Neighborhood in Expo Hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions ([See Page 54](#))



EXCLUSIVE

LAWN GAMES SPONSOR: \$40,000

Host attendees at the Lawn Games Zone, a greenspace in the L&A + Group Benefits Neighborhood where attendees can take a break from the action to play their favorite lawn games. From classics like cornhole to innovative twists on traditional favorites, our activation will be a hub for friendly competition.

- ITC will build a Lawn Games Zone that are at least 400 square feet that includes a variety of interactive games. Details of games will be determined by ITC (Exclusive)
 - Lawn Games Zone is fully turnkey. ITC will handle the design, build and installation
 - ITC has full design rights and will choose the location on the expo floor in the L&A + Group Benefits Section of the Expo Hall
- Branding Elements:
 - ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
 - Naming is "Company Name" Lawn Games
 - ITC will feature sponsored installation in floor plans and all references to Lawn Games
- Also included:
 - 10' x 10' Booth³ space in close proximity to Lawn Games in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions ([See Page 54](#))



EXCLUSIVE PER STATION

MESSAGE STATION SPONSOR: \$42,500

Long days in Las Vegas can be taxing on the body and sometimes a quick massage is just what attendees need to re-charge. Make sure they thank your brand for making that happen!

- ITC to place 2 massage chairs with massage therapists in 10' x 10' of 10' x 20' Exhibit Booth space
 - Massage therapists to begin service after 11 am
- Company Logo on Massage Chair signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth in L&A + Group Benefits Neighborhood in Expo Hall (Pipe & Drape Only)
 - 10' x 10' Booth³ space is designed, produced and paid for by Sponsor. Massage Chairs + Massage Therapists are provided by ITC
 - Sponsor will design, install and pay for a 20 foot back-wall + carpet/floor covering that spans 10' x 20' Booth

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions ([See Page 54](#))



EXCLUSIVE PER PUPPY PARK - LIMIT 2

PUPPY PARK SPONSOR: SOLD

You will be the center of attention with executives taking a break from their day to share lovable moments with adoptable rescue puppies.

- ITC will build up to 2 Puppy Parks that are at least 400 square feet (exclusive sponsor per Puppy Park)
 - Puppy Park is fully turnkey[®]. ITC will handle the design, build and installation*
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements:
 - Naming² is "Company Name" Puppy Park
 - ITC will feature sponsored installation in floor plans and all references to Puppy Park in promotion
 - Sponsor may place branded SWAG items (dog treats, stuffed animals, giveaways) in Puppy Lounge at sponsor's own expense
 - > ITC must approve SWAG items
- Also included:
 - 10' x 10' Booth³ space in close proximity to Puppy Park in expo hall (Pipe & Drape Only)
 - > All costs associated with 10' x 10' Booth are paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions ([See Page 54](#))



ITC L&A + GROUP BENEFITS

EXCLUSIVE PER CHAMPAGNE WALL

CHAMPAGNE WALL SPONSOR: \$50,000

The Champagne Walls are the talk of the show – attendees make sure to stop by before leaving the expo floor!

- ITC will build a Champagne Wall activation within 10' x 10' of Sponsor's 10' x 20' Exhibit Booth space
 - Champagne provided by ITC and will be in service during select times from 11:30 am thru closing of expo hall
- Company Logo on Champagne Wall signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth in Expo Hall (Pipe & Drape Only)
 - 10' x 10' Booth³ space is designed, produced and paid for by Sponsor.
 - ITC will pay to install the Champagne wall in the other 10' x 10' Booth space
 - Champagne Wall is designed and produced by ITC

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions [\(See Page 54\)](#)



LIMITED AVAILABILITY

FOOD CART TRAFFIC DRIVER PACKAGE: STARTING AT \$40,000

Good eats are the best ice breaker! Attendees will go out of their way to stop by your booth to grab a snack at a branded Food Cart adjacent to your booth.

Pricing Tiers: *Note: Options with *asterisk* means pricing includes one (1) day only

- **Tier 1: \$40,000** - Popcorn OR Soft Pretzels
- **Tier 2: \$50,000** - Gelato*, Cotton Candy, Churros, Grilled Cheese Bites
- **Tier 3: \$60,000** - Boozy Nitrogen Ice Cream (Non-Alcoholic Options)*, Chocolate Fondue*, Cake Pops*, Hot Dogs*

Package Specifics:

- ITC will place a Sponsor branded Food Cart in the aisle adjacent to Sponsor's booth for one 90-minute window during expo hours on both Wednesday, October 16th and Thursday, October 17th
 - Package is inclusive of costs for the food cart, all food items and service
 - Food items are non-exclusive and may be served at other locations throughout ITC
- 10' x 10' Booth³ in Expo Hall
 - ITC will ensure Sponsor is able to choose a corner booth during the booth selection process

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions [\(See Page 54\)](#)



LIMITED AVAILABILITY

EXPO HAPPY HOUR SPONSOR: \$45,000

Each day ends with a "Happy Hour" in the Expo Hall – Drive foot traffic with a Bar Cart serving Beer & Wine.

- Bar Cart will be rolled into Sponsor's 10' x 20' Exhibit Booth with bartender serving beer & wine during the Expo "Happy Hour"
 - **Optional Upgrade (+\$7,500):** Serve Pina Colodas, Margaritas, Strawberry Daiquiris, Orange Crushes or a Custom Drink instead of the beer & wine
- Company Logo featured on the Bar Cart, "Happy Hour" signage, Expo Floor Plan and Digital Event Guide
- 10' x 20' Booth³ in Expo Hall (Pipe & Drape Only)
 - 10' x 20' Booth space is designed, produced and paid for by Sponsor.
 - Sponsor will design, install and pay for a 20 foot back-wall + carpet/floor covering that spans 10' x 20' Booth
 - Bar Cart designed and produced by ITC

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions [\(See Page 54\)](#)



ONE EXCLUSIVE COLUMN PER SPONSOR

COLUMN WRAP PACKAGE: \$25,000

Feature your brand on expo hall columns with 4-sided, custom designed column wraps that will be displayed prominently in the expo hall

- Includes two column wraps in high traffic locations in the expo hall that are chosen by ITC (Two exclusive columns per sponsor)
 - ITC will print and install column wrap signage
 - Sponsor will design creative to fit the specs that ITC provides (creative is due 45 days prior to event)
- 10' x 10' Booth³ space in Expo Hall (Pipe & Drape Only)

Plus L&A + Group Benefits BRONZE LEVEL Branding Inclusions [\(See Page 54\)](#)



ITC L&A + GROUP BENEFITS

STANDALONE 10' X 10' BOOTH: \$15,000

*By Application Only

*If interested, please complete [Exhibit Only Application here](#).

- 10' x 10' Booth³ in Life & Annuity Neighborhood in Expo Hall (Pipe & Drape Only)
 - Please note: Due to limited Expo Hall space, priority is given to companies purchasing Sponsorship Packages. Based on previous years, approximately 10% of applications will be approved. Applications are reviewed in the Spring of 2024.

Plus L&A + Group Benefits BRONZE LEVEL Branding Inclusions ([See Page 54](#))



START-UP DEMO KIOSK: \$5,750

*By Application Only

*If interested, please complete [Exhibit Only Application here](#).

- Fully Turnkey Demo Kiosk⁴ in Life & Annuity Neighborhood in Exhibit Hall
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
 - **Please note:** Start-Up Eligibility Requirements: Raised \$5M or less and less than 5 years in market

Plus L&A + Group Benefits BRONZE LEVEL Branding Inclusions ([See Page 54](#))



KIOSK HUB SPONSOR: STARTING AT \$30,000

Create your own hub to showcase multiple brands together (yours + partners) in a dedicated space in the Expo Hall.

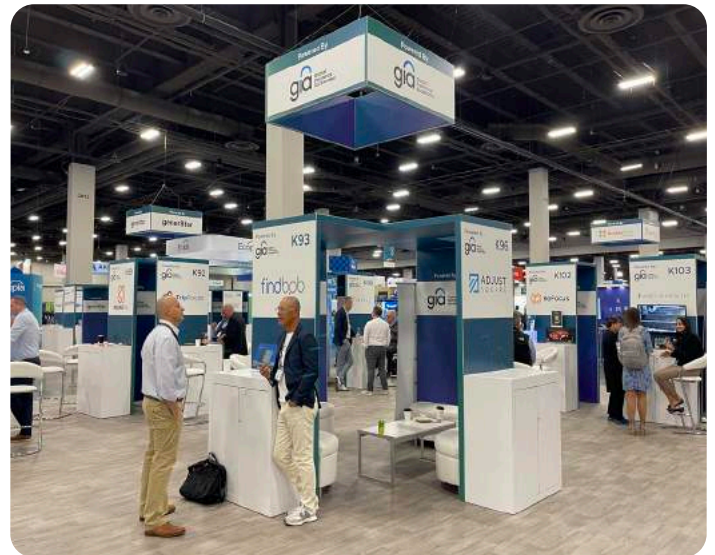
Pricing Tiers:

- Cluster of 8 Kiosks⁴: \$40,000
- Cluster of 4 Kiosks⁴: \$30,000

Package Specifics:

- Reserve a dedicated space in the Life & Annuity Neighborhood of the Expo Hall that is suitable for at least 4 kiosks that represent sponsor and the partners in its ecosystem (Subleasing subject to ITC approval)
 - Option to increase size of space for additional investment
- ITC will rig a promotional sign above the Hub
- Opportunity to add additional package components (e.g., lounge, presentation space, meeting room)
- Opportunity to add additional package components (e.g., lounge, presentation space, meeting room)

Plus L&A + Group Benefits SILVER LEVEL Branding Inclusions ([See Page 54](#))



MEETING POD - EXPO FLOOR: \$11,000

- Meeting Pod in the Expo Hall on Wednesday, October 16 and Thursday, October 17
 - ITC will design and produce Meeting Pod space. Meeting Pod includes table, chairs (4), company logo, and access to an electrical outlet. No furniture customizations allowed. Additional branding signage allowed with the approval of ITC.

Plus L&A + Group Benefits BRONZE LEVEL Branding Inclusions ([See Page 54](#))



TITLE LEVEL L&A + GROUP BENEFITS INCLUSIONS

- Title Level Placement of Company Logo on L&A + Group Benefits section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 8 Conference Passes for Staff⁵
- 4 Conference Passes for Clients, Prospects and/or the Speakers⁶ on Sponsor's Content Session (if applicable)

GOLD LEVEL L&A + GROUP BENEFITS BRANDING INCLUSIONS

- Gold Level Placement of Company Logo on L&A + Group Benefits section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 6 Conference Passes for Staff⁵

SILVER LEVEL L&A + GROUP BENEFITS BRANDING INCLUSIONS

- Silver Level Placement of Company Logo on L&A + Group Benefits section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 4 Conference Passes for Staff⁵

BRONZE LEVEL L&A + GROUP BENEFITS BRANDING INCLUSIONS

- Bronze Level Placement of Company Logo on L&A + Group Benefits section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵



LATAM



Key Players in LATAM

Latin American-based & global insurers, brokers, investors, insurtechs and solution / technology providers. Everyone interested in the growing Latin American insurance market

For more information:

<https://vegas.insuretechconnect.com/latam>



LATAM

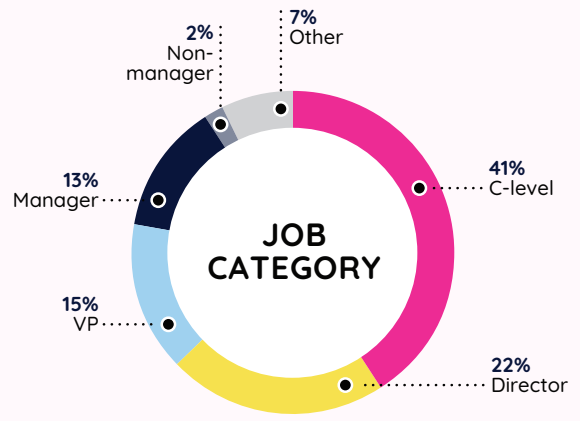
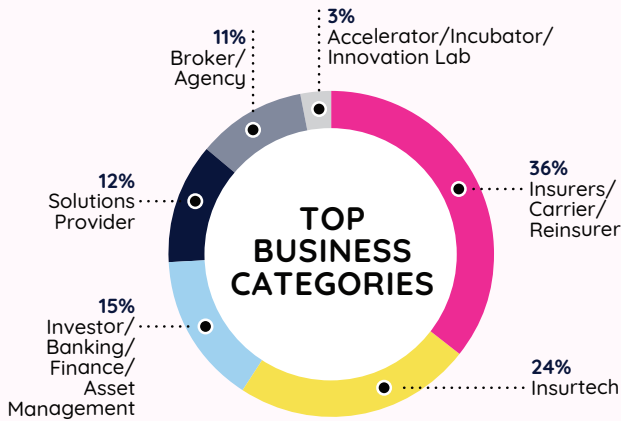


72% Connected 

with industry peers, insurtechs, or solutions providers they wouldn't have otherwise encountered.

52% Decision Makers 

52% of attendees had decision making power.



3,000
MEETINGS

120+
SPEAKERS

95
SPONSORS

900+
ATTENDEES

TOP 5 COUNTRIES
35 COUNTRIES REPRESENTED IN ALL



EXCLUSIVE

ITC LATAM HEADLINE SPONSOR: \$50,000 *WAITLIST

Feature your brand as the Headline Sponsor of the LATAM @ ITC Vegas Neighborhood that brings together insurers, investors and innovators from Latin America + those who focus on the region from around the world.

- Exclusive status as Headline Sponsor of the ITC LATAM @ ITC Vegas 2024
- Featured as Headline Sponsor on ITC LATAM landing page and branding collateral
- Welcome Announcements as Headline Sponsor:
 - ITC Insider Email Newsletter (circulation 50,000+)
 - ITC Social Accounts (30,000+ followers)
- Content Session – Sponsor will coordinate with ITC to program a prominent content session or Meet-Up during ITC LATAM programming
- One seat on the ITC LATAM advisory board
- Monthly planning meetings with ITC team from February to September of 2024
- 20' x 20' Booth³ space incorporated into a prominent location within ITC LATAM section of Expo
 - ITC will choose the location of the booth space within ITC LATAM section of Expo
 - All costs associated with 20' x 20' are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electrical, food & beverage, etc.
- 10 Conference Passes for Staff
- 10 Conference Passes for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)
- Opportunity to Customize Additional Package Components

Plus ITC LATAM HEADLINE SPONSOR Branding Inclusions ([See Page 61](#))

LIMITED AVAILABILITY

ITC LATAM KICK-OFF SUMMIT CONTENT PACKAGE: SOLD

Feature your company's thought leader during the ITC LATAM Kick-Off Summit with a demo or case study!

- 20-minute Content Session during the ITC LATAM Kick-Off Summit
- Start-ups must bring a Co-Founder or CEO to present unless agreed with ITC. Speaker subject to ITC Content Team's approval.
- Time slot subject to ITC Content Team's discretion and availability
- Session, with 100 word description, listed in Website Agenda and Event App.
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsors' Session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's demo to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code on the ITC LATAM Stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan at the ITC LATAM Stage, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Turnkey Booth in ITC LATAM Neighborhood in Expo Hall

Plus LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))

EXCLUSIVE

ITC LATAM PITCH COMPETITION: \$35,000

Leverage ITC's industry reach and feature your brand as the exclusive sponsor of a ITC LATAM pitch competition.

- ITC will feature a series of co-curated pitch competitions. Potential Focuses:
 - **Early Stage – Late Stage – P&C – Life & Annuities – Commercial – Personal Lines – Telematics – Claims – Gen AI – Cyber – ClimateTech – Brokers – GroupTech – Embedded**
- ITC LATAM Pitch Competition Package Specifics:
 - ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audible amplification, basic A/V package included⁷
 - Session, with 100-word description, listed in Website Agenda and Event App
 - Edited video recording of above session sent to Sponsor three weeks post-event.
 - Pitch competition must adhere to singular focus
 - Submissions open at least three (3) months before the event
 - > Eligibility requirements to be determined by ITC in collaboration with Sponsor
 - Sponsor will select 10 finalists that will present during the Competition
 - Sponsor branding featured on all promotional assets about the competition
 - Naming² is ITC Vegas "Focus Area" Pitch Competition Presented by: "Company"²
 - Sponsor to emcee/host the competition and make a brief introduction (approximately 30 seconds) of each competitor and open the competition with a brief speech (three minutes or less)
- Lead Generation:
 - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's session
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's session to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - ITC will provide a QR Code within the breakout room. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
 - Sponsor is permitted to scan badges at the door, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Turnkey Booth in ITC LATAM Neighborhood in Expo Hall

Plus ITC LATAM TITLE SPONSOR Branding Inclusions ([See Page 61](#))

EXCLUSIVE

ITC LATAM STAGE SPONSOR (KICK-OFF SUMMIT): SOLD

Own the ITC LATAM Kick-Off Stage where all content is hosted the day before the expo opens! YOUR BRAND prominently featured within the stage design... PLUS, an exclusive speaking slot!

- Sponsor Logo featured prominently within stage design for the ITC LATAM Stage
 - Naming² is ITC LATAM Stage Sponsored by: "Company"*
- 10' x 10' Turnkey Booth in ITC LATAM Neighborhood in Expo Hall

Plus ITC LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))



ITC LATAM PACKAGES



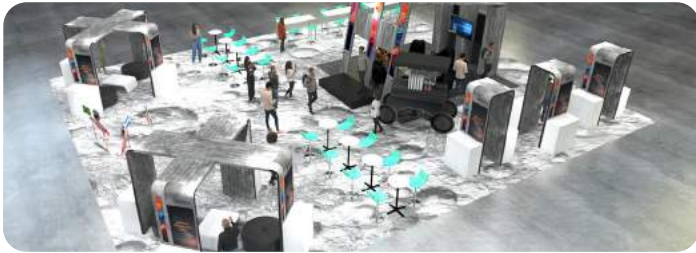
EXCLUSIVE

ITC LATAM TOWN SQUARE SPONSOR: **SOLD**

Be the star of the Town Square, the vibrant epicenter of the ITC LATAM Neighborhood. This is the central meeting space of the neighborhood where industry incumbents, investors and innovators who focus on Latin America converge for meetings and programmed meet-ups.

- ITC will build a Town Square that includes a variety of meeting space, an experiential element to attract attendees (e.g., ice cream, cotton candy, etc.) and meet-ups to facilitate connections
 - Town Square is fully turnkey⁸. ITC will handle the design, build and installation.
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements
 - Naming² is ITC LATAM Town Square Sponsored by "Company"
 - ITC will feature sponsored installation in floor plans and all references to installation in promotion
- 10' x 10' Turnkey Booth near ITC LATAM Town Square in Expo Hall

Plus ITC LATAM TITLE SPONSOR Branding Inclusions ([See Page 61](#))



EXCLUSIVE

PRIZE GIVEAWAY LEAD-GEN PACKAGE: \$12,500

ITC will run a prize giveaway program in the ITC LATAM Town Square that will deliver you qualified leads while also keeping attendees engaged and in the Neighborhood!

- ITC will run a prize giveaway program that encourages attendees to stop by Sponsors's booth to scan their badge for a chance to win a prize valued at ~\$250. ITC will provide the prizes (up to 5 winners per day / up to \$2,500 in total value)
 - ITC will announce the winner(s) during key moments throughout each day on Wednesday, October 16 and Thursday, October 17 and track winners on a large visual display in ITC Brokers Town Square
 - Sponsor will be featured during all prize giveaway announcements from ITC LATAM Town Square
- Lead Generation:
 - ITC will encourage attendees to stop by Sponsor's booth to enter for a chance to win the prize giveaway.
 - Sponsor will scan badge and collect the lead in order for the attendee to enter
- Branding Elements
 - Naming² is ITC LATAM Prize Giveaway Sponsored By "Company Name"
 - Sponsor branding featured on all promotional assets about the ITC L&A + Group Benefits Prize Giveaway program
- 10' x 10' Turnkey Booth near ITC LATAM Town Square in Expo Hall

Plus ITC LATAM SILVER SPONSOR Branding Inclusions ([See Page 61](#))



EXCLUSIVE

ITC LATAM MUSICAL OR TALENT ACT "HAPPY HOUR" PACKAGE: STARTING AT \$20,000

Turn the ITC LATAM Town Square into your own happy hour with a headline musical or talent act (e.g., magician, mentalist, comedian, etc.)!

Pricing Tiers:

- Semi-Exclusive: \$20,000
- Exclusive: \$30,000

Package Specifics:

- ITC will secure a local musical or talent act to perform in the ITC LATAM Town Square during happy hour on either Wednesday, October 16 or Thursday, October 17 (Date & Time TBD).
 - Details of performer(s) and length of act is TBD
- Sponsored Branded Bar Cart will be rolled into area adjacent to ITC LATAM Stage with bartender serving beer & wine during the ITC Vegas Happy Hour
- ITC will feature Sponsor's brand prominently in the ITC LATAM Town Square during happy hour and all promotional materials about Sponsor's Happy Hour
 - Note: There will be other Happy Hour events taking place during the broader ITC Vegas Happy Hour in the expo hall
- Lead Generation:
 - Sponsor's Happy Hour, with 100-word description, listed in Website Agenda and Event App
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's Happy Hour to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - Sponsor is permitted to scan badges in the Town Square, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Turnkey Booth near ITC LATAM Town Square in Expo Hall

Plus ITC LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))



EXCLUSIVE

SOCCER / FOOTBALL PENALTY SHOT SPONSOR: SOLD

Attendees will line up for a penalty shot competition that will be the talk of the ITC LATAM section of the expo!

- ITC will design and install a Soccer (AKA Football) Penalty Shot Challenge in ITC LATAM section of the expo hall.
 - The Penalty Shot Challenge is fully turnkey[®]. ITC will handle the design of the challenge and design, build and installation of the activation. May not be regulation size goal.
 - > ITC has full design rights and will choose the location on the expo floor
 - > ITC will design the installation in a way that allows for the Sponsor logo to pop and be seamlessly integrated into the experience
- Branding Elements
 - Naming² is Penalty Shot Challenge Sponsored by "Company"
 - ITC will feature sponsored installation in floor plans and all references to installation in promotion
- 10' x 10' Turnkey Booth near Penalty Shot Activation ITC LATAM Neighborhood in Expo Hall

Plus LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))



LIMITED AVAILABILITY

SURPRISE & CONNECT LEAD-GEN PACKAGE: \$13,500

Stand out from the crowd (before, during OR after the event) by offering your top clients and/or prospects a thoughtfully chosen and timed VIP Perk they will remember.

Package Options:

- "Get You To the Show" Package - \$20 Uber Fare for 100 of your top prospects
- "Keep You Caffeinated" Package - \$20 Starbucks Credit for 100 of your top prospects
- "Keep You Fed" Package - \$20 Grubhub Credit for 100 of your top prospects
- OR... Create your own custom package! *Custom pricing

Package Specifics Include:

- Send digitally claimable special perks in a drip campaign to 100 prospects
 - Sponsor to select prospects based on companies and titles that are of Interest via the ITC List Query Tool (LQT). See ITC LQT User Guide [here](#).
- Pricing of each package inclusive of All VIP Perks for 100 Prospects. Option to add more prospects for additional costs
 - Unclaimed credits are not refundable
- 10' x 10' Turnkey Booth in ITC LATAM Neighborhood in Expo Hall
 - **Optional Upgrade:** Turnkey 10' x 10' Booth (+\$3,000)

Plus ITC LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))

HOW THINKS HAS BEEN USED AT ITC

"Get You to the Show"
Send an Uber[®] ride to your top prospects to make their trip to ITC a bit easier.

"Keep You Caffeinated"
Send an coffee or tea pick-me-up to your prospects and drive engagement at the show.

"Sneak a Meal"
We're also busy, it's hard to find time to eat. Show prospects you care, send them a GrubHub[®] meal.

HOW IT WORKS

1

Pick a Gift
Select from the curated Think catalog.

2

Create a Note
Use a Think note template or write your own.

3

Select Prospects
Use ITC's list query tool and submit to the ITC team.

4

Send Your Gifts
Tell us when to send. We'll handle the rest.

EXCLUSIVE

ITC LATAM PHOTO OP SPONSOR: SOLD

Want to be the talk of the LATAM Neighborhood? Sponsor a striking Photo Op installation where every attendee will want to have their picture taken with YOUR BRAND incorporated.

- ITC will design a striking photo op installation that is featured in a high traffic location in the ITC LATAM section of the expo
 - Sponsor's brand will be incorporated into Photo Op
- 10' x 10' Turnkey Booth in close proximity to ITC LATAM Photo Op

Plus ITC LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))

SEMI-EXCLUSIVE

ITC LATAM KICK-OFF PARTY SPONSOR: SOLD

Host the ITC LATAM delegation at a Mandalay Bay bar/restaurant at a happy hour directly after the ITC LATAM Kick-Off Summit.

- ITC will design and produce a Kick-Off Party on Tuesday, October 15 that is fully turnkey[®].
 - ITC has full design rights and will handle the design, decor, planning and f&b
- Branding elements:
 - Naming² is ITC LATAM Kick-Off Party Sponsored by: "Company x," "Company y," etc. (Semi-Exclusive)
 - Sponsor branding prominently incorporated into Kick-Off Party
 - Sponsor branding on all materials promoting Kick-Off Party
 - Sponsor can place SWAG in VIP space (Sponsor to provide and pay for shipping + material handling)
- Each sponsor will share up to two (2) minutes of welcome remarks
- Lead Generation:
 - Sponsor's Happy Hour, with 100-word description, listed in Website Agenda and Event App
 - Sponsor will be able to view a list of attendees (first, last, company, title) who add Happy Hour to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
 - Sponsor is permitted to scan badges at the door, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Turnkey Booth in ITC LATAM Neighborhood in Expo Hall

Plus ITC LATAM GOLD SPONSOR Branding Inclusions ([See Page 61](#))



ITC LATAM PACKAGES



ONLY 3 REMAINING!

SPACE ONLY 10' X 10' BOOTH: \$6,000

***Eligibility requirement:** Latin American based companies with staff traveling from the region

- 10' x 10' Booth³ in ITC LATAM section of Expo Hall (Pipe & Drape Only)
 - All costs associated with 10' x 10' booth are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.

Plus ITC LATAM SILVER LEVEL Branding Inclusions ([See Page 61](#))



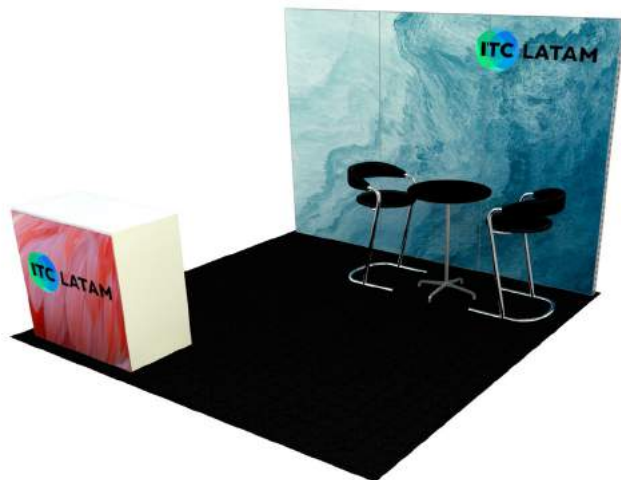
ONLY 3 REMAINING!

TURNKEY 10' X 10' BOOTH: \$8,950

***Eligibility requirement:** Latin American based companies with staff traveling from the region

- Turnkey 10' x 10' Booth in ITC LATAM Section of Expo Hall
 - 10' x 10' Black Carpet
 - 10' Wide backdrop wall with graphics *Note: Artwork provided by sponsor. Due by Friday, September 22nd
 - ~30" x 42" inch Table + 2 chairs
 - Access to an electrical outlet
 - **Optional Upgrade:** \$2,500 for LCD Screen

Plus ITC LATAM SILVER LEVEL Branding Inclusions ([See Page 61](#))



ONLY 2 REMAINING!

START-UP DEMO KIOSK: \$2,750

***By Application Only**

*If interested, please complete [Exhibit Only Application here](#).

***Eligibility requirement:** Latin American based companies with staff traveling from the region

- Fully Turnkey Demo Kiosk⁴ in ITC LATAM section of Expo Hall
 - ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.

Plus ITC LATAM BRONZE LEVEL Branding Inclusions ([See Page 61](#))



KIOSK HUB SPONSOR: SOLD

Create your own hub to showcase multiple brands together (yours + partners) in a dedicated space in the Expo Hall.

Pricing Tiers:

- Cluster of 8 Kiosks⁴: \$22,500
- Cluster of 4 Kiosks⁴: \$12,500

Package Specifics:

- Reserve a dedicated space in the ITC LATAM section of the Expo Hall that is suitable for at least 4 kiosks that represent sponsor and the partners in its ecosystem (Subleasing subject to ITC approval)
 - Option to increase size of space for additional investment
- Opportunity to add additional package components (e.g., lounge, presentation space, meeting room)
- Opportunity to add additional package components (e.g., lounge, presentation space, meeting room)

Plus ITC LATAM SILVER LEVEL Branding Inclusions ([See Page 61](#))



TITLE LEVEL ITC LATAM BRANDING INCLUSIONS

- Title Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 5 Conference Passes for Staff⁵
- 2 Conference Passes for Clients, Prospects and/or the Speakers⁶ on Sponsor's Content Session (if applicable)

GOLD LEVEL ITC LATAM BRANDING INCLUSIONS

- Gold Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 3 Conference Passes for Staff⁵

SILVER LEVEL ITC LATAM BRANDING INCLUSIONS

- Silver Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵

BRONZE LEVEL ITC LATAM BRANDING INCLUSIONS

- Bronze Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2024 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App
- 2 Conference Passes for Staff⁵

1. Sponsor produced content and speakers joining sponsor's content session must be approved by ITC. Thought Leadership Packages are intended to showcase Sponsor's current abilities and not highlight material or capabilities no longer offered.
2. Naming convention is subject to change. ITC has full rights to determine the naming convention to best fit the audience and broader programming
3. 10' x 10' and 10' x 20' Booths include Pipe & Drape and Wi-Fi only. Island booths include Wi-Fi and space only. Electricity, hard wire internet, drayage, etc. will be available through event vendors and are NOT included in sponsorship package pricing. Expo Neighborhoods are subject to change and ITC reserves the right to adjust sponsor's booth location to the Core ITC Vegas Neighborhood
4. Kiosks include kiosk branding, 500-watt electric outlet & Wi-Fi. Additional items such as hard wire internet, graphics, display monitors, etc. will be available through event vendors and are not included in package pricing. Must meet Startup qualifications: Fewer than 30 staff and less than three years in market. All kiosk exhibitors are subject to ITC approval
5. Staff registrations include full access to ITC and must be assigned by deadline or they are void. Staff registrations are for those employed at sponsor's company only. Additional staff registrations available at discount rate of \$1895 per ticket. If a speaking role(s) is included in Sponsor's contract, the staff registrations in Sponsor's contract will be used for sponsor's speaker(s) to gain entry into ITC. Sponsor must purchase tickets for staff speaker(s) and/or guest speaker(s) participating in its content session and use the tickets in its contract to gain entry into ITC.
6. Client, Prospect and/or Guest Speaker Passes (non-staff) include full access to ITC and must be assigned by deadline or they are void. Additional client registrations available at discount rate of \$1895 per ticket. If Sponsor has purchased a content session and will be inviting client(s) and/or prospect(s) as guest speaker(s), these passes will be used for sponsor's guest speaker(s) to gain entry to ITC. Client, Prospect and/or Guest Speaker Pass(es) not available to those who have already registered, vendors or sponsor staff. And, to both avoid such conflicts and the limited nature of such passes, Sponsors must submit name and company to ITC to approve/confirm passes in advance.
7. Basic audiovisual package (A/V) includes LCD projector, 9' x 16' screen, dress kit, up to 3 wireless lavalier microphones, and 1 handheld microphone for Q & A. Dedicated technician inside room.
8. Any requested additional elements to the installation that are deemed final by ITC are above and beyond and will be at expense of Sponsor. The installation is fully turnkey and should not require anything additional from the Sponsor.

All sample visuals within the Sponsorship Prospectus are to provide general ideas and are not actual representations of the final product. ITC has full design rights and will design the sponsorship deliverable in a way that allows for the Sponsor logo to pop.

All Sponsorships are designed to maximize Sponsor's brand exposure and experience. Some level of show branding will need to be included on almost all sponsorships.

All sponsorship items offered are subject to deadlines. Items not received by the specified deadline will be considered void.

Sponsorship information as of July 2024



ANY QUESTIONS?

Please email us at
SponsorITC@insuretechconnect.com

