



## ITC Vegas 2025 Sponsorship Prospectus

October 14 — 16, 2025 | Mandalay Bay, Las Vegas



# Welcome



On behalf of the team, I am delighted to present this year’s sponsorship opportunities for your consideration. 2025 will be a special 10th edition of ITC Vegas!

As the largest global gathering for innovation in insurance, there is no doubt that ITC Vegas is the epicenter for the insurance industry. 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.

Wherever you sit in the insurance universe, there is something for you here. Whatever product or solution your company provides, you will find opportunities contained herein for you to showcase it and your brand – from startup to mega-cap, from kiosk to Title Sponsorship.

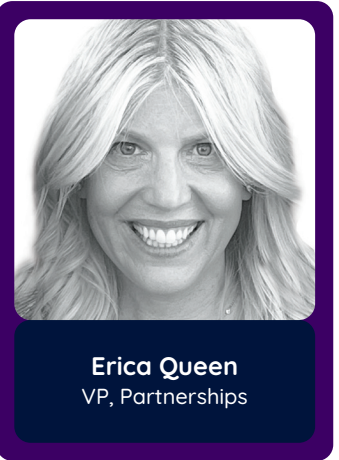
One thing you may have noticed in 2024 was our curated layout of the expo floor with different neighborhoods bringing together industry segments (e.g., L&A + Group Benefits, Brokers, LATAM, Startups, etc.) as focal points for those communities.

We continue that in 2025 and also add in a few more: Health, MGAs, Independent Agents, Lead Acquisition. Neighborhoods include exhibitors/booths, a central town square, activations, entertainment, meetups, and their own distinct design to make it easier for you to find the people you came to ITC to meet.

We are thrilled to welcome you to ITC Vegas for, what will be an EPIC 10th edition where we eagerly anticipate the meaningful connections that await within our community.

Join us—the future of insurance is here!

Nicole Peck, President - ITC Vegas





9,218  
PARTICIPANTS

800+ INSURTECH/STARTUPS

325+ INVESTORS AND VCS

700+ SPONSORS/PARTNERS

37% FIRST TIMERS

37 GOVERNMENT/REGULATORS

500+ SPEAKERS

50%

VP+

1,700

C-SUITE

74%

INFLUENCE  
PURCHASING

67,400

SPONSOR  
CONVERSATIONS\*

114

MEMBERS OF THE  
PRESS/MEDIA

## TOP CARRIERS ATTEND ITC

- 48 OF THE TOP 50 P&C
- 27 OF THE TOP 30 REINSURERS
- 18 OF THE TOP 20 LIFE & ANNUITIES
- 21 OF THE TOP 25 WORKERS COMP
- 9 OF THE TOP 10 CYBER
- 24 OF THE TOP 25 EXCESS & SURPLUS
- 34 OF THE TOP 40 AUTO
- 18 OF THE TOP 20 AVIATION

# Snapshot of neighborhoods



CLICK LOGO TO LEARN MORE

## ITC LIFE, HEALTH & BENEFITS



CLICK LOGO TO LEARN MORE

## ITC AGENTS

## ITC BROKERS



CLICK LOGO TO LEARN MORE

## ITC LATAM





# ITC welcomes the world



58

Countries represented

13%

International attendees

37

Countries represented by Insurtech/Startups

## TOP COUNTRIES REPRESENTED

USA, Canada, United Kingdom, Brazil, Japan, Israel, Mexico, Australia, Argentina, Bermuda





# TABLE OF CONTENTS + NEIGHBORHOOD OVERVIEW



Returning are **Programs & Neighborhoods** – Distinct sections of the expo, content tracks and/or happy hours where communities converge.

Each **Program & Neighborhood** may include the following:

- **Content Stage:** Specific programming and thought leaders featured in engaging formats.
- **Town Square:** A central meeting point for thought leadership, community meet-ups and spontaneous connections.
- **Experiential Activations:** Such as: Soccer Penalty Challenge, Vinyl Lounge, musical act, instagrammable photo op and more!
- **Expo Space:** Booths and start-up kiosks showcasing leading solutions and technologies
- **Happy Hour:** High-energy end of day receptions.

**GENERAL EXPO + CONTENT AGENDA:** Spans the entire value chain for P&C, L&A and Health insurers to connect with the world’s most cutting edge innovators that focus on all lines of insurance.

- **8 - 53 [here](#):** View ALL available sponsorships.

**ITC LIFE, HEALTH & BENEFITS:** L&A insurers, health providers focusing on voluntary / supplemental benefits and worksite products and group benefits brokers – PLUS solution / tech partners who support them.

- **8 - 20 [here](#):** Content sessions, happy hours and meet-ups targeting this audience
- **21 - 53 [here](#):** Most activations and ALL booth sizes can be placed within Neighborhood

## DISTRIBUTION:

**ITC AGENTS & BROKERS:** For agents & brokers from small to large – PLUS carriers and solution / tech partners who support them.

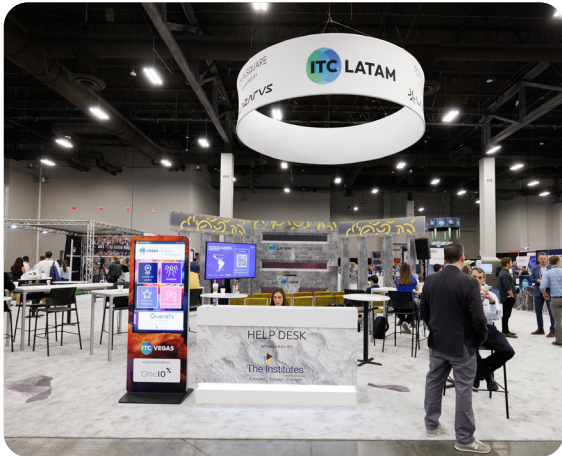
- **8 - 20 [here](#):** Content sessions, happy hours and meet-ups targeting this audience
- **21 - 53 [here](#):** Most activations and ALL booth sizes are welcome
- **57 - 60 [here](#):** ITC Agents & Brokers 1-Day Expo add-on options

**ITC MGAS:** For Managing General Agents (MGAs), Managing General Underwriters (MGUs) – PLUS, insurers, reinsurers, solution / tech partners who support them.

- **8 - 20 [here](#):** Content sessions targeting this audience
- **21 - 53 [here](#):** Most activations and ALL booth sizes are welcome

**ITC LATAM:** For all companies based in, and involved in, Latin America’s insurance market.

- **61 - 67 [here](#):** Content sessions, activations and expo packages designed for Latin American-based companies to connect with ALL attendees of ITC Vegas





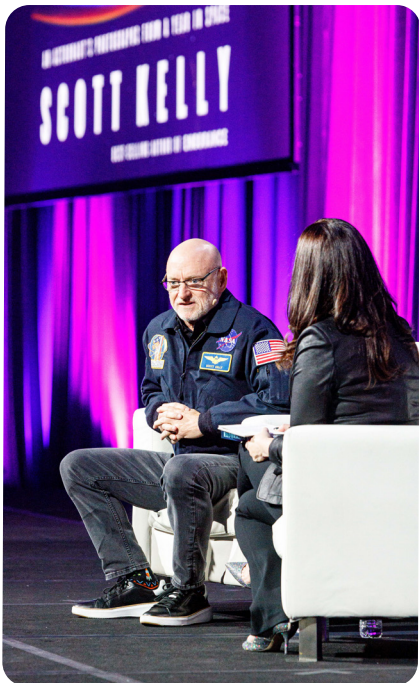


STAGE TIME &  
THOUGHT LEADERSHIP  
OPPORTUNITIES





# STAGE TIME & THOUGHT LEADERSHIP



**EXCLUSIVE**

**PRESENTING SPONSOR: SOLD**

**EXCLUSIVE**

**MAIN STAGE SPONSOR: \$150,000 \*WAITLIST STATUS**

Your charismatic CEO, Co-Founder or C-Level Executive will host a prominent Insurance Industry CEO OR prominent figure for an electrifying session on the Main Stage!

- 15-minute session on ITC Main Stage on Wednesday, October 15th or Thursday, October 16th hosted by sponsor's CEO, Co-Founder or C-Level Executive'
  - Sponsor must bring a CEO from a top tier multinational insurer OR prominent figure to the stage
    - > Topic and speakers subject to ITC Content Team's approval. Speaker must be confirmed and approved by Friday, August 29th.
    - > Session is limited to one (1) moderator and two (2) speakers
    - > Time slot will be assigned by the Content Team
- Includes a sizzle reel prior to speaking slot (up to 60 seconds long, produced by sponsor). Sizzle reel subject to approval by the ITC Content Team and must be submitted by Friday, September 19)
- 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 daily Main Stage session at least four (4) weeks prior to event
  - Sponsor will be able to view a list of participants (first, last, company, title) who add daily Main Stage 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14
- **Optional Add-On (+\$25,000):** Sponsored SWAG on Main Stage Chairs (Sponsor to design, print and ship flier or branded SWAG)

TITLE LEVEL Branding (Includes 8 Staff + 4 Client Tickets and more on [Page 56](#))

**EXCLUSIVE PER KEYNOTE SPEAKER**

**KEYNOTE SPONSOR (JESSE COLE: SAVANNAH BANANAS): SOLD**

Set the main stage ablaze as your brand presents Jesse Cole, creator of Savannah Bananas. Following the keynote, treat your most esteemed clients and promising prospects to an exclusive and intimate meet and greet experience. Prior speakers included: Scott Kelly (former NASA Astronaut), Zack Kass (Futurist and former Head of GTM, OpenAI), Kara Swisher (Journalist), Gary Vaynerchuk (CEO & Co-Founder Vayner Media)

- Brief (90-second or less) introduction of one (1) Keynote Speaker during a Main Stage Session on Wednesday, October 15 or Thursday, October 16
  - Introduction remarks subject to ITC Content Team's approval
- Private meet and greet with one Keynote Speaker for up to 15 key clients and/or prospects
  - Sponsor will identify invitation selects and submit invitation selects for approval by ITC team at least three (3) weeks prior to event
  - ITC will oversee the invitation process to the meet and 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 daily Main Stage 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding Inclusions (8 Staff Tickets + more on [Page 56](#))



# STAGE TIME & THOUGHT LEADERSHIP

EXCLUSIVE PER SUMMIT - ONLY 1 REMAINING!

## KICK-OFF DAY SUMMIT: STARTING AT \$125,000

Looking to host your own summit open to all attendees at ITC Vegas? Curate your own event or user conference within ITC Vegas on ITC's Day 1 Kick-Off Day, a day solely dedicated to deep dive learning, networking and collaboration.

### Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth<sup>3</sup> : \$175,000
- 20' x 20' Booth<sup>3</sup>: \$150,000
- 10' x 20' Booth<sup>3</sup>: \$125,000

### Package Specifics Include:

- Sponsored Kick-Off Summit<sup>1</sup> spanning up to four (4) hours (between 9 am and 5 pm) on Tuesday, October 14 open to all registered attendees
  - 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 audio amplification, basic A/V package included<sup>8</sup>
    - > Seating quantity and arrangement commensurate with demand
  - Session, with 100 word description, listed in Website Agenda, dedicated landing page for Kick-Off Summit 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
  - Option to make Kick-Off Summit private / invite only. Please inquire for more details

### 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 at least four (4) weeks prior to event
- 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

### Choose from one of the food & beverage options for Kick-Off Summit:

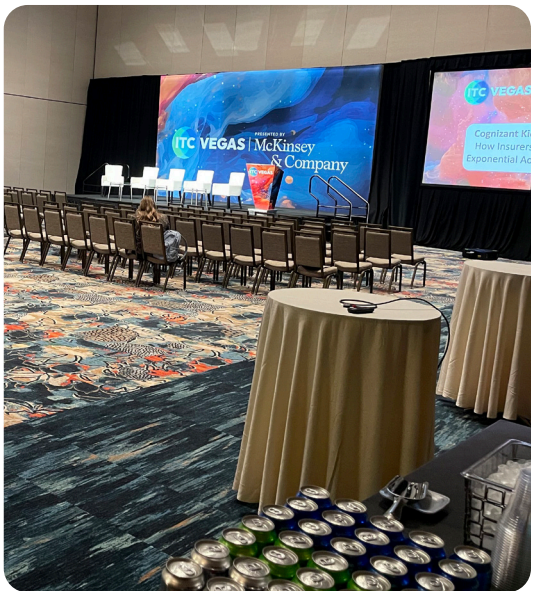
#### Option 1: Breakfast + Coffee Service for 200 persons

- ITC will provide breakfast and coffee service for 200 persons from Mandalay Bay Catering
  - ITC will select food items to allow for persons with diverse food needs to find options. Anything above and beyond is at the expense of the sponsor.
  - Unlimited coffee service will be available for duration of four-hour Kick-Off Summit

#### Option 2: Lunch + Coffee Service for 200 persons

- ITC will provide lunch and coffee service for 200 persons from Mandalay Bay Catering
  - ITC will select food items to allow for persons with diverse food needs to find options. Anything above and beyond is at the expense of the sponsor.
  - Unlimited coffee service will be available for duration of four-hour Kick-Off Summit

TITLE LEVEL Branding (Includes 8 Staff + 4 Client Tickets and more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

## EXCLUSIVE PER HOSTED LUNCH SEMINAR

### 90-MINUTE HOSTED LUNCH SEMINAR: STARTING AT \$110,000 \*WAITLIST STATUS

Host clients and prospects for an exclusive hosted lunch seminar – a dynamic session where your guests can enjoy compelling content, good eats and meaningful networking.

Inclusive of Expo Space at the Following Tiers:

- 20' x 30' Booth<sup>3</sup>: \$155,000
- 20' x 20' Booth<sup>3</sup>: \$135,000
- 10' x 20' Booth<sup>3</sup>: \$110,000

Package Specifics Include:

**90-Minute Hosted Lunch Seminar<sup>1</sup>** - Sponsor has 90-minutes during lunch on Wednesday, October 15 or Thursday, October 16 to host a seminar or workshop 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
- ITC will provide lunch service for 100 persons from Mandalay Bay Catering. Anything above and beyond is at the expense of the sponsor.
  - ITC will select food items to allow for persons with diverse food needs to find options
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audio amplification, basic A/V package included<sup>8</sup>
  - 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 may use ITC's List Query Tool (LQT) to select 75 attendees that Sponsor can invite via email to their Lunch Seminar. 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

TITLE LEVEL Branding (Includes 8 Staff + 4 Client Tickets and more on [Page 56](#))





STAGE TIME & THOUGHT LEADERSHIP

EXCLUSIVE PER BREAKOUT SESSION

BREAKOUT TRACK CONTENT SESSION (50-MINUTES / 35-MINUTES / 20-MINUTES): STARTING AT \$55,000

Pricing Tiers:

Length of time	10' x 10' Booth <sup>3</sup>	10' x 20' Booth <sup>3</sup>	20' x 20' Booth <sup>3</sup>	20' x 30' Booth <sup>3</sup>
50-Minutes <sup>1</sup>	X	\$100,000 - Gold	\$125,000 - Title	\$145,000 - Title
35-Minutes <sup>1</sup>	\$75,000 - Gold	\$87,500 - Gold	\$112,500 - Title	\$132,500 - Title
20-Minutes <sup>1</sup>	\$55,000 - Silver	\$67,500 - Silver	\$92,500 - Gold	\$112,500 - Title

Track Options:

50-Minute Session<sup>1</sup>: Brokers **\*SOLD** - Claims **\*SOLD** - Customer Experience, Retention & Acquisition **\*SOLD** - Data & Analytics **\*SOLD** - Distribution **\*SOLD** - Innovation in Action Day 1 & 2 **\*SOLD** -Life, Health & Benefits **\*SOLD** - Property, Motor & Travel **\*SOLD** - Specialty & Commercial **\*SOLD** - Underwriting **\*SOLD**

\*Format Options (Max 4 speakers including moderator): Panel + Q&A, Ask Me Anything, Product Launch, Case Study, Reverse Pitch (for carriers / brokers)

35-Minute Session<sup>1</sup>: Claims **\*SOLD** - Customer Experience, Retention & Acquisition **\*SOLD** - Cyber **\*AVAILABLE** - Data & Analytics **\*SOLD** - Distribution **\*AVAILABLE** - Innovation in Action Day 1 & 2 **\*SOLD** - Life, Health & Benefits **\*WAITLIST** - Property, Motor & Travel **\*AVAILABLE** - Sales & Performance Marketing **\*AVAILABLE** - Specialty & Commercial **\*SOLD** - Underwriting **\*SOLD**

\*Format Options (Max 4 speakers including moderator): Panel, Ask Me Anything, Fireside Chat, Product Launch, Case Study

20-Minute Session<sup>1</sup>: Brokers **\*SOLD** - Claims **\*AVAILABLE** - Customer Experience, Retention & Acquisition **\*WAITLIST** - Cyber **\*AVAILABLE** - Data & Analytics **\*AVAILABLE** - Distribution **\*AVAILABLE** - Innovation in Action Day 1 **\*SOLD** - Innovation in Action Day 2 **\*SOLD** - Life, Health & Benefits **\*AVAILABLE** - Property, Motor & Travel **\*AVAILABLE** - Sales & Performance Marketing **\*AVAILABLE** - Specialty & Commercial **\*AVAILABLE** - Underwriting **\*WAITLIST**

\*Format Options (Max 2 speakers): Fireside Chat, Product Launch, Case Study, Mic Drop

Package Specifics Include:

- Create your own Breakout Session (panel, presentation, 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.
- Time slot and date subject to ITC Content Team’s discretion and availability on Tuesday, October 14, Wednesday, October 15 or Thursday, October 16
- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audio amplification, basic A/V package included<sup>8</sup>
  - > 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 Breakout Session at least four (4) weeks prior to event
  - > 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 Silver, Gold OR Title Branding + Ticket Inclusions Per Above Grid (See Page 56)





# STAGE TIME & THOUGHT LEADERSHIP

## LIMITED AVAILABILITY

### 10-MINUTE MIC DROP / DEMO PACKAGE: \$40,000

Do you have a major product launch, announcement or technology showcase? Mic drop sessions are your chance to demonstrate your company's offering or thought leadership in an impactful mic drop format. This all-inclusive package equips you with the tools to steal the spotlight and make a splash to the ITC Community.

#### Choose your stage:

- Innovation & Solutions Stage in Innovation Alley **\*Largest Stage** (Wednesday, October 15 or Thursday, October 16) **\*Available**
- ITC Life, Health & Benefits Stage (Wednesday, October 15 or Thursday, October 16) **\*Available**
- ITC Agents & Brokers: Mid-Cap / Large Cap Stage (Tuesday, October 14) **\*Waitlist**
- Cyber Summit (Breakout Track - Thursday, October 15) **\*Available**

#### Package Details:

- 10-minute mic drop session featuring sponsor's major product launch, announcement, technology showcase demo OR thought leadership on one of ITC's highly coveted stages!
  - Speaker subject to ITC Content Team's approval. Start-ups must bring a Founder, CEO or Senior Leader to present. Non Start-Ups must bring a C-Level executive from not from sales or marketing departments
  - 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 Demo at least four (4) weeks prior to event
    - > 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 Solutions 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 Solutions 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 15-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
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

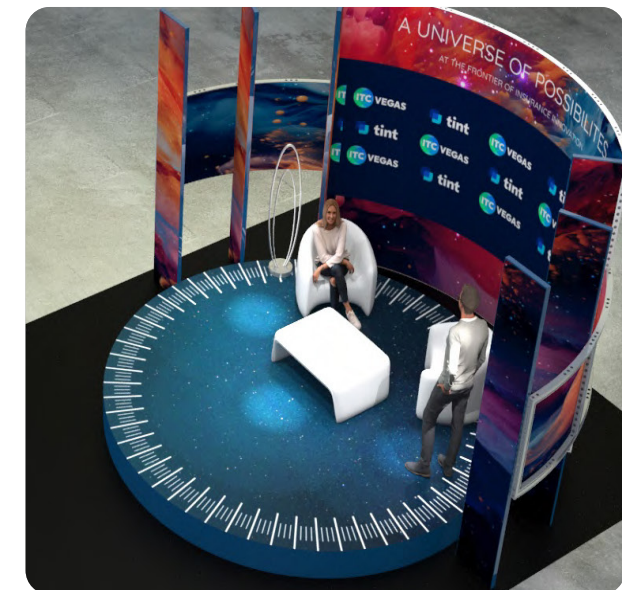
## EXCLUSIVE

### LIVE @ ITC STUDIO SPONSOR: SOLD

Sponsor all of the live coverage filmed from the Live @ ITC interview set.

- ITC will build and produce the Live @ ITC studio which will host ongoing interviews covering key launches and announcements taking place during ITC Vegas
  - "Live @ ITC" interview set is 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 to pop and be seamlessly integrated. NOTE: 2025 set design will feature sponsor logo in step and repeat fashion for best visual on camera.
- All interviews from the Live @ ITC interview set will mention the sponsor in the welcome script.
- Live @ ITC interviews featured 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 15-minutes
  - 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
- Sponsor branding featured prominently on the Live @ ITC interview set
- Sponsor will be featured in one Live @ ITC segment that is no longer than 15-minutes
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

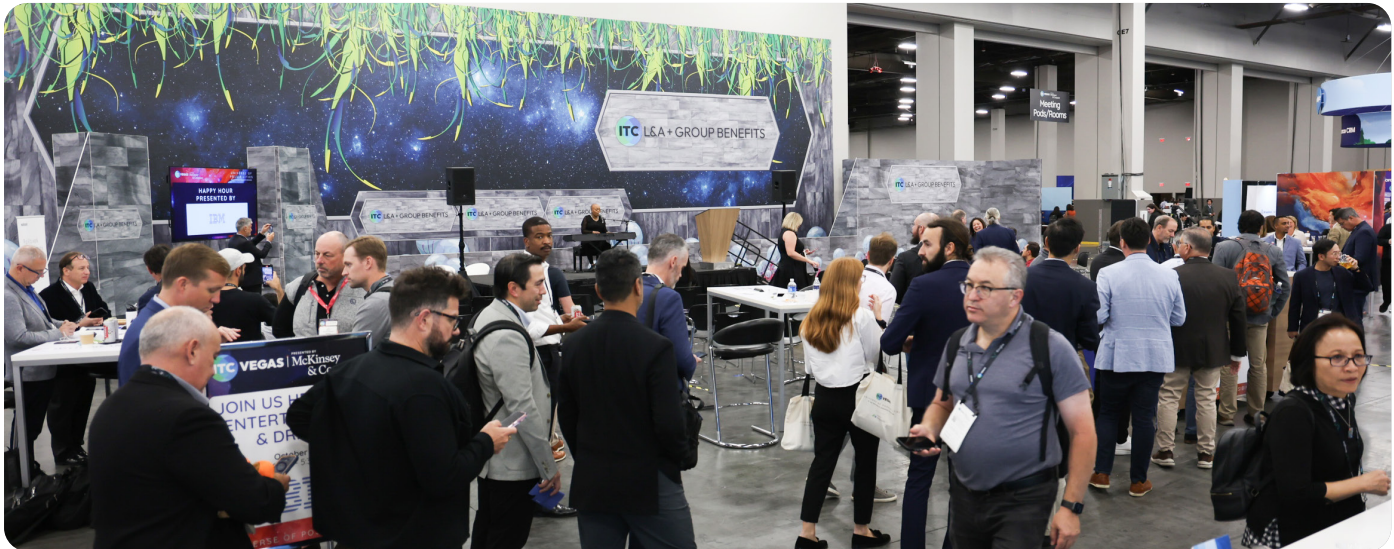
## EXCLUSIVE

### 10-MINUTE MIC DROP / DEMO + HAPPY HOUR MUSICAL ACT ON EXPO STAGE: \$60,000

Turn an Expo Stage into your own happy hour with a musical act immediately following your 10-minute mic-drop content session.

- Stage Options:
  - Innovation & Solutions Stage (Main Expo Demo Stage) in Innovation Alley **\*Waitlist**
  - ITC L&A + Group Benefits Stage in Expo Hall **\*Available**
  - Distribution Stage in Expo Hall **\*Waitlist**
- 10-minute mic drop session featuring sponsor's major product launch, announcement, technology showcase OR thought leadership on one of ITC's highly coveted stages!
  - Speaker subject to ITC Content Team's approval.
    - > Start-ups must bring a Founder, CEO or Senior Leader to present.
    - > Non Start-Ups must bring a C-Level executive from not from sales or marketing departments
  - ITC will select the date and time of the session. Speakers must conduct 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 at- tendees and then made available as gated content to a wider audience
- Happy Hour Musical Act Details
  - ITC will secure a local musical act on the selected stage during happy hour on Wednesday, October 15 OR Thursday, October 16 (Time TBD)
    - > Details of performer(s) and length of act is TBD
  - Sponsor-branded bar cart will be rolled into area adjacent to the stage with bartender serving Beer & Wine during the Happy Hour
  - **Optional Upgrade (+\$5,000):** Serve one of the following in addition to Beer & Wine: Espresso Martins, Pina Coladas, Margaritas, Orange Crushes OR a Custom Drink
- ITC will feature sponsor's brand prominently on the stage during happy hour and all promotional materials about sponsor's happy hour
  - **Note:** There will be other Happy Hour programming taking place during the broader Expo Happy Hour
- 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 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 at its Happy Hour, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

## LIMITED AVAILABILITY

### 10-MINUTE EARLY STAGE MIC DROP PACKAGE: STARTING AT \$15,500

#### \*WAITLIST STATUS

**\*Start-Up Eligibility Requirements:** Raised \$0 to \$5M of funding AND founded less than five (5) years from date of ITC Vegas 2025

Are you an early stage start-up looking to get discovered at ITC Vegas? This is your chance to demonstrate your company's offering on a stage designed just for early stage start-ups. This all-inclusive package equips you with the tools to steal the spotlight and make a splash.

#### Inclusive of Expo Space at the Following Tiers:

- Innovation Start-Up Kiosk<sup>4</sup> in Innovation Alley: \$15,500
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only): \$25,000

#### Package Details:

- 10-minute mic drop presentation featuring sponsor's major product launch, announcement OR technology showcase on a stage for early stage start-ups<sup>1</sup>
  - Speaker subject to ITC Content Team's approval. Start-ups must bring a Founder, CEO or Senior Leader 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 at- tendees 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 Demo at least four (4) weeks prior to event
    - > 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

SUPPORTER LEVEL Branding (Includes 2 Staff Tickets + more on [Page 56](#))

## EXCLUSIVE

### INNOVATION & SOLUTIONS STAGE SPONSOR: \$50,000

Claim center stage on the Solutions Stage as the industry's hottest tech providers and insurtechs show off their latest launches, announcements and innovation from the largest and most prominent stage in the Expo Hall

- Speaking Slots
  - Sponsor will provide a welcome introduction from the Expo Innovation & 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 Stage on Wednesday, October 15 OR Thursday, October 16 (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 Innovation & Demo Stage
  - Naming is Expo Innovation & Demo Stage Sponsored by "Company Name"
  - ITC will feature sponsored installation in floor plans and all references to Expo Innovation & Demo Stage in promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



## EXCLUSIVE PER STAGE

### STAGE SPONSOR: \$35,000 PER STAGE

#### Stage Options:

- ITC Life, Health & Benefits
- ITC Agents & Brokers: Independent Agents Track
- ITC Agents & Brokers: Mid-Cap / Large-Cap Track **\*Sold**
- ITC LATAM **\*Sold**

#### Package Details Include:

- Sponsor Logo featured prominently within design of one of the above stages
  - Naming is "Stage Name" Stage Sponsored by: "Company"
  - ITC will feature stage with sponsor branding in floor plans
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

EXCLUSIVE PER MEET-UP

## ITC COMMUNITY CENTER: ROUNDTABLE / MEET-UP EXPERIENCE: \$70,000

The ITC Community Center, will run meet-ups and round tables for niche audiences (e.g., title subsets, parts of the value chain or lines of business) and affinity groups. Choose one of the below focus areas and work collaboratively with ITC to create a hands on intimate experience with your target attendees.

- Roundtable / Meet-Up Options:
  - Title Subsets e.g., CIOs, Underwriters, Claims Executives OR create your own
  - Topic Options e.g.,
    - > Driving Sustainability: ClimateTech Innovations in Insurance
    - > Future-Ready Travel Insurance: Bridging Technology and Customer Needs
    - > Talent & Retention: Shaping Tomorrow's Workforce
    - > Innovating Specialty Lines and Excess & Surplus: Strategies for Growth and Resilience
    - > OR collaborate with ITC's Content Team to develop a new topic with ITC Content Team's approval
- ITC will design and produce the ITC Community Center space that will host a series of oundtables and meet-ups on the expo floor, which includes a presentation screen + a roundtable set-up. To ensure visual and audio amplification necessary a/v included
  - Sponsor featured as the exclusive sponsor of one 45-minute roundtable or meet-up in the ITC Community Center (Date and Time TBD on either Wednesday, October 15 or Thursday, October 16)
  - ITC will program the content / roundtable and collaborate with sponsor to incorporate sponsor's speakers and/or clients
    - > Sponsor will provide a host / emcee'
    - > ITC will not program a competitor
- Branding Elements:
  - Roundtable / Meet-Up, with 100 word description, listed in Website Agenda and Event App
  - Sponsor logo will be included incorporated into the ITC Community Center space
- Lead Generation:
  - ITC will include at least one (1) plug in ITC's marketing channels to drive interest (Email Newsletter and/or LinkedIn)
  - 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 Roundtable / Meet-Up. 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 roundtable / 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 the ITC Community Center entrance, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

NON-EXCLUSIVE - LIMIT 5 SPONSORS

## WOMEN'S LEADERSHIP FORUM: \$25,000

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 meetup (Date and Time TBD) featuring content followed by networking.
- Branding Elements:
  - Naming 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)
- Each sponsor can share welcome remarks (up to 60-seconds)<sup>1</sup>
- **Optional Upgrade (+\$5,000)** three minute remarks by the Sponsor's CEO, Co-Founder or Senior Leader to kick off Meet-Up (Exclusive to 1 sponsor)<sup>1</sup>
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14
- **Optional:** Purchase without 10' x 10' Booth and 2 Conference Passes for \$12,500

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

NON-EXCLUSIVE - LIMIT 5 SPONSORS

## BLACK LEADERSHIP FORUM: \$25,000

Advocate for the next generation of black leaders in insurance by sponsoring ITC's Black Leadership reception, featuring content followed by networking.

- ITC will design and promote a Black Leadership Forum meetup (Date and Time TBD) featuring content followed by networking.
- Branding Elements:
  - Naming is Black Leadership reception Sponsored by: "Company x," "Company y," etc.
  - Sponsor branding prominently incorporated into Black Leadership reception
  - Branding on all materials promoting the Black Leadership Forum (non-exclusive - Limit 5 Sponsors)
- Each sponsor can share welcome remarks (up to 60-seconds)<sup>1</sup>
- **Optional Upgrade (+\$5,000)** three minute remarks by the Sponsor's CEO, Co-Founder or Senior Leader to kick off Meet-Up (Exclusive to 1 sponsor)<sup>1</sup>
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14
- **Optional:** Purchase without 10' x 10' Booth and 2 Conference Passes for \$12,500

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

LIMIT 3 SPONSORS

## FIRST TIMERS SPONSORSHIP: SOLD

Did you know that 37% of participants at ITC Vegas are first timers? Be one of the first companies/people a first timer at ITC gets to connect with. This group is eager to learn how to best navigate the event.

- Stage Time
  - 5-minute segment in pre-event First Timers Webinar. Date and time of the webinar will be determined by ITC (Aug/Sept 2025). Approximately 250 registrants
  - Host one (1) segment (up to three minutes) at the first timer's orientation to help prepare first timers. Topic of segment subject to approval.<sup>1</sup>
    - > Session, with 100-word description, listed in Website Agenda and Event App
    - > Topic and sponsor representative will be listed on the orientation agenda
- Branding
  - Sponsor branding featured on all ITC Vegas First Timer's Experience promotional assets and onsite signage
- Lead Generation:
  - Host one (1) expo tour stop/visit - ITC will lead an exclusive opening morning expo tour. Your booth or activation will be a dedicated stop on the tour.
    - > Sponsor may scan badges of those who stop by, but attendees have the right to refuse a scan.
    - > Sample companies & titles from previous tour can be viewed [here](#)
  - ITC will provide a unique link that Sponsor may use to drive agenda adds to First Timers Programming 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 First Timers Programming 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

EXCLUSIVE PER TAKEOVER - LIMIT 3 PER DAY

## TOWN SQUARE TAKEOVER: \$55,000

Take over one of the expo Town Squares to host your own event, happy hour meet-up with food and beverage. Use the Town Square for a niche meet-up with your top clients and prospectus or high profile intimate gatherings such as book signings, meet & greets, etc.

- Town Square Location Options:
  - Distribution (ITC Agents & Brokers / ITC MGAs) **\*Sold**
  - ITC Life, Health and Benefits - **Only One (1) Available!**
  - ITC LATAM - **Only One (1) Available!**
- Sponsor will design and produce a 60-minute program located in one of the Town Squares in the expo floor, which includes a presentation screen and tables + chairs.
  - To ensure visual and audio amplification necessary a/v included
  - Sponsor featured as the exclusive sponsor of one 60-minute Town Square Takeover (Date and Time TBD on either Wednesday, October 15 or Thursday, October 16)
  - Sponsor to provide facilitator(s) and topic to drive interest. ITC Content Team will have final approval on the content to ensure it fits within production and programming.
  - Time slot and date subject to ITC Content Team's discretion and availability on Wednesday, October 15 or Thursday, October 16
  - F&B Inclusions:
    - > ITC will provide F&B with light bites and soft drinks during Town Square Takeover program
    - > Serve one of the following: Beer & Wine, Espresso Martini, Pina Colodas, Margaritas, Orange Crushes OR a Custom Drink
  - **Optional Upgrade (+\$5,000):** ITC will secure a local musical act during the Town Square Takeover. Details of performer(s) and length of act is TBD
- Branding Elements:
  - Town Square Take-over Program, with 100 word description, listed in Website Agenda and Event App
  - Sponsor logo will be incorporated into the Town Square Takeover space
- Lead Generation:
  - ITC will include at least one (1) plug in ITC's marketing channels to drive interest (Email Newsletter and/or LinkedIn)
  - 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 Town Square Takeover 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 in the Town Square, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

## 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)

#### Package Specifics Include:

- ITC will provide a professional grade presentation stage featuring ITC Vegas branding. To ensure visual and audio amplification, basic A/V package included<sup>a</sup>
  - 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 postevent.
- Pitch competition must adhere to singular focus
  - 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
  - Naming is ITC Vegas to "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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))





# STAGE TIME & THOUGHT LEADERSHIP

EXCLUSIVE PER REVERSE PITCH SUMMIT

## REVERSE PITCH SUMMIT: \$70,000

\*Available only for Carriers OR Brokers

Looking to build a short list of partners to help tackle key challenges at your brokerage or carrier organization? Curate your own reverse pitch summit at ITC Vegas, with a fully turnkey stage where you can connect with a select group of partners.

- Reverse Pitch Summit spanning up to three (3) hours (between 9 am and 5 pm) on open to all registered attendees
  - Sponsor to provide content and speakers.
  - ITC will provide a basic stage<sup>9</sup>. To ensure visual and audio amplification, basic A/V package included<sup>8</sup>
    - > Seating quantity and arrangement commensurate with demand
  - Option to make Reverse Pitch Summit private / invite only. Please inquire for more details.

### Lead Generation:

- ITC will collaborate with sponsor to launch a campaign at least six (6) weeks prior to ITC Vegas. Campaign specifics include:
  - Session, with 100 word description, listed in Website Agenda, dedicated landing page for Sponsor's program and in Event App Agenda
  - ITC will include at least two (2) plugs in ITC's marketing channels to drive interest (Email Newsletter and/or LinkedIn)
  - Sponsor may use ITC's List Query Tool (LQT) to select 75 attendees that Sponsor can invite via email to its Reverse Pitch 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](#).
  - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's Reverse Pitch Summit at least four (4) weeks prior to event
    - > 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

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



EXCLUSIVE PER INNOVATION DISCOVERY

## INNOVATION DISCOVERY SPONSORSHIP: \$40,000

\*Available only for Carriers OR Brokers

Looking to build a short list of partners to help tackle key challenges at your brokerage or carrier organization? Work closely with ITC to curate a list of relevant vendors and start-ups to meet in your executive boardroom.

- ITC will collaborate with sponsor to launch a campaign at least six (6) weeks prior to ITC Vegas to build a short list of relevant solution / service / technology providers to meet onsite at ITC. Campaign specifics include:
  - Landing page + interest form to capture interest from vendors and insurtech start-ups interested in meeting with sponsor
  - ITC will include at least two (2) plugs in ITC's marketing channels to drive interest (Email Newsletter and/or LinkedIn)
  - ITC will coordinate with sponsor to vet applications and build the onsite meetings schedule

### Private Board Room - Level 3

- Board room for at least 16 people on Tuesday, 10/15 thru Thursday, 10/17 on the 3rd floor at Mandalay Bay Convention Center.
  - > Includes sign outside Board Room with Company Logo, Wi-Fi, basic AV, and access to an electrical outlet.
  - > Customizations, additional branding elements and f&b are allowed inside the meeting room. No customizations outside the meeting room.

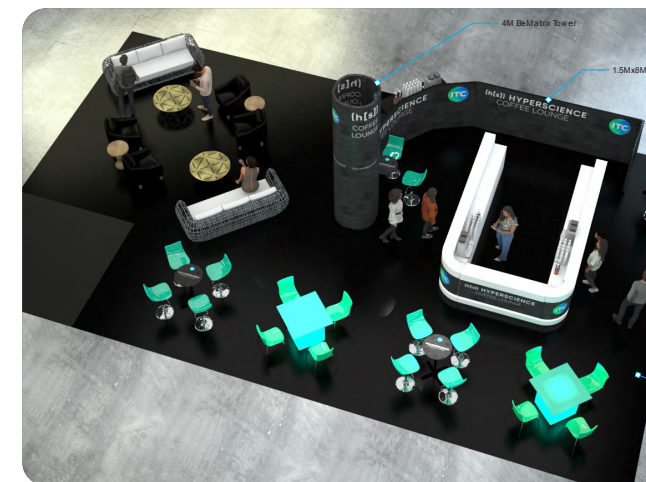
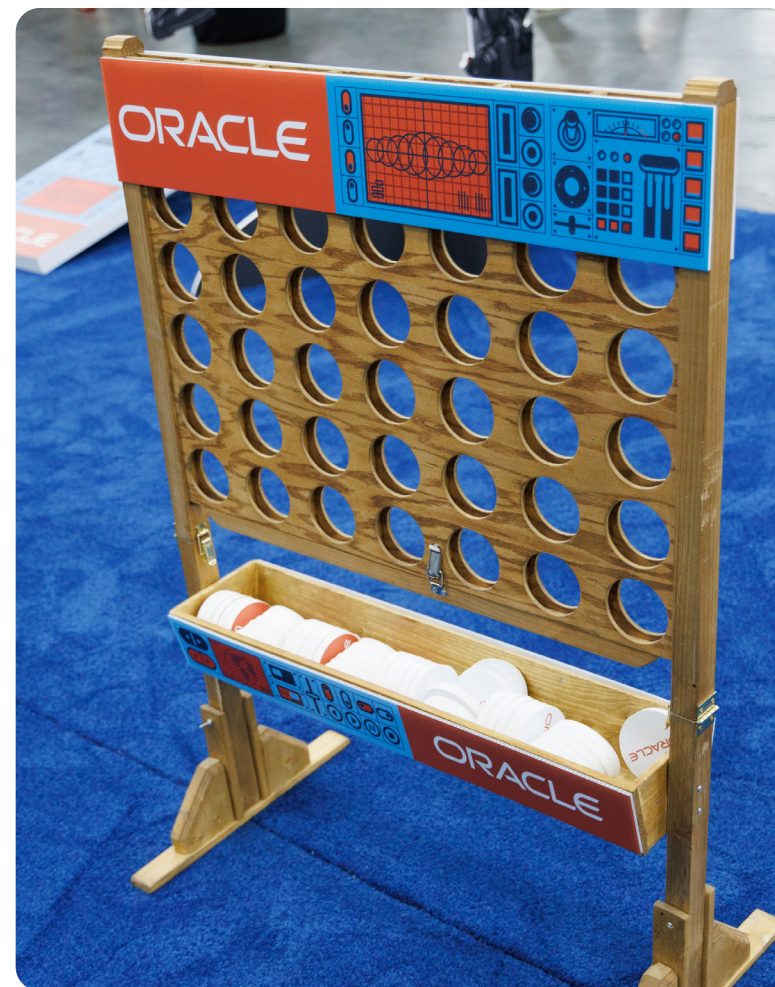
SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))







HIGH TRAFFIC LOUNGES  
& ACTIVATIONS  
OPPORTUNITIES





# HIGH TRAFFIC LOUNGES & ACTIVATIONS

EXCLUSIVE

## 1:1 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 in the center of the expo hall. Additionally, we will create a location on the second floor for Tuesday only.

- ITC will design and produce the 1:1 Meeting Zone, located in close proximity to the content sessions on the Day 1 / Kick-Off Day (Tuesday, October 14) and the center of the expo hall during expo hours (Wednesday, October 15 & Thursday, October 16).
  - 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 turnkey. ITC will handle the design, build, installation and final approvals<sup>10</sup>
  - ~ 1:1 Meeting Zone installation is fully turnkey. ITC will handle the design, build, installation and final approvals
- Branding elements:
  - Naming is 1:1 Meeting Zone Sponsored by Company Name<sup>2</sup>
  - ITC will design and hang a branded sign above the 1:1 Meeting Zone in expo hall (not on the Day 1 / Kick-Off Day)
  - ITC will feature sponsored installation in floor plans and all references to 1:1 Meeting Zone in promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



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 turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > 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” Biergarten<sup>2</sup>
  - ITC will design and rig a promotional sign above the Biergarten
  - ITC will feature sponsored installation in floor plans and all references to Biergarten in promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



EXCLUSIVE PER LOUNGE - ONLY 1 REMAINING!

## 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)
  - 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:
  - Naming is “Company Name” Coffee Lounge<sup>2</sup>
  - 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)
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))





# HIGH TRAFFIC LOUNGES & ACTIVATIONS



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<sup>10</sup>
    - > 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:
  - Naming is Coffee Lounge Sponsored by Company Name<sup>2</sup>
  - 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)
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

**GOLD LEVEL Branding** (Includes 8 Staff Tickets + more on [Page 56](#))



LIMIT 3 SPONSORS

## GRAB & GO SPONSOR: **\$27,500**

Sponsor a Grab & Go snack installation that attendees will use throughout the day to fuel up.

- ITC will build a Grab & Go installation in the expo hall that serves light bites throughout the event that are themed by the time of day (Exclusive Sponsor)
  - Grab & Go Installation is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > 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 Grab & Go Sponsored by "Company Name 1" | "Company Name 2" | "Company Name 3"<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Grab & Go in promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 **\*Optional:** Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

**BRONZE LEVEL Branding** (Includes 4 Staff Tickets + more on [Page 56](#))



EXCLUSIVE PER PUPPY PARK - ONLY 1 REMAINING!

## PUPPY PARK SPONSOR: **\$75,000**

You will be the center of attention with executives taking a break from their day to share lovable moments with adoptable rescue dogs. The animals benefit from the socialization and help in their journeys to find a loving home.

- ITC will build up to two (2) Puppy Parks that are at least 400 square feet (exclusive sponsor per Puppy Park)
  - Puppy Park is fully turnkey and includes the dogs. 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" Puppy Park<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Puppy Park in promotion
  - Sponsor may place branded SWAG items (stuffed animals, giveaways, etc.) in Puppy Lounge at sponsor's own expense
    - > ITC must approve SWAG items
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 **\*Optional:** Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

**GOLD LEVEL Branding** (Includes 8 Staff Tickets + more on [Page 56](#))





# HIGH TRAFFIC LOUNGES & ACTIVATIONS



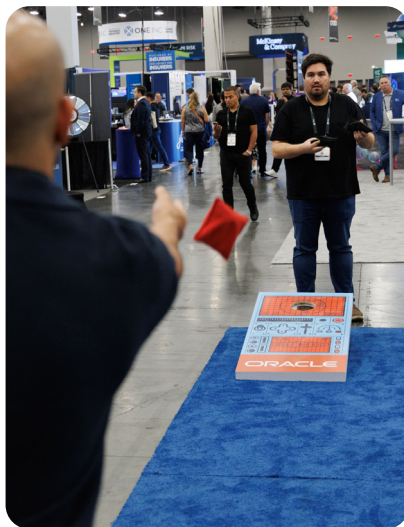
EXCLUSIVE

## LAWN GAMES SPONSOR: SOLD

Host attendees for Lawn Games, an activation where attendees can take a break from the action to play. 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 Activation that is at least 400 square feet that includes a variety of interactive games. Details of games will be determined by ITC (Exclusive)
  - Lawn Games activation is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
  - ITC has full design rights and will choose the location on the expo floor
- 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<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Lawn Games
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## FLAMINGO CROQUET SPONSOR: SOLD

Host attendees for a Flamingo Croquet experience, an activation where attendees can take a break from the action. Sponsor is encouraged to build a competition within the experience.

- ITC will build a Croquet Activation that is at least 400 square feet.
  - Croquet Activation 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
- 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" Flamingo Croquet
  - ITC will feature sponsored installation in floor plans and all references to Flamingo Croquet
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## ARCADE LOUNGE: \$55,000

Bring the fun to the floor with an Arcade Lounge in Innovation Alley where attendees can have some fun while talking and networking!

- ITC will build an Arcade Lounge that includes a variety of interactive games. Details of games will be determined by ITC (exclusive)
  - Arcade Lounge is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > 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" Arcade Lounge<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Game Lounge in promotion
  - ITC will design and rig a promotional sign above the Arcade Lounge
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# HIGH TRAFFIC LOUNGES & ACTIVATIONS

NON-EXCLUSIVE - LIMIT 4 SPONSORS

## FOUNDERS HOUSE SPONSOR: \$27,500

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 Innovation Alley (non-exclusive)
  - Founders House is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > 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 all sponsor staff to use Founders House + guests attending meetings with sponsor
- Branding Elements:
  - Naming is: Founders House Sponsored by: "Company Name 1" | "Company Name 2" | "Company Name 3" | "Company Name 4"<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Founders House in promotion
- 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 customization allowed.
  - Should the sponsor wish to add a wall-mounted monitor, the order must be placed directly by the sponsor through The Expo Group (TEG) prior to Friday, August 29, 2025. Sponsor is responsible for all monitor and labor fees should sponsor add a monitor to their package.

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



EXCLUSIVE PER STUDIO

## HEADSHOT STUDIO SPONSOR: \$70,000

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

- ITC will design, build and install a Headshot Studio (photographer or professional photo booth) in approximately 100 square feet of a 20' x 20 Booth space
  - Headshot Studio is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > 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
  - Headshot Studio to begin service after 10 am and run during select hours
- Branding elements:
  - Naming is Headshot Studio Sponsored by: "Company X"<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Headshot Studio in promotion
- 20' x 30' Booth<sup>3</sup> in Expo on Wednesday, October 15 & Thursday, October 16
  - ~100 square foot headshot studio designed and produced by ITC
  - Remaining square footage in 20' x 20' booth designed and produced by Sponsor.
  - **ChChoose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# HIGH TRAFFIC LOUNGES & ACTIVATIONS

EXCLUSIVE

## FOOTBALL TOSS CHALLENGE SPONSOR: \$90,000

Attendees will line up for a Football Toss Challenge that will rival the Soccer Penalty Challenge in the ITC LATAM neighborhood.

- ITC will design and install a Football Toss Challenge in the expo hall.
  - The Football Toss Challenge is fully turnkey. ITC will handle the design of the challenge and design, build and installation of the activation<sup>10</sup>
    - > 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 Football Toss Challenge Sponsored by "Company"<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to installation in promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## MINI GOLF OR GOLF SIMULATOR SPONSORSHIP: SOLD

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

- ITC will run a golf activation (three to five holes OR golf simulator, up to 600 square feet) and encourage attendees to play.
  - Golf activation 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 Golf Course to play
  - ITC will build a 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 OR Golf Simulator<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to golf activation
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 \*Optional: Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))





# HIGH TRAFFIC LOUNGES & ACTIVATIONS

EXCLUSIVE

## RECHARGE LOUNGE: \$90,000

Provide the ultimate oasis of relaxation and connectivity at the Recharge Lounge. Attendees will flock here to take a break with a rejuvenating back or foot massage while recharging their devices—making it a prime spot to spark conversations and generate leads all day!

- ITC will build a Recharge Lounge in the expo hall with back and foot massage stations where attendees can take a break while also charging their devices.
  - Recharge Lounge is fully turnkey. ITC will handle the design, build, installation and massage experiences<sup>10</sup>
    - > 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” Recharge Lounge<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Recharge Lounge in promotion
- 10’ x 10’ Booth<sup>3</sup> in close proximity to Relaxation Lounge in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10’ x 5’ Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10’ x 10’ Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## ZEN LOUNGE SPONSOR: \$60,000

Designed for introverts, this will be a space for attendees to find their zen. They may listen to mood music on headphones and/or just sit in a quiet space to collect their thoughts.

- ITC will build a Zen Lounge (approximately 400 square feet), which is a quiet space where attendees can take a break from the action in the expo hall
  - Zen Lounge is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > 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” Zen Lounge<sup>2</sup>
  - ITC will provide “silent disco headphones” for use and can play a sponsor welcome message (up to 15 seconds)
  - ITC will feature sponsored installation in floor plans and all references to Zen Lounge in promotion
- Lead Generation
  - ITC will encourage attendees via its promotional channels to stop by the Zen Lounge
  - ITC will build a check-in desk and provide receptionist who will scan badges and sanitize headphones
- 10’ x 10’ Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 **\*Optional:** Close proximity to sponsored activation
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10’ x 5’ Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10’ x 10’ Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))







PARTIES, HAPPY HOURS  
& SOCIAL EXPERIENCES  
OPPORTUNITIES





# PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES

EXCLUSIVE PER CHAMPAGNE WALL - ONLY 1 REMAINING!

## CHAMPAGNE WALL SPONSOR: \$52,500

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.
  - Champagne wall is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > ITC has full design rights. Sponsor will choose the location of the 10' x 20' booth space on the expo floor during the Booth Selection Process
    - > ITC will design the installation in a way that allows for the Sponsor logos to pop and be seamlessly integrated into the experience
- Branding Elements:
  - Naming is "Company Name" Champagne Wall<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Champagne Wall in promotion
- 10' x 20' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - 10' x 10' of the 10' x 20' Booth space is designed, produced and paid for by Sponsor.
  - ITC will install the Champagne Wall with Champagne and Labor included in the other half of the 10' x 20' Booth space and provide 10' x 20' black carpeting.
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



LIMITED AVAILABILITY

## EXPO HAPPY HOUR SPONSOR: \$47,500

Each day ends with a Happy Hour in the Expo Hall – Drive foot traffic with a Bar Cart serving Beer & Wine from 4:15 to 5:30 pm on Wednesday, October 15 and 3:15 to 4:30 pm on Thursday, October 16.

- 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 one of the following instead of Beer & Wine: Espresso Martins, Pina Coladas, Margaritas, Orange Crushes OR a Custom Drink
  - **Optional Upgrade: (+\$12,500):** Boozy Nitrogen Ice Cream Bar
- Company Logo featured on the Bar Cart, "Happy Hour" signage and all references to Expo Happy Hour in promotion
- 10' x 20' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - 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
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## BOURBON, WHISKY RHUM, WINE (OR EQUIVALENT) TASTING IN BOOTH: \$40,000

- Bourbon, Whisky, Rum, Wine (or equivalent) tasting station will be rolled into Sponsor's booth with bartender serving tastings during Expo Happy Hour from 4:15 to 5:30 pm on Wednesday, October 15
  - Company Logo featured on Tasting signage and all references in promotion
- Lead Generation:
  - Bourbon, Whisky, Rum, Wine (or equivalent) tasting, with 100 word description, listed in Website Agenda and in Event App Agenda
  - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's Bourbon, Rum, Wine (or equivalent) tasting at least four (4) weeks prior to event
    - > Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's Bourbon, Rum, Wine (or equivalent) tasting 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 Tasting, but cannot deny drinks for attendees who do not want to be scanned
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - 10' x 10' Booth space is designed, produced and paid for by Sponsor.
  - Tastig Experience designed and produced by ITC
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES



LIMITED AVAILABILITY

FOOD STAND TRAFFIC DRIVER PACKAGE: STARTING AT \$35,000

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 Stand adjacent to your booth.

- Pricing Tiers:** \*Note: Options with \*asterisk\* means pricing includes one (1) day only
- Tier 1: \$35,000 - Popcorn - Soft Pretzels - Iced Tea / Lemonade Stand
  - Tier 2: \$45,000 - Grilled Cheese Bites - Smoothie Station - Cake Pops - Nitrogen Ice Cream Bar - Hot Dogs - Crudite Cups\* - Pizza Station\*

Package Specifics:

- ITC will place a Sponsor branded Food Stand adjacent to or within Sponsor's booth during select expo hours on both Wednesday, October 15 and Thursday, October 16
  - Package is inclusive of costs for the food stand, labor and approximately 600 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

EXCLUSIVE PER STATION

MASSAGE 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 featured on the Relaxation Station signage and all references in promotion
- 10' x 20' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - 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
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))

EXCLUSIVE PER TATTOO PARLOR

TATTOO PARLOR SPONSOR: \$42,500

New for 2025... Step into the unexpected with the Mystery Tattoo Station — a thrilling activation where attendees stick their arm through a wall and receive a surprise tattoo! Choose between "Tame" or "Risky" for a mystery design that's revealed only after application, sparking excitement and social media buzz. Your brand will be the unforgettable face behind this one-of-a-kind, talked-about experience.

- ITC will build a Tattoo Parlor within 10' x 10' of Sponsor's 10' x 20 Exhibit Booth space
  - Tattoo Parlor provided by ITC and will be in service during select times throughout the day.
  - Tattoo Parlor is fully turnkey. ITC will handle the design, build and installation<sup>10</sup>
    - > ITC has full design rights. Sponsor will choose the location of the 10' x 20' booth space on the expo floor during the Booth Selection Process
    - > ITC will design the installation in a way that allows for the Sponsor logos to pop and be seamlessly integrated into the experience
- Branding Elements:
  - Naming is "Company Name" Tattoo Parlor<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to Tattoo Parlor in promotion
- 10' x 20' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - 10' x 10' of the 10' x 20' Booth space is designed, produced and paid for by Sponsor.
  - ITC will install the Tattoo Parlor in the other half of the 10' x 20' Booth space and provide 10' x 20' black carpeting.
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES

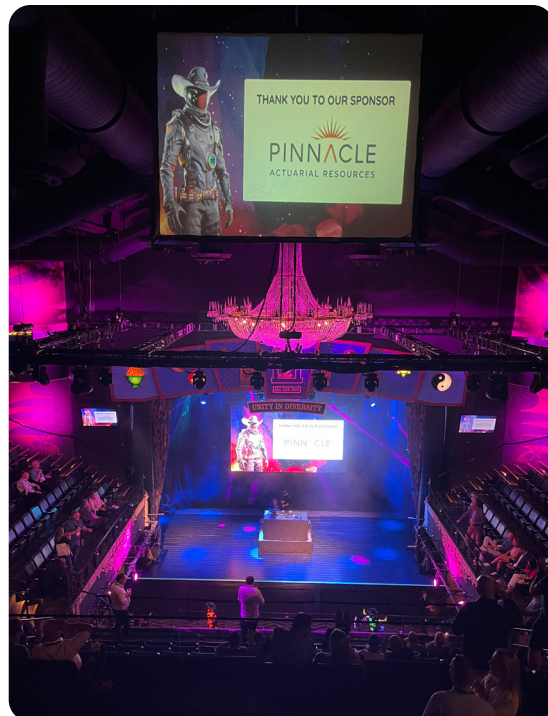
EXCLUSIVE PER LOUNGE SPACE - ONLY 1 REMAINING!

## SPONSORED HAPPY HOUR @ ITC VEGAS OFFICIAL KICK-OFF RECEPTION: SOLD

ITC kicks off with a high energy gathering at House of Blues @ Mandalay Bay, which is open to all attendees on the evening of Tuesday, October 14. Create your own happy hour within the ITC Vegas Official Kick-Off Reception with a VIP space that includes a dedicated server, f&b and sponsor branding.

- ITC will design and produce a Kick-Off Reception on Tuesday, October 14 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
- Lead Generation / Networking:
  - ITC will provide Sponsor with a VIP space within Kick-Off Reception venue to host clients and/or prospects with access to f&b and dedicated servers providing non-alcoholic and alcoholic beverages
  - ITC will create an entry point into Sponsor's VIP space that Sponsor may use to welcome attendees they wish to enter. 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
  - 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.
- Branding Elements:
  - Naming is ITC Vegas Official Kick-Off Reception Sponsored by: "Company x," "Company y," etc.<sup>2</sup> (Non-Exclusive)
  - Sponsor branding prominently incorporated into Kick-Off Reception and into Sponsor's VIP 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



LIMIT 5 SPONSORS - ONLY 1 REMAINING!

## OFFICIAL CLOSING PARTY SPONSOR FEATURING GOO GOO DOLLS: \$45,000

Major branding and VIP client experience at the Official Closing Party featuring the Goo Goo Dolls!

- Branding elements:
  - Naming is Official Closing Party Sponsored by: "Company x," "Company y," etc.<sup>2</sup>
  - Sponsor branding prominently incorporated into Official Closing Party
  - Branding on all materials referencing promotion of Official Closing Party
  - ITC will provide a sign for display in sponsor's booth identifying as Official Closing Party Sponsor
- Lead Generation / Networking:
  - 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 16th
  - ITC will provide Sponsor with a VIP space within Official Closing Party venue to host clients and/or prospects with access to f&b and dedicated servers providing non-alcoholic and alcoholic beverages. ITC will provide up to 35 wristbands for staff + clients/prospects to access space
  - ITC will create an entry point into Sponsor's VIP space that Sponsor may use to welcome attendees they wish to enter. Sponsor is permitted to scan badges at the entry point to their VIP Space
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES



LIMIT 2 SPONSORS

**DIAMOND DINNER SPONSOR (FKA VIP DINNER): SOLD**

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 15 (Non-Exclusive – Limit 2 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<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))

LIMIT 5 SPONSORS!

**THE C-SUITE RECEPTION SPONSOR: SOLD**

Connect with senior level insurers, reinsurers and large brokers at "The C-Suite" Reception hosted at Swingers, the brand new mini-golf venue at M!

- ITC will design and produce The C-Suite Reception, an upscale networking event for senior level insurers, reinsurers and large brokers on Wednesday, October 15 (Non-Exclusive – Limit 5 Sponsors)
- ITC will identify selects from registered delegates and manage the invitation + RSVP process. Sponsor can share invitation preferences with ITC provided they meet the criteria.
  - Access for three (3) Sponsor senior executives to attend The C-Suite Reception networking event
  - Sponsor will receive final RSVP list the day prior to the event (email addresses not included)
- Branding Elements:
  - Naming is The C-Suite Reception Sponsored by: "Company x," "Company y," etc.<sup>2</sup>
  - Sponsor branding prominently incorporated into The C-Suite Reception
  - Branding on all materials promoting The C-Suite Reception
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))

EXCLUSIVE

**VC OFFICE HOURS SPONSOR: \$15,500**

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 meetup in the expo hall on Wednesday, October 15
  - 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)
  - Naming is VC Office Hours Sponsored by: "Company x"<sup>2</sup>

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES

LIMITED AVAILABILITY

## PRIVATE EVENT ATTENDEE 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 150 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 six (6) Weeks prior to ITC. See ITC LQT User Guide [here](#).
  - 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
    - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
  - **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14
  - **Optional:** Purchase without 10' x 10' Booth with two (2) Conference Passes for \$12,500

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



LIMITED AVAILABILITY

## HOTEL 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 (4) weeks prior to event
    - Sponsor to provide and pay for room drop item(s)
      - > Sponsor will ship room drop item(s) at least two (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 items
      - > Oversized or multi-piece items will result in additional charges (TBD)
  - 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
    - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
  - **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14
  - **Optional:** Purchase without 10' x 10' Booth with 2 Conference Passes for \$14,000

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



### Building Business With Gratitude

Surprise Prospects & Connect with the Thnks VIP Perk

**Businesses Use Thnks to:**

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





LIMITED AVAILABILITY

## SURPRISE & CONNECT LEAD-GEN PACKAGE: \$28,500

- 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 email 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
    - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
  - **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in [ITC Agents & Brokers Expo](#) on Tuesday, October 14
  - **Optional:** Purchase without 10' x 10' Booth and 2 Conference Passes for \$15,000

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

### HOW THNKS 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 Thnks catalog.

**2 Create a Note**  
Use a Thnks note template or write your own.

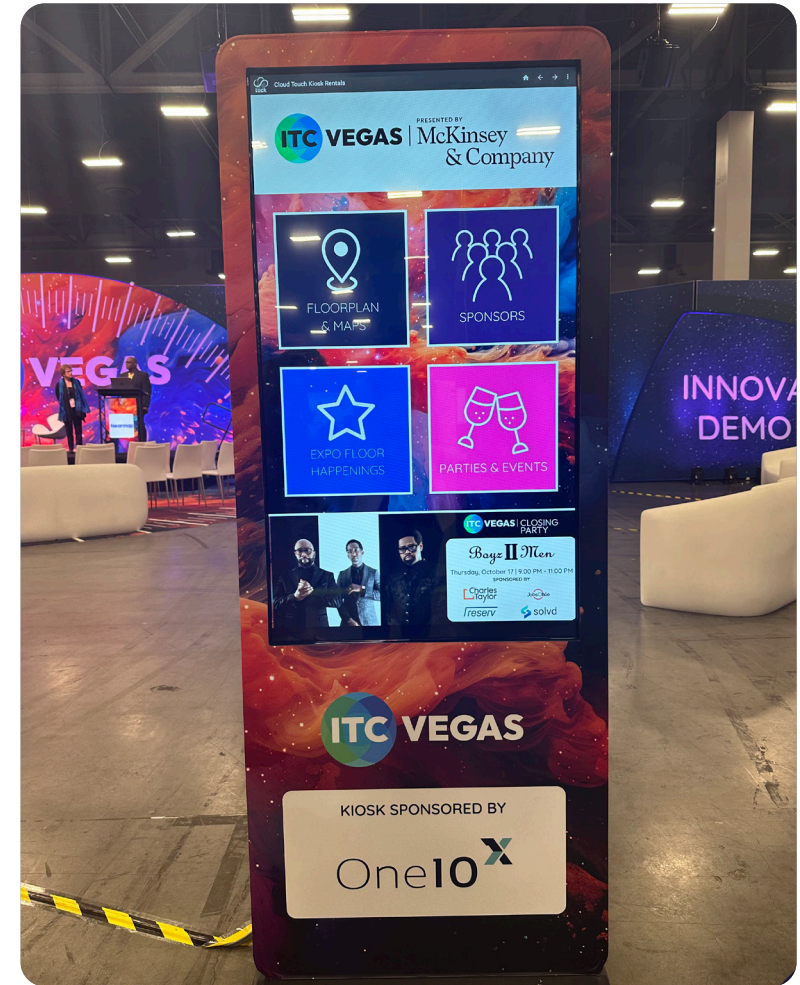
**3 Select Prospects**  
Use ITC's list query tool and submit to the ITC team.

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





BRANDING... SIGNAGE,  
INSTALLATIONS, DIGITAL  
& WEB OPPORTUNITIES





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

## EXCLUSIVE PER CATEGORY

### OFFICIAL “CATEGORY” SPONSOR

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' Booth<sup>3</sup>: \$108,000
- 20' x 20' Booth<sup>3</sup>: \$82,000
- 10' x 20' Booth<sup>3</sup>: \$56,000
- 10' x 10' Booth<sup>3</sup>: \$43,000

#### Package Specifics Include:

- Official “Category” Sponsor Options include
  - **AVAILABLE:** CoreTech – 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 – Commercial Insurance – Catastrophe Response – Sales Enablement & Enhancement – **OR Create Your Own!**
  - **SOLD:** Commercial Insurance – Payments – Premium Financing – Property Intelligence – Weather – Claims
  - **WAITLIST:** AI
- 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 contextually relevant ITC pre-show marketing, i.e., website, email campaign, social

#### SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



## 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<sup>10</sup>
    - > 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 (2) hanging banners directing attendees to event with sponsor logo incorporated
  - Two (2) wrapped columns directing attendees to event with sponsor logo incorporated
  - One (1) hanging banners that sponsor can design and submit to ITC to produce. Artwork provided by sponsor and due by deadline shared by ITC.
  - One (1) wrapped column that sponsor can design and submit to ITC to produce. Artwork provided by sponsor and due by deadline shared by ITC.
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

#### GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

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 (up to 4 colors in the logo)
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



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.
- Badge Ribbon Sponsorship (one of three sponsors)
  - ITC will build at least two (2) Badge Ribbon Walls in key high-traffic locations at the venue (Limit 3 Sponsors)
    - > 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) custom Badge Ribbon category. ITC has full approval rights on the category.
    - > **Categories from last year included:** ITC O.G, First Timer, Veteran, Trekkie, Disruptor, I'm Hiring, Founder, Road Warrior, Needs More Coffee, Fitness Fanatic, Talk L&A To Me, WOW Creator, Rebel Alliance, International Delegate
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))



LIMIT 3 SPONSORS - ONLY 1 REMAINING!

## BADGE RIBBON 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 one (1) official ribbon which will be stocked at two (2) official ITC Badge Ribbon Walls. Attendees will self-select ribbons that apply to them.

- 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.
- Badge Ribbon Sponsorship (one of three sponsors)
  - ITC will build at least two (2) Badge Ribbon Walls in key high-traffic locations at the venue (Limit 3 Sponsors)
    - > 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) custom Badge Ribbon category. ITC has full approval rights on the category.
    - **Categories from last year included:** ITC O.G, First Timer, Veteran, Trekkie, Disruptor, I'm Hiring, Founder, Road Warrior, Needs More Coffee, Fitness Fanatic, Talk L&A To Me, WOW Creator, Rebel Alliance, International Delegate
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



EXCLUSIVE

## REGISTRATION + BADGE PICK-UP SPONSOR: \$75,000

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 badge pick-up area where attendees will check-in and claim their badge
  - This sponsorship is fully turnkey. 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 2025 Website Registration Page and in Registration Confirmation Email
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

GOLD LEVEL Branding (Includes 8 Staff Tickets + more on [Page 56](#))

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 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 badge pick-up/check-in experience
- One (1) Promotional Flier or branded SWAG in Attendee Bags (Sponsor to design, print and ship flier or branded SWAG)
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))

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 for distribution at or near badge pick-up)
- Bottles Placed in high traffic locations throughout venue
- ITC will build four (4) sponsor branded hydration stations on the expo floor which will feature the sponsor's logo.
  - ITC will feature installations in floor plans and all references in promotion.
  - Sponsor will receive contextual promotion of hydration stations
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





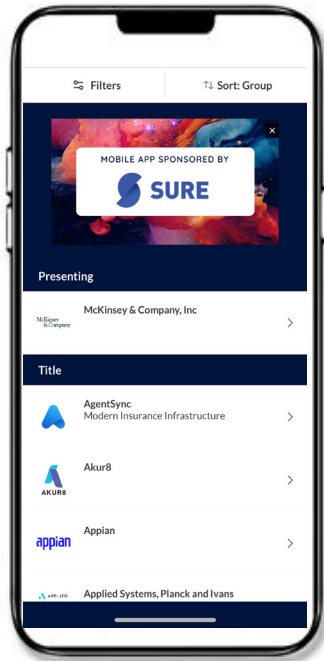
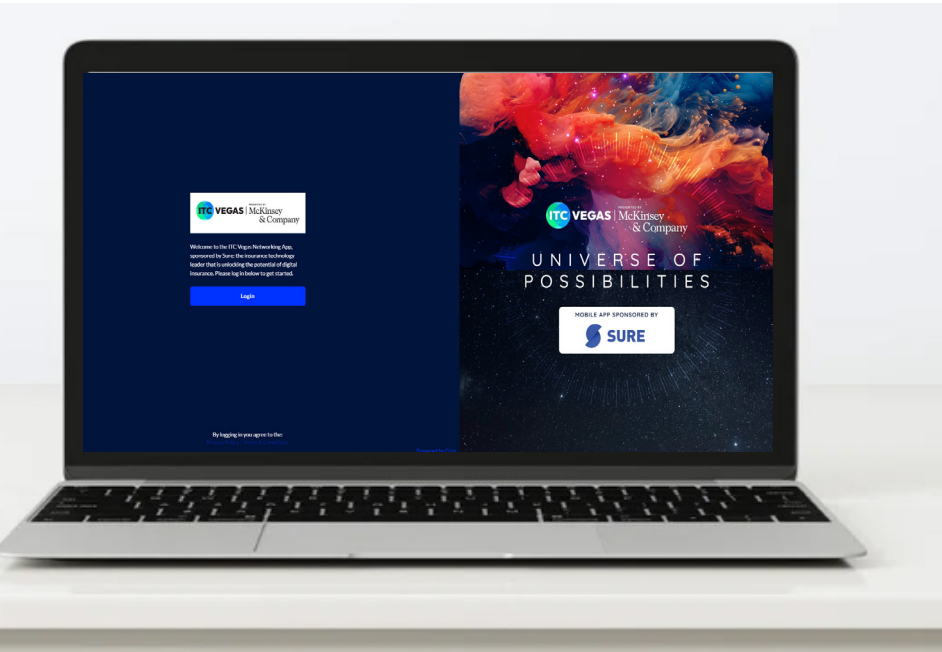
# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

EXCLUSIVE  
EVENT APP SPONSOR: SOLD

Be one of the first things attendees see when they launch the Official ITC Vegas Event App. With more than 90% of attendees actively using the event app, receive persistent and prominent branding as attendees use the event app before, during and after ITC Vegas. ITC will also feature sponsor in all promotion of event app leading up to the event.

- 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, including home page graphic, welcome image on web version, and loading page on the mobile app
  - Sponsor Logo featured in onsite signage for promoting usage
  - Sponsor will be mentioned in relevant pre event emails and social posts to promote Event App
- Banner Ad - Sponsor will produce and provide banner ad that is featured in the Event App and displayed to all attendees
  - Banner ad is featured in four locations: Mobile App (profile lists, schedule, more page) and Web Version (connections sidebar)
  - Banner ads rotate every 60 seconds, and a new ad will display when screen is refreshed
  - Once clicked/tapped, destination can be the company profile within the Event App or a website URL outside of the app
  - Banner is 600x320 px static image, max 2mb and will be implemented within 48 hours in the app
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



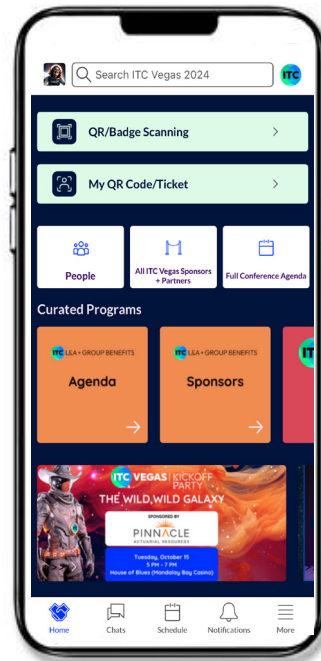
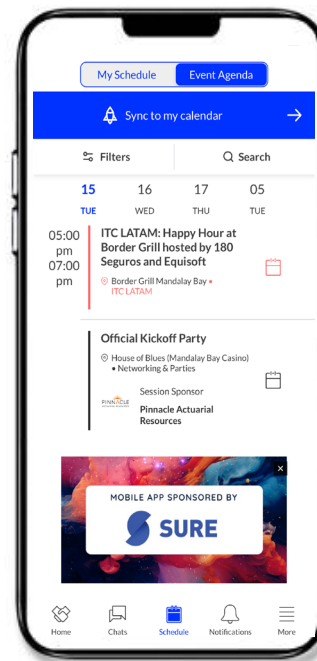
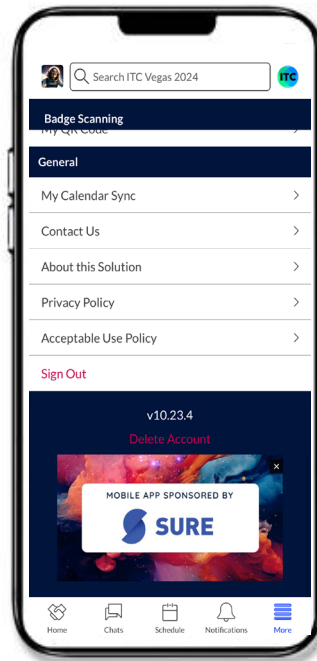
LIMITED AVAILABILITY - ONLY 2 REMAINING!

EVENT APP ROTATING BANNER AD PACKAGE: \$25,000

Receive persistent and prominent branding with clickable banner ads embedded in the web and mobile app version of the Official ITC Vegas Event App, which is actively used by more than 90% of attendees.

- Sponsor will produce and provide banner ad that is featured in the Event App and displayed to all attendees
  - Banner ad is featured in four locations: Mobile App (profile lists, schedule, more page) and Web Version (connections sidebar)
  - Banner ads rotate every 60 seconds, and a new ad will display when screen is refreshed
  - Once clicked/tapped, destination can be the company profile within the Event App or a website URL outside of the app
  - Banner is 600x320 px static image, max 2mb and will be implemented within 48 hours in the app
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
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BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



EXCLUSIVE

## HOTEL KEY CARD SPONSOR: \$60,000

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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## BAG CHECK SPONSOR: \$30,000

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 15 - Thursday, October 16)
  - Bag Check is fully turnkey. ITC will handle the design, build, installation and Bag Check service<sup>10</sup>
  - > 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"<sup>2</sup>
  - ITC will feature installation in floor plans and all references to Bag Check in promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



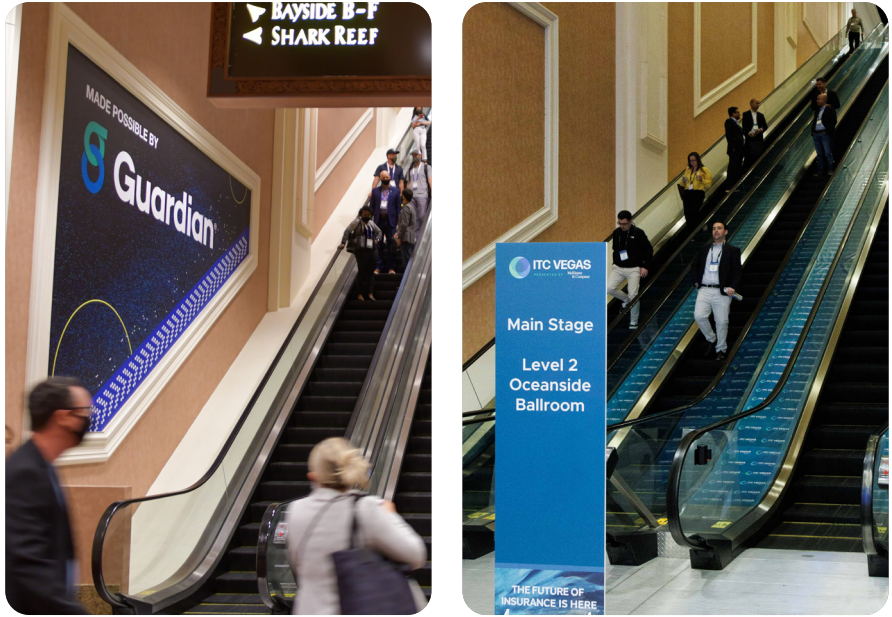
EXCLUSIVE PER ESCALATOR BANK

## ESCALATOR BANK SPONSOR: SOLD

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

- ITC will produce and install sponsor branding on the center escalator runner and displayed prominently around the 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
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SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



EXCLUSIVE

## AISLE SIGN SPONSOR: SOLD

As attendees navigate the expo hall, they are constantly looking at the aisle signs. In 2025, the aisle signs will be multi-functional and indicate key feature locations such as coffee, water, restrooms in addition to the aisle number and your logo. 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

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
    - > 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
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))

EXCLUSIVE PER COLUMN - ONLY 1 REMAINING!

## EYE-LEVEL BILLBOARD PACKAGE: SOLD

Feature your brand on one (1) 4-sided custom designed billboard, that will be displayed prominently in the expo hall around a column.

- Includes one (1) 4-sided custom designed billboard around a column in a high traffic location in the expo hall that is chosen by ITC (one exclusive column per sponsor)
  - ITC will print and install eye-level billboard signage
  - Sponsor will design creative to fit the specs that ITC provides (creative is due 45 days prior to event)
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



## EXCLUSIVE PER NEIGHBORHOOD

### FOMO PHOTO OP ACTIVATION: PRICE STARTING AT \$35,000

Neighborhood Options:

- High Visibility for ALL attendees: **SOLD**
- ITC Life, Health and Benefits Neighborhood: \$35,000
- Distribution Neighborhood (featuring ITC Agents & Brokers + ITC MGAS Sub-Brands): \$35,000
- ITC LATAM Neighborhood: **SOLD**

Your brand will be featured prominently in a prominent photo op onsite that will generate thousands of impressions to the global insurance community.

- ITC will design a photo op that is featured in a high traffic location in neighborhood purchased. Sponsor's brand will be incorporated into the photo op.
- 1 interview video from Sponsor's photo op that is shared on ITC's social channels.
- Timing is flexible throughout the show
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



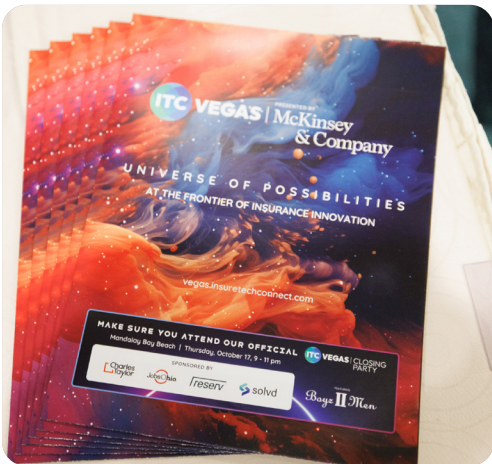
## EXCLUSIVE

### PRINTED EVENT MAP SPONSOR: **SOLD**

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

- ITC will design and produce sponsor branded Printed Event Maps distributed at Registration to help attendees and ITC onsite staff 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
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BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



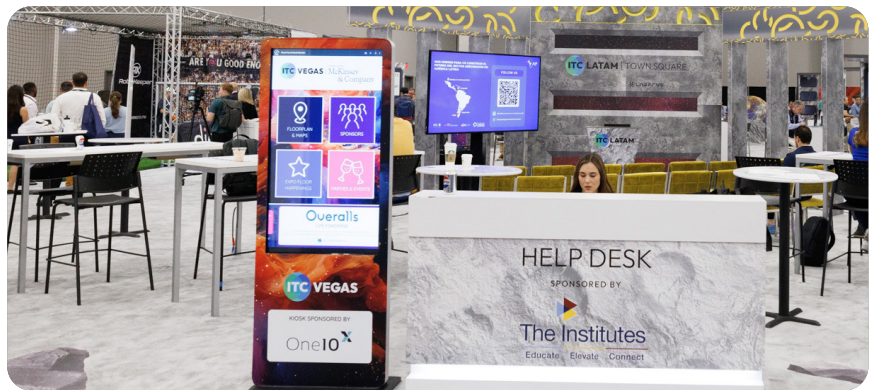
## EXCLUSIVE

### INFORMATION & HELP DESK SPONSOR: \$30,000

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 four (4) Information & Help Desks designed and produced by ITC and placed in strategic areas.
  - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





## BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

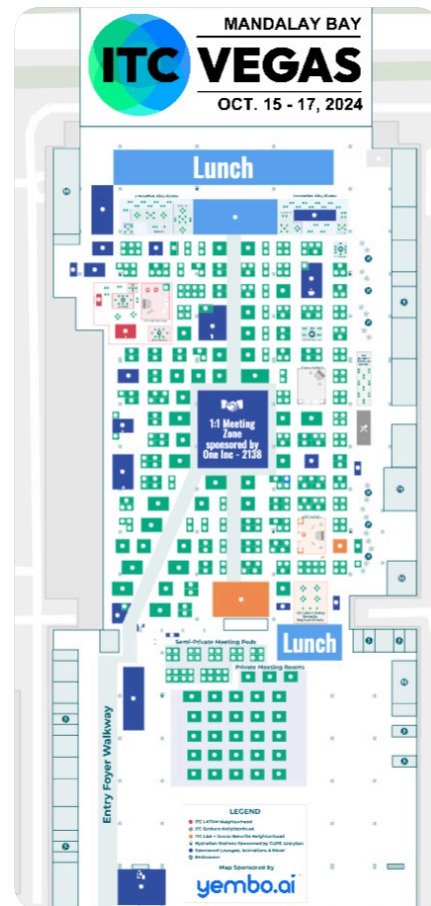
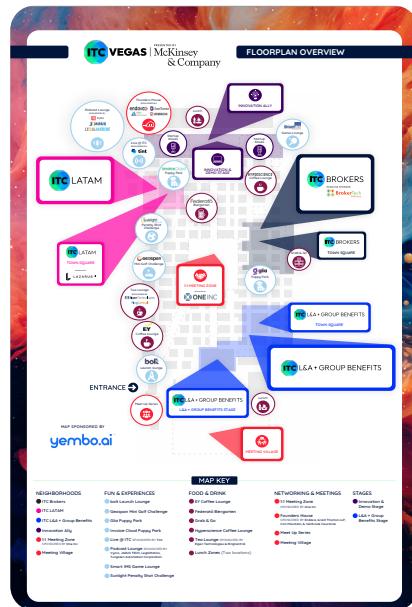
EXCLUSIVE

**EXPO FLOOR PLAN SPONSOR: \$27,500**

Showcase your brand + booth location on all published Expo Floor Plans featured on event website, event app and printed maps!

- Sponsor's Exhibit Booth with Company Logo highlighted on all Expo Floor Plans, which are published in event website, event app and printed maps.
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

**BRONZE LEVEL Branding** (Includes 4 Staff Tickets + more on [Page 56](#))



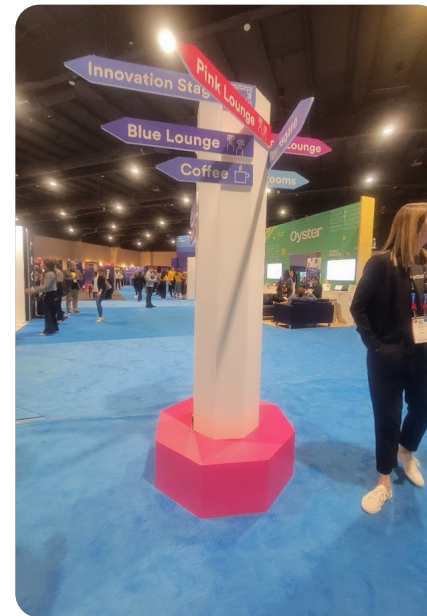
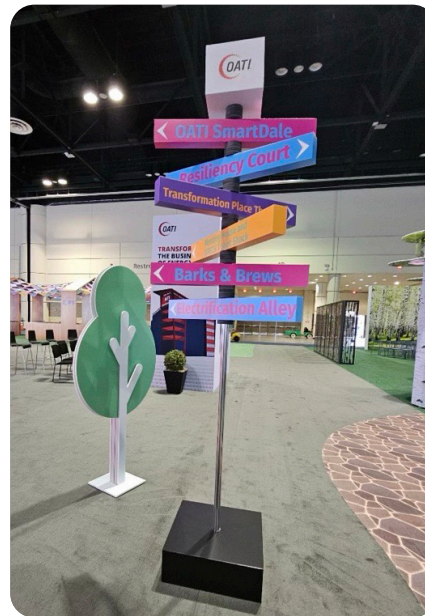
EXCLUSIVE

**DIRECTIONAL STREET SIGN SPONSOR: \$29,500**

Directional Street Sign Sponsor will ensure attendees are headed in the right direction.

- Sponsor Logo highlighted on four (4) directional street signs designed and produced by ITC
  - ITC has full design rights and will design in a way that allows for the Sponsor logo to pop
  - Directional street signs located prominently throughout event (expo and content)
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

**BRONZE LEVEL Branding** (Includes 4 Staff Tickets + more on [Page 56](#))



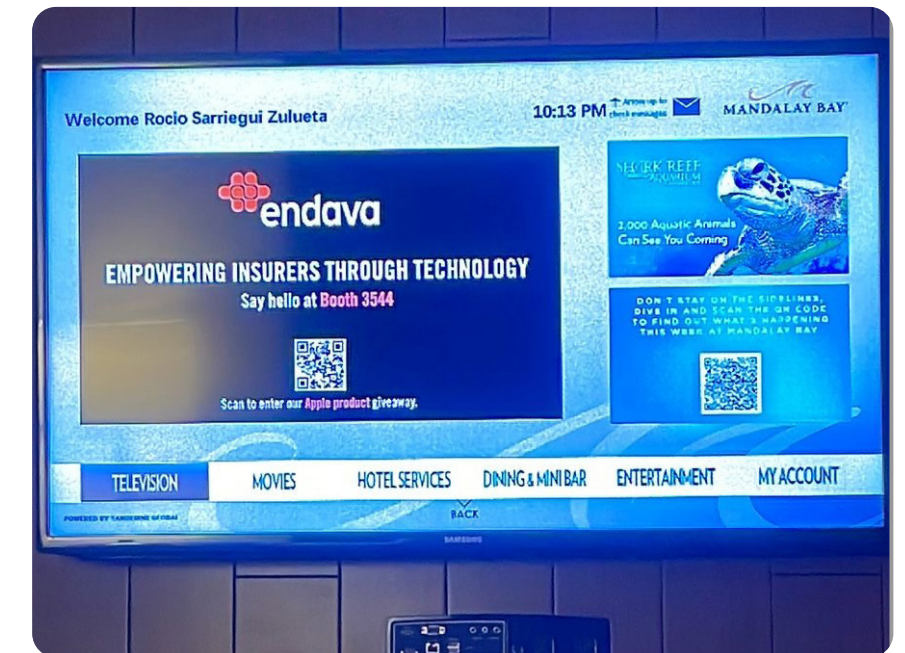
EXCLUSIVE

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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM – Distribution: ITC Agents & Brokers + ITC MGAs – ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

**BRONZE LEVEL Branding** (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



NON-EXCLUSIVE - ONLY 1 REMAINING!

## 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 15 and Thursday, October 16
  - Sponsor will produce and provide content. ITC will have final approval rights on the content
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## PER DAY MAIN STAGE CHAIR SWAG SPONSOR: \$32,500

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 15 and Thursday, October 16
  - One (1) item of branded SWAG per chair (Sponsor to design, print and ship SWAG at own expense)
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## CHAPSTICK SPONSOR: SOLD

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

- ITC to place branded Chapstick at Badge Pick-Up
  - 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

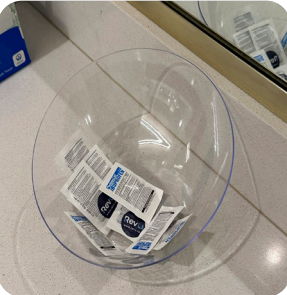
EXCLUSIVE PER 2 RESTROOMS

## RESTROOM SPONSOR: **SOLD**

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 to provide at least one (1) branded item to be placed or displayed in each sponsored 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
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BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## MINI HAND SANITIZER STATION SPONSOR: **\$30,000**

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
  - ITC to provide mini hand sanitizers with 1-color logo
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
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BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



EXCLUSIVE

## DIGITAL SIGNAGE TAKEOVER - SECOND FLOOR EDUCATION ZONE: **\$27,500 PER DAY**

Maximize your brand's visibility with a prime sponsorship opportunity to take over the digital signage across all vertical totem displays on the second floor, where the education sessions are held.

- Your graphic or video (10 seconds with no audio) will be prominently featured, synced across all screens, ensuring consistent exposure to attendees throughout the day.
  - With at least 10 airings per hour, this sponsorship offers exceptional frequency and impact in a high-traffic area, positioning your brand as a key supporter of education and innovation at the event.
  - Sponsor will design and supply 10 second ad. ITC has final approval rights
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

EXCLUSIVE PER MEAL - ONLY LUNCH SPONSOR REMAINING!

## BREAKFAST \*SOLD OR LUNCH SPONSOR: \$27,500

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

- Sponsor logo featured on each lunch table and breakfast or lunch signage on Tuesday, October 14 - Thursday, October 16
  - **Lead Generation:** ITC will provide a QR Code on signage that is placed on each breakfast or 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 breakfast or lunch in digital promotion
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
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BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



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 provided at badge pick-up
  - Artwork designed and produced by ITC
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

EXCLUSIVE PER DAY - WEDNESDAY & THURSDAY AVAILABLE

## DAILY HIGHLIGHTS PACKAGE: \$27,500

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 14 - Thursday, October 16
  - 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



LIMITED AVAILABILITY

## HIGH TRAFFIC VIDEO ADS: \$25,000

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 four (4) video displays that 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 14 - Thursday, October 16
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



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.

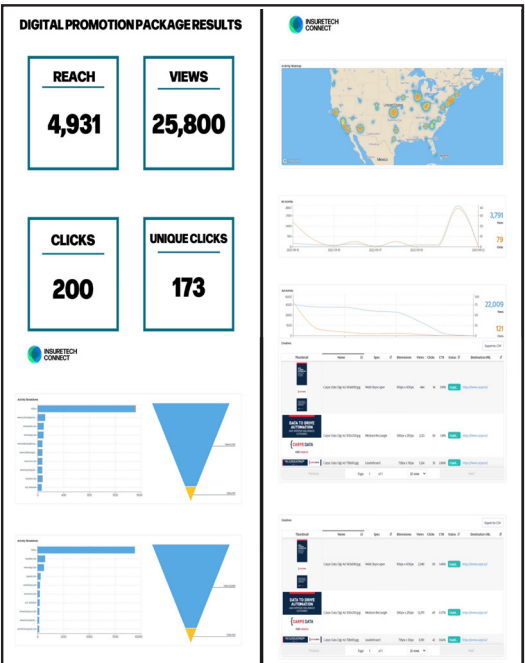
### Pricing Tiers:

- 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> (+\$3,000) OR 10' x 10' Table Top Booth<sup>5</sup> (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14
- **Optional:** Purchase Without 10' x 10' Booth and 2 Conference Passes for \$12,500

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

NON-EXCLUSIVE - LIMIT 5

## WELCOME / THANK YOU EMAIL SPONSOR: \$25,000

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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

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 two (2) Charging Tables and non-exclusively on additional Charging Tables in high traffic locations
  - Artwork and Charging Tables designed and provided by ITC
- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))

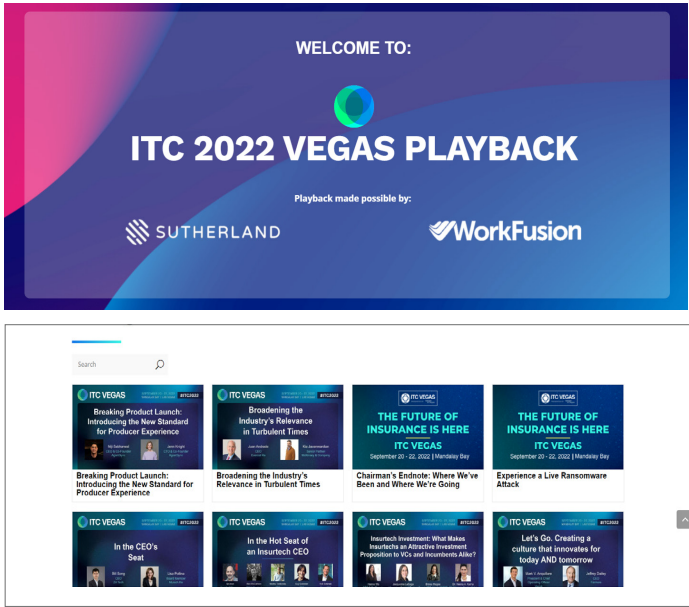
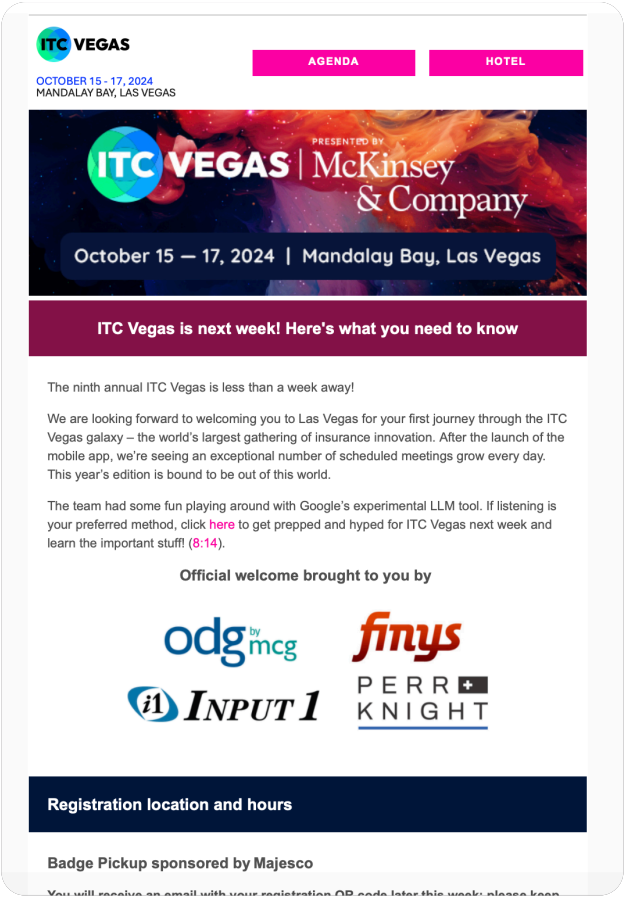
SEMI-EXCLUSIVE

## PLAYBACK SPONSOR: \$25,000 \*WAITLIST STATUS

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 2026 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 2025
  - 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' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10' x 5' Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10' x 10' Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))





# BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB

EXCLUSIVE STUDIO PER SPONSOR - ONLY 1 REMAINING!

## PODCAST LOUNGE SPONSOR: \$25,000

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 up to 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 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
- Branding Elements:
  - Naming 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
- 10’ x 10’ Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10’ x 5’ Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10’ x 10’ Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14

BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))



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. Sponsor must adhere to event shipping schedule
- Potential options include:
  - Care Pack – Headphones – Charger – Airtag – OR Create Your Own!
- 10’ x 10’ Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** General Expo OR Neighborhood within: ITC LATAM - Distribution: ITC Agents & Brokers + ITC MGAs - ITC Life, Health & Benefits
- **Optional Add-On:** 10’ x 5’ Table Top Booth<sup>5</sup> **(+\$3,000)** OR 10’ x 10’ Table Top Booth<sup>5</sup> **(+\$5,000)** in ITC Agents & Brokers Expo on Tuesday, October 14
- **Optional:** Purchase without 10’ x 10’ Booth and 2 Conference Passes for \$12,500

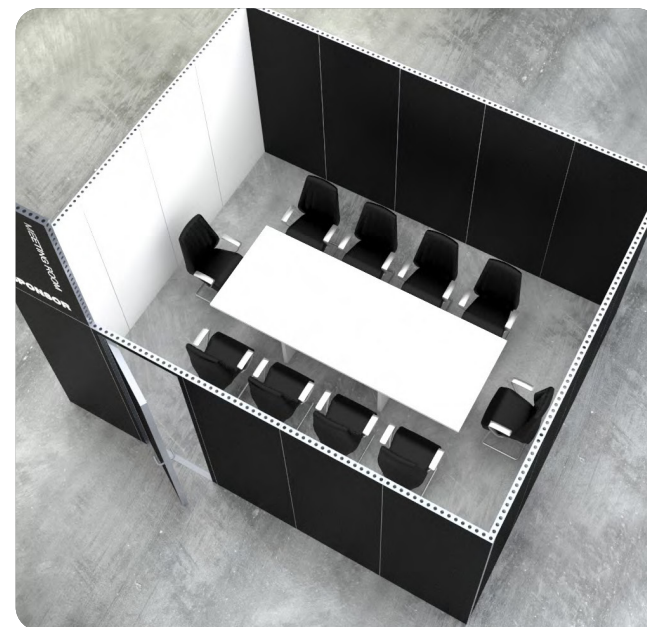
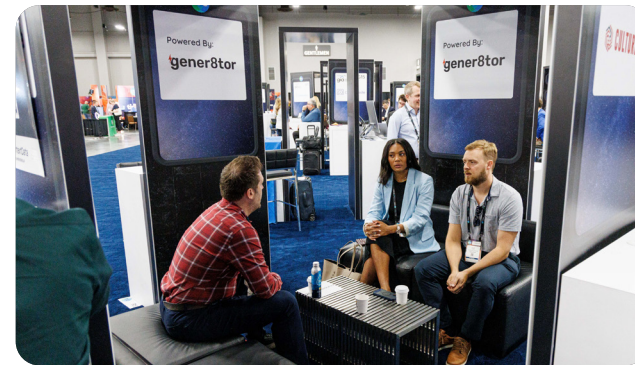
BRONZE LEVEL Branding (Includes 4 Staff Tickets + more on [Page 56](#))







EXPO / MEETING SPACE  
ONLY OPTIONS





# EXHIBIT ONLY OPTIONS

## STANDALONE 10' X 10' BOOTH (PIPE & DRAPE ONLY): \$15,750

\*By application only [here](#) for qualified start-ups and scale-ups: Raised \$0 to \$10M of funding AND founded less than seven (7) years from date of ITC Vegas 2025.

\***Note:** Due to limited space, priority is given to companies purchasing sponsorships in preceding pages that include booth space. Applications are reviewed in spring 2025.

- 10' x 10' Booth<sup>3</sup> in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
  - **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- **Optional Add-On:** 10' x 5' Table Top (+\$3,000) OR 10' x 10' Table Top (+\$5,000) in [ITC Agents & Brokers Expo](#) on Tuesday, October 14

SUPPORTER LEVEL Branding (Includes 2 Staff Tickets + more on [Page 56](#))



## START-UP DEMO KIOSK: \$6,250

\*By application only [here](#) for qualified start-ups: Raised \$0 to \$5M of funding AND founded less than five (5) years from date of ITC Vegas 2025

- Fully Turnkey Start-Up Demo Kiosk<sup>4</sup> in Expo Hall
  - > ITC will design and produce fully turnkey kiosk
  - > Includes the demo structure, one (1) stool, company logo affixed to kiosk and access to a 500 watt electrical outlet. No furniture customizations. Additional signage allowed on kiosk counter only
  - > Does not come with a monitor
- **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- **Optional Add-On:** 10' x 5' Table Top (+\$3,000) OR 10' x 10' Table Top (+\$5,000) in [ITC Agents & Brokers Expo](#) on Tuesday, October 14

SUPPORTER LEVEL Branding (Includes 2 Staff Tickets + more on [Page 56](#))



[INQUIRE FOR AVAILABILITY](#)

## HUB / PAVILION SPONSOR: STARTING AT \$60,000

\*Inquire for details

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

- **Choose Neighborhood:** [General Expo](#) OR Neighborhood within: [ITC LATAM](#) - [Distribution: ITC Agents & Brokers + ITC MGAs](#) - [ITC Life, Health & Benefits](#)
- Additional Details:
  - Reserve a space suitable for kiosks that represent sponsor and the partners in its ecosystem (Includes up to 10 start-up kiosks). 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.)

SILVER LEVEL Branding (Includes 6 Staff Tickets + more on [Page 56](#))



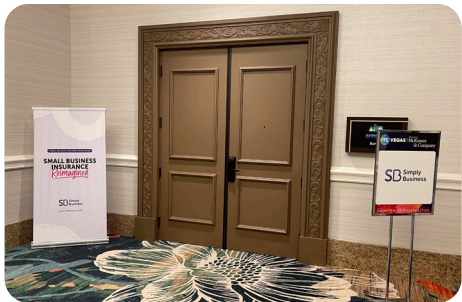


# MEETING SPACE ONLY OPTIONS

## PRIVATE EVENT / FUNCTION SPACE - LEVEL 3 @ MANDALAY BAY: \$25,000

- Private Event / Function Space on Tuesday, October 14, Wednesday, October 15 and Thursday, October 16 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
  - ITC will provide a list of vendor contacts for sponsor to order AV, Catering, Custom Furniture, Electrical and/or Internet at their own expense

SUPPORTER LEVEL Branding (Includes 2 Staff Tickets + more on [Page 56](#))



## PRIVATE BOARDROOM - EXPO FLOOR: \$22,500

- ITC will fabricate a Private Boardroom on the Expo Floor on Wednesday, October 15 and Thursday, October 16
  - Meeting room size approximately 175 square feet with seating for 10 people
  - Comes with a standard boardroom style table, 10 chairs, company logo, and access to a 500 watt electrical outlet. No furniture customizations allowed
  - Customizations, monitors, additional branding or power needs and f&b are allowed inside the meeting room at Sponsor's own cost. No customizations outside the meeting room.

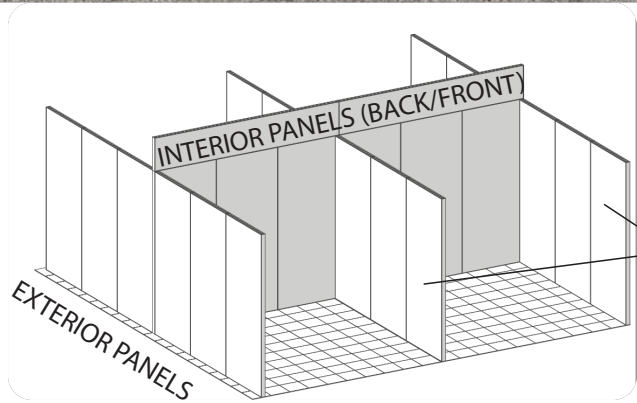
SUPPORTER LEVEL Branding (Includes 2 Staff Tickets + more on [Page 56](#))



## MEETING POD - EXPO FLOOR: \$12,500

- Meeting Pod in the Expo Hall on Wednesday, October 15 and Thursday, October 16
  - ITC will design and produce a Meeting Pod with three walls (open on one side), which includes a table, chairs (4), company logo, and access a 500watt electrical outlet..
  - Sponsor is permitted to install a monitor at their own cost.
  - No furniture customizations allowed. Additional branding signage allowed with the approval of ITC.

SUPPORTER LEVEL Branding (Includes 2 Staff Tickets + more on [Page 56](#))







## ADD-ON PACKAGES

**insurity**  
Policy | Billing | Claims | Analytics

BOOK A MEETING

at ITC VEGAS

**insurity**  
Policy | Billing | Claims | Analytics

Insurity's policy, billing, claims, and analytics solutions are trusted by 500+ CIOs. Learn how Insurity can take your business to the next level of innovation.

BOOK A MEETING

at ITC VEGAS

**insurity**  
Policy | Billing | Claims | Analytics

BOOK A MEETING

at ITC VEGAS

insu



**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.

**ITC VEGAS** | **LQT**

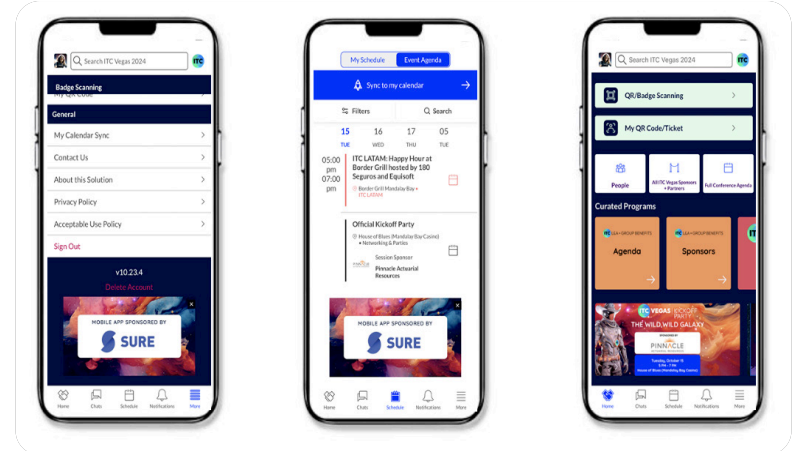
LQ DASHBOARD | **LISTS** | EMAILS MANAGEMENT

+ New Interest List

ITC Demo List

Email List Size: 10/75 | Sends: 0/2 | Draft

<input type="checkbox"/>	Name	Last name	Title	Company	Tags
<input type="checkbox"/>	1	Alex	Maffeo	CEO and Founder	Boost Insurance
<input type="checkbox"/>	2	Marcel	Loetscher	Partner	Synpulse
<input type="checkbox"/>	3			Chief Executive Officer	Financial Link Sdr
<input type="checkbox"/>	4			Senior Director   Client Services	Pilot
<input type="checkbox"/>	5			Chief Technology Officer	HSB





# ADD-ON OPTIONS

## FOOD STAND TRAFFIC DRIVER PACKAGE: STARTING AT +\$20,000

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: \$20,000 - Popcorn - Soft Pretzels - Iced Tea / Lemonade Stand
- Tier 2: \$30,000 - Grilled Cheese Bites - Smoothie Station - Cake Pops - Nitrogen Ice Cream Bar - Hot Dogs - Crudite Cups\* - Pizza Station\*

### 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 15 and Thursday, October 16
  - 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

### EXCLUSIVE

## BOURBON, WHISKY RHUM, WINE (OR EQUIVALENT) TASTING IN BOOTH: +\$15,000

- Bourbon, Whisky, Rum, Wine (or equivalent) tasting station will be rolled into Sponsor's booth with bartender serving tastings during the Expo Happy Hour on Wednesday, October 15
  - Company Logo featured on Tasting signage and all references in promotion
- Lead Generation:
  - Bourbon, Whisky, Rum, Wine (or equivalent) tasting, with 100 word description, listed in Website Agenda and in Event App Agenda
  - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor's Bourbon, Rum, Wine (or equivalent) tasting at least four (4) weeks prior to event
    - > Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor's Bourbon, Rum, Wine (or equivalent) tasting 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 Tasting, but cannot deny drinks for attendees who do not want to be scanned

## HIGH TRAFFIC VIDEO ADS: +\$7,500

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 14, Wednesday, October 15 and Thursday, October 16

## EVENT APP ROTATING BANNER AD PACKAGE: +\$7,500

Receive persistent and prominent branding with clickable banner ads embedded in the web and mobile app version of the official ITC Vegas Event App, which actively is used by more than 90% of attendees.

- Sponsor will produce and provide banner ad that is featured in the Event App and displayed to all attendees
  - Banner ad is featured in four locations: Mobile App (profile lists, schedule, more page) and Web Version (connections sidebar)
  - Banner ads rotate every 60 seconds, and a new ad will display when screen is refreshed
  - Once clicked/tapped, destination can be the company profile within the Event App or a website URL outside of the app
  - Banner is 600x320 px static image, max 2mb and will be implemented within 48 hours in the app

## 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



## SURPRISE & CONNECT LEAD-GEN PACKAGE: +\$10,000

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

## PRIVATE EVENT ATTENDEE BOOSTER: +\$7,500

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 150 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 six (6) Weeks prior to ITC. See ITC LQT User Guide [here](#).

**ADDITIONAL TICKETS: \$1995 Sponsor Staff Rate (More than \$1000 off website price)**

### BOOTH UPGRADE PRICE

- 20' x 30' Booth: +\$65,000 onto any package **with** a 10' x 10' Booth
- 20' x 20' Booth: +\$39,000 onto any package **with** a 10' x 10' Booth
- 10' x 20' Booth: +\$13,000 onto any package **with** a 10' x 10' Booth
- 10' x 10' Booth: +\$13,000 onto any package **without** a 10' x 10' Booth



# ITC VEGAS GOLF TOURNAMENT

MONDAY, OCTOBER 13 | 1 PM START TIME

BALI HAI GOLF CLUB | LAS VEGAS, NV



## Join the Inaugural ITC Vegas Golf Tournament!

Kick off ITC Vegas 2025 with an exclusive networking experience at Bali Hai Golf Course on Monday, October 13, at 1 PM.

Conveniently located next to Mandalay Bay, this relaxed afternoon offers a perfect chance to spend quality time with clients, partners or colleagues before the event kicks off.

The tournament is limited to just 80 golfers and 2025 ITC Vegas participants. Arrive to Vegas in the morning, check into the hotel, and hit the course in the afternoon!

**\*Note:** Golf packages available only as add-ons to existing ITC Vegas 2025 sponsorships found in the previous pages.

## BASE PACKAGE:

### ONE (1) FOURSOME: +\$5,000

- One (1) Foursome totaling 4 golfers
- Includes access to post-tournament happy hour for the Foursome
- Branding included on ITC website, on-course signage and on one hole chosen by ITC
- Sponsor will receive final RSVP list the day prior to the event (email addresses not included)

## SPONSORSHIP OPTIONS:

### TOURNAMENT HEADLINE SPONSOR: +\$18,000

- Exclusive status as Headline Sponsor of ITC Golf Tournament with branding included on ITC website, all emails about the golf event and on-course signage
- Includes two (2) Foursomes totaling 8 golfers
- Includes access to post-tournament happy hour for the two Foursomes + 4 non-golfer guests
- Sponsor will receive final RSVP list the day prior to the event (email addresses not included)
- Includes \$5,000 credit to be used toward collateral sponsorship opportunity (see below options)

### BOX LUNCH SPONSOR: +\$5,000

- Save the day by providing a beautiful box lunch to 80 hungry golfers
- Your brand will be showcased on the boxes that each golfer receives from Bali Hai prior to the shotgun start
- Multiple lunch options available (TBD)
- Includes access to post-tournament happy hour for two (2) non-golfer guests
- Sponsor will receive final RSVP list the day prior to the event (email addresses not included)

### BAR CART SPONSOR: +\$5,000

- Provide the most sought-after refreshments on a hot day in the desert!
- Your brand will be showcased on the beverage cart that golfers depend on for liquid courage and energy. Multiple beverage options available (TBD)
- Includes access to post-tournament happy hour for two (2) non-golfer guests
- Sponsor will receive final RSVP list the day prior to the event (email addresses not included)

### HAPPY HOUR SPONSOR: SOLD

- Host the Happy Hour at Bali Hai's clubhouse after an exciting round!
- Exclusive status as Happy Hour Sponsor of ITC Golf Tournament with brand featured during Happy Hour
- Emcee the Happy Hour, announcing the winners of the event, the long drive, and the closest to the pin
- Multiple beverage options available (TBD)
- Includes access to post-tournament happy hour for two (2) non-golfer guests
- Sponsor will receive final RSVP list the day prior to the event (email addresses not included)

### GOLF SHIRT SPONSOR: +\$5,000

- Place your brand front and center (or left pectoral) on the ITC Vegas 2025 golf shirt
- Moisture wicking, high tech golf polo will be a welcome addition in the Vegas desert
- Your brand will travel far and wide to golf courses and beyond as golfers continue to rock your logo shirt for years
- Includes access to post-tournament happy hour for two (2) non-golfer guests
- Sponsor will receive final RSVP list the day prior to the event (email addresses not included)

### GOLF HAT SPONSOR: +\$5,000

- Be ahead of the curve! Place your brand front and center on the ITC Vegas 2025 golf hat
- Moisture wicking, high tech golf hat will provide necessary shade and comfort in the Vegas desert
- Benefit from logo visibility in photos shared on social media, websites, and event recaps
- Includes access to post-tournament happy hour for one (2) non-golfer guests

### GOLF BALL SPONSOR: +\$5,000

- What do all golfers need? Balls! Provide golfers with their go-to piece of equipment. Your logo will grab their attention on every shot!
- A sleeve of 3 premium brand balls will be provided to each golfer participating
- Includes access to post-tournament happy hour for one (1) non-golfer guests

### SHOE BAG / TOTE BAG SPONSOR: SOLD

- Your logo shoe/tote bag will be the centerpiece of the giveaways, with other items included within your logo bag
- Provide attendees with a memorable, functional keepsake featuring your brand that they'll sport long after the tournament
- Give every golfer a tangible reminder of the event, fostering goodwill and a connection between your brand and their memorable day.
- Includes access to post-tournament happy hour for one (1) non-golfer guests

### GOLF TEE AND BALL MARKER SPONSOR: +\$2,500

- Make your mark on the ITC Vegas golf tournament with personalized golf tees and ball markers
- Golfers will receive a functional keepsake featuring your brand that they'll take home to their course, exposing your brand to others worldwide
- Includes access to post-tournament happy hour for one (1) non-golfer guests





## SPONSOR BRANDING LEVELS + TICKET INCLUSIONS





# BRANDING LEVELS + TICKET INCLUSIONS



## TITLE LEVEL BRANDING + TICKET INCLUSIONS

- Title Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
  - **Optional:** Additional listing as **Title Level Sponsor** in one or more of the following Neighborhoods: ITC Agents & Brokers – ITC MGAs – ITC Life, Health & Benefits – ITC LATAM
  -
- 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 Tickets for Staff<sup>6</sup>
- 4 Tickets for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)<sup>7</sup>

## SILVER LEVEL BRANDING + TICKET INCLUSIONS

- Silver Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
  - **Optional:** Additional listing as **Silver Level Sponsor** in one or more of the following Neighborhoods: ITC Agents & Brokers – ITC Life, Health & Benefits – ITC LATAM – ITC MGAs
- Company Description (75-Words) in Event App
- 6 Tickets for Staff<sup>6</sup>

## SUPPORTER LEVEL BRANDING + TICKET INCLUSIONS

- Supporter Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
  - **Optional:** Additional listing as **Supporter Level Sponsor** in one or more of the following Curated Neighborhoods: ITC Agents & Brokers – ITC MGAs – ITC Life, Health & Benefits – ITC LATAM
- Company Description (75-Words) in Event App
- 2 Tickets for Staff<sup>6</sup>

## GOLD LEVEL BRANDING + TICKET INCLUSIONS

- Gold Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
  - **Optional:** Additional listing as **Gold Level Sponsor** in one or more of the following Neighborhoods: ITC Agents & Brokers – ITC MGAs – ITC Life, Health & Benefits – ITC LATAM
  -
- Company Description (75-Words) in Event App
- 8 Tickets for Staff<sup>6</sup>

## BRONZE LEVEL BRANDING + TICKET INCLUSIONS

- Bronze Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
  - **Optional:** Additional listing as **Bronze Level Sponsor** in one or more of the following Curated Neighborhoods: ITC Agents & Brokers – ITC MGAs – ITC Life, Health & Benefits – ITC LATAM
- Company Description (75-Words) in Event App
- 4 Tickets for Staff<sup>6</sup>







## TUESDAY, OCTOBER 14 EXPO + CONTENT ADD-ONS

### Eligibility Requirements:

- Available ONLY to Sponsors who secure a Booth, Kiosk OR Sponsorship package from subsequent pages





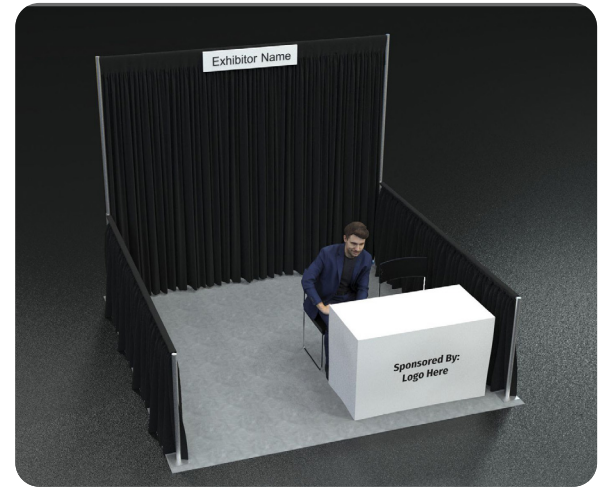
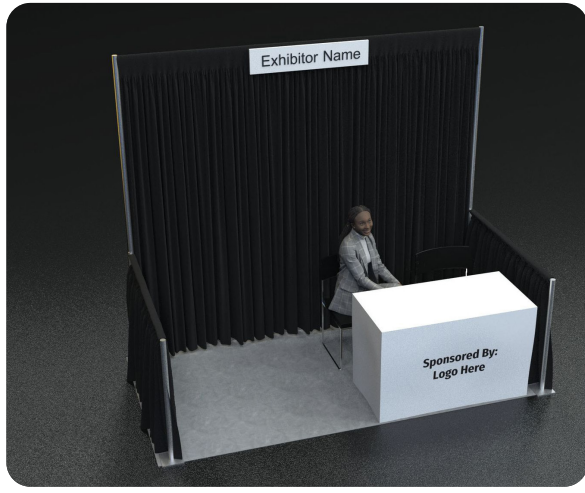
# ITC AGENTS & BROKERS ADD-ONS

## ITC AGENTS & BROKERS 10' X 5' TABLE TOP: +\$3,000

- 10' x 5' Table Top in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - 10' wide Pipe & Drape with 3' high side wall pipe and drape
  - Fully turnkey Table Top + 2 chairs with sponsor logo incorporated into table design (designed and produced by ITC with show branding)
  - Access to electrical outlet
  - Sponsor is permitted to install a back-wall, monitor, signage, etc. at its own cost
  - Hard wire internet, drayage, etc. will be available through event vendors and are NOT included

## ITC AGENTS & BROKERS 10' X 10' TABLE TOP: +\$5,000

- 10' x 10' Table Top in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - 10' wide Pipe & Drape with 3' high side wall pipe and drape
  - Fully turnkey Table Top + 2 chairs with sponsor logo incorporated into table design (designed and produced by ITC with show branding)
  - Access to electrical outlet
  - Sponsor is permitted to install a back-wall, monitor, signage, etc. at its own cost
  - Hard wire internet, drayage, etc. will be available through event vendors and are NOT included



ADDITIONAL TICKETS: +\$1995 SPONSOR STAFF RATE





# ITC AGENTS & BROKERS ADD-ONS

LIMITED AVAILABILITY - ONLY 1 REMAINING!

## 15-MINUTE MIC DROP PACKAGE: +\$25,000

*Mic Drop Sessions* offer the ultimate platform to launch, announce, or showcase your latest innovation! Take the spotlight on an highly coveted ITC Vegas Stage to make a powerful impression on the ITC Community. This all-inclusive package gives you everything you need to wow the audience, generate inbound leads and amplify your brand.

### Choose your stage:

- Independent Agents Track on Tuesday, October 14 **\*Waitlist Status**
- Mid-Cap / Large-Cap Brokers Track on Tuesday, October 14 **\*Waitlist Status**

### Package Details:

- 15-minute mic drop session featuring sponsor's TED talk-style, high impact session during the program that focuses on a single important takeaway for the audience. Must not be a product demo or company presentation. Must be agreed upon in advance with ITC.
  - Speaker subject to ITC Content Team's approval.
    - > Start-ups must bring a Founder, CEO or Senior Leader to present.
    - > Non Start-Ups must bring a C-Level executive from not from sales or marketing departments
  - ITC will select the date and time of the session. Speakers must conduct 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 at- tendees 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 at least four (4) weeks prior to event
  - 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
- 10' x 5' Table Top Booth in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - Upgrade to 10' x 10' Table Top Booth<sup>5</sup> (+\$2,000)

EXCLUSIVE

## KEYNOTE SPONSOR (INDEPENDENT AGENTS TRACK): +\$30,000

Feature your brand prominently from the Independent Agents Stage as a senior leader from your organization introduces the Keynote Speaker 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 TBD during a the Independent Agents Track Keynote on Tuesday, October 14
- 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 ads 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 sessions 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 5' Table Top Booth in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14





# ITC AGENTS & BROKERS ADD-ONS

EXCLUSIVE

STAGE SPONSOR: BROKERS STAGE \*SOLD OR INDEPENDENT AGENTS STAGE: +\$15,000

Own the stage where all content is hosted for independent agents OR mid-cap to large-cap brokers. YOUR BRAND prominently featured within the stage design.

- Sponsor Logo featured prominently within stage design
- 10' x 5' Table Top Booth in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - Upgrade to 10' x 10' Table Top Booth<sup>5</sup> (+\$2,000)



EXCLUSIVE PER STAGE

ITC AGENTS & BROKERS CHAIRBACK SPONSOR: SOLD

Feature your brand on each chairback in the Independent Agent and Brokers Sessions.

- Sponsor branded chairbacks on all chairs in the ITC Agents & Brokers session rooms on Tuesday, October 14
  - ITC will print and install branded chairback wraps
  - ITC has full design rights. ITC will design in a way that allows for the Sponsor logo to pop
- 10' x 5' Table Top Booth in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - Upgrade to 10' x 10' Table Top Booth<sup>5</sup> (+\$2,000)



EXCLUSIVE

ITC AGENTS & BROKERS LUNCH SPONSOR: +\$15,000

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 in the ITC Agents & Brokers 1-day Expo pn Tuesday, October 14
- ITC will publicly thank the sponsor on stage during the programming right before lunch
- 10' x 5' Table Top Booth in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - Upgrade to 10' x 10' Table Top Booth<sup>5</sup> (+\$2,000)



EXCLUSIVE

ITC AGENTS & BROKERS COFFEE SPONSOR: +\$15,000

While networking with agents and brokers, caffeine is a must! Help attendees stay caffeinated throughout the day.

- ITC will design and produce a sponsor branded Coffee Station in the ITC Agents & Brokers Expo on Tuesday, October 14
  - Coffee Station is fully turnkey. 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:
  - Naming is "Company Name" Coffee Station<sup>2</sup>
  - ITC will provide sponsor branded coffee cups
    - > Sponsor cannot bring their own mugs; coffee will be served in cups provide by ITC and venue
- 10' x 5' Table Top Booth in ITC Agents & Brokers Expo<sup>5</sup> on Tuesday, October 14
  - Upgrade to 10' x 10' Table Top Booth<sup>5</sup> (+\$2,000)



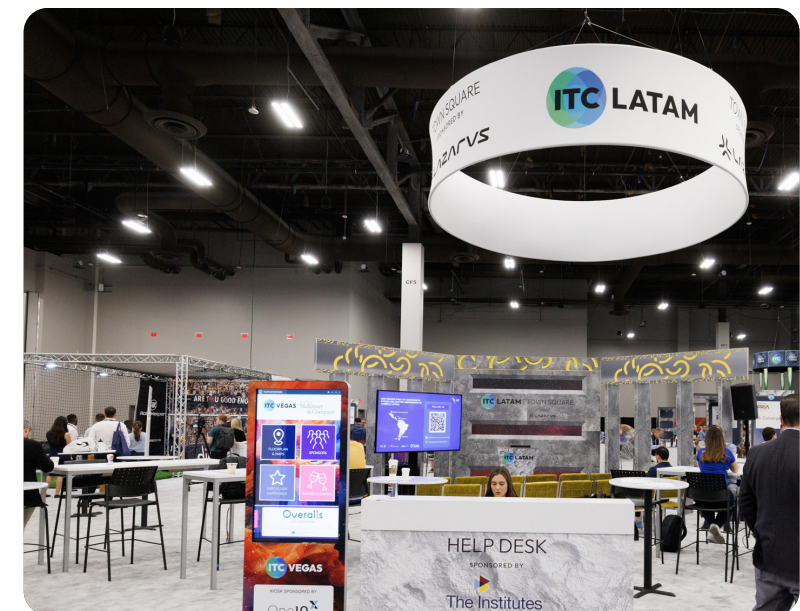
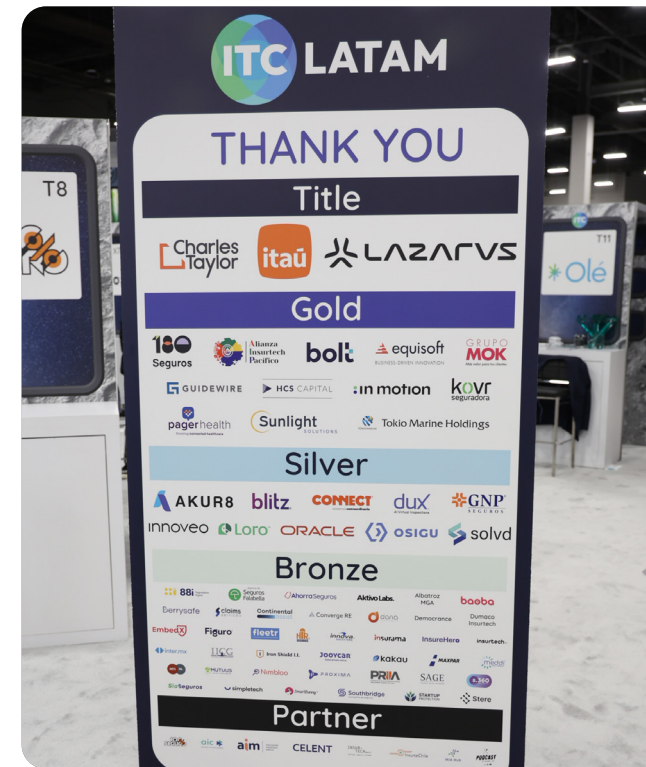




# FOR COMPANIES BASED IN AND INVOLVED IN THE LATIN AMERICAN INSURANCE MARKET

## Eligibility Requirements:

- Available ONLY to Latin American based companies with staff traveling from the region
  - ITC will evaluate all companies from outside Latin America on a case-by-case basis
- MUST buy a kiosk OR booth in order to secure an add-on sponsorship









# ITC LATAM BRANDING LEVELS

\*ITC LATAM BRANDING LEVEL IS ASSIGNED BASED ON TOTAL SPONSORSHIP SPEND



## TITLE LEVEL ITC LATAM BRANDING: \$30,000+

- Title Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2025 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
  - **Also included:** Silver Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App

## GOLD LEVEL ITC LATAM BRANDING: +\$20,000 TO \$29,999

- Gold Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2025 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
  - **Also included:** Bronze Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App

## SILVER LEVEL ITC LATAM BRANDING: +\$12,500 TO \$19,999

- Silver Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2025 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
  - **Also included:** Supporter Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App

## BRONZE LEVEL ITC LATAM BRANDING: \$5,000 TO \$12,499

- Bronze Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2025 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
  - **Also included:** Supporter Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App

## SUPPORTER LEVEL ITC LATAM BRANDING: UNDER \$5,000

- Supporter Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2025 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
  - **Also included:** Supporter Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You to All Sponsors Signage Onsite
- Company Description (75-Words) in Event App



\*SPONSOR MUST BUY A KIOSK OR BOOTH IN ORDER TO SECURE AN ITC LATAM ADD-ON SPONSORSHIP



# EXHIBIT ONLY OPTIONS

\*SPONSOR MUST BUY A KIOSK OR BOOTH IN ORDER TO SECURE AN ITC LATAM ADD-ON SPONSORSHIP



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

- \*Eligibility requirement:** Latin American based companies with staff traveling from the region.
- 10' x 10' Booth<sup>3</sup> 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.
  - 2 tickets for staff<sup>6</sup> (+\$1095 per ticket for staff traveling from Latin America)



## TURNKEY 7' X 7' BOOTH: \$7,500

- \*Eligibility requirement:** Latin American based companies with staff traveling from the region.
- Turnkey 7' x 7' Booth in ITC LATAM Section of Expo Hall
    - 7' x 7' floor covering
    - 7' Wide backdrop with graphics designed by ITC
    - Counter + 2 Stools
    - Access to an electrical outlet
    - Sponsor is permitted to install a monitor at its own cost
    - Hard wire internet, material handlig, etc. will be available through event vendors and are NOT included
  - 2 tickets for staff<sup>6</sup> (+\$1095 per ticket for staff traveling from Latin America)



## TURNKEY 10' X 10' BOOTH: \$9,500

- \*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' floor covering
    - 8' Wide sponsor custom designed backdrop
      - > **\*Note:** Artwork provided by sponsor and due by deadline shared by ITC
    - ~30" x 42" inch Table + 2 stools
    - Access to an electrical outlet
    - Sponsor is permitted to install a monitor at its own cost
    - Hard wire internet, material handling, etc. will be available through event vendors and are NOT included
  - 2 tickets for staff<sup>6</sup> (+\$1095 per ticket for staff traveling from Latin America)



## START-UP DEMO KIOSK: \$3,250

- \*By application only here for qualified start-ups:** Raised \$0 to \$5M of funding, founded less than five (5) years from date of ITC Vegas 2025. Latin American based companies with staff traveling from the region
- Fully Turnkey Demo Kiosk<sup>4</sup> 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.
  - 2 tickets for staff<sup>6</sup> (+\$1095 per ticket for staff traveling from Latin America)



## KIOSK HUB SPONSOR: STARTING AT \$12,500

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

### Pricing Tiers:

- Cluster of 8 Kiosks: \$25,000
- Cluster of 4 Kiosks : \$12,500

### Package Specifics:

- Reserve 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)
  - Includes a meeting space
  - Opportunity to add additional components (e.g., lounge, screens, etc.)
- 2 tickets for staff<sup>6</sup> (+\$1095 per ticket for staff traveling from Latin America)



**ADDITIONAL TICKETS: +\$1095 ITC LATAM SPONSOR STAFF RATE** \*Available ONLY for Latin American based staff traveling from the region.

**ADDITIONAL TICKETS: +\$1995 SPONSOR STAFF RATE**





# ADD-ON OPTIONS

LIMIT 3 SPONSORS - ONLY 1 REMAINING!

## ITC LATAM KICK-OFF PARTY SPONSOR: SOLD

Host the ITC LATAM delegation at a Mandalay Bay venue for happy hour directly after the ITC LATAM Kick-Off Summit.

- ITC will design and produce a Kick-Off Party on Tuesday, October 14 that is fully turnkey.
  - ITC has full design rights and will handle the design, decor, planning and f&b
- Branding elements:
  - Naming is ITC LATAM Kick-Off Party Sponsored by: "Company x," "Company y," etc. (Limit 3 Sponsors)<sup>2</sup>
  - Sponsor branding prominently incorporated into Kick-Off Party
  - Sponsor branding on all materials promoting Kick-Off Party
  - Sponsor can place SWAG in Kick-Off Party (Sponsor to provide and pay for shipping + material handling)
- Each sponsor will share up to two (2) minutes of welcome remarks during ITC LATAM on Tuesday, October 14
- 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 Kick-Off Party 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



\*SPONSOR MUST BUY A KIOSK OR BOOTH IN ORDER TO SECURE AN ITC LATAM ADD-ON SPONSORSHIP

LIMITED AVAILABILITY - ONLY 1 REMAINING!

## ITC LATAM 15-MINUTE MIC-DROP CONTENT PACKAGE: +\$12,500

Feature your company's thought leader during ITC LATAM with a 15-Minute Mic Drop Session – the ultimate platform to launch, announce, or showcase your latest innovation!

- 15-minute mic drop session featuring sponsor's TED talk-style, high impact session during the program that focuses on a single important takeaway for the audience. Must not be a product demo or company presentation. Must be agreed upon in advance with ITC.
  - Speaker subject to ITC Content Team's approval.
    - > Start-ups must bring a Founder, CEO or Senior Leader to present.
    - > Non Start-Ups must bring a C-Level executive from not from sales or marketing departments
  - ITC will select the date and time of the session. Speakers must conduct 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 at- tendees 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 at least four (4) weeks prior to event
  - 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

EXCLUSIVE

## ITC LATAM (DAY 1) COFFEE SPONSOR: SOLD

While networking during the ITC LATAM sessions on Tuesday, October 14 caffeine is a must! Help attendees stay caffeinated throughout the day.

- ITC will design and produce a sponsor branded Coffee Station in ITC LATAM on Tuesday, October 14
  - Coffee Station is fully turnkey. 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 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" Coffee Station<sup>2</sup>
  - ITC will provide sponsor branded coffee cups
    - > Sponsor cannot bring their own mugs; coffee will be served in cups provide by ITC and venue
  - Sponsor featured as Coffee Sponsor on screen before and during each coffee break during ITC LATAM on Tuesday, October 14



EXCLUSIVE

## ITC LATAM STAGE SPONSOR: SOLD

Own the ITC LATAM stage where all content is hosted the day before the expo opens! YOUR BRAND prominently featured within the stage design.

- Sponsor Logo featured prominently within stage design for the ITC LATAM Stage
  - Naming is ITC LATAM Stage Sponsored by: "Company"





# ADD-ON OPTIONS

**\*SPONSOR MUST BUY A KIOSK OR BOOTH IN ORDER TO SECURE AN ITC LATAM ADD-ON SPONSORSHIP**



**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 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
  - Naming is ITC LATAM Town Square Sponsored by “Company”<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to installation in promotion

**EXCLUSIVE**

**ITC LATAM BOURBON, RHUM, WINE (OR EQUIVALENT) TASTING SPONSOR IN TOWN SQUARE: \$15,000**

- Provide delegates in the ITC LATAM Town Square in the expo hall with a Bourbon, Rhum, Wine (or equivalent) Tasting for a 60-minute window on Wednesday, October 15.
- Bourbon, Rum, Wine (or equivalent) tasting station will be rolled into ITC LATAM Town Square’ Exhibit Booth with bartender serving Rhum drinks during the Expo Happy Hour on Wednesday, October 15
    - Company Logo featured on the Bourbon, Rum, Wine (or equivalent) Tasting station signage and all references in promotion
  - ITC will publicly thank the sponsor on stage in the ITC LATAM Town Square during the programming right before Bourbon, Rum, Wine (or equivalent) tasting
  - Lead Generation:
    - Bourbon, Rum, Wine (or equivalent) tasting, with 100 word description, listed in Website Agenda and in Event App Agenda
    - ITC will provide a unique link that Sponsor may use to drive agenda adds in Desktop version of Event App for Sponsor’s Bourbon, Rum, Wine (or equivalent) tasting at least four (4) weeks prior to event
      - > Sponsor will be able to view a list of attendees (first, last, company, title) who add Sponsor’s Bourbon, Rum, Wine (or equivalent) tasting 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 Bourbon, Rum, Wine (or equivalent) tasting, but cannot deny drinks for attendees who do not want to be scanned
  - **Optional Upgrade (+\$5,000):** ITC will secure a local musical act during the Town Square Takeover
    - Details of performer(s) and length of act is TBD





# ADD-ON OPTIONS

\*SPONSOR MUST BUY A KIOSK OR BOOTH IN ORDER TO SECURE AN ITC LATAM ADD-ON SPONSORSHIP



**EXCLUSIVE**  
**SOCCER 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 the 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 a 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
  - Naming is Penalty Shot Challenge Sponsored by “Company”<sup>2</sup>
  - ITC will feature sponsored installation in floor plans and all references to installation in promotion



**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



**LIMITED AVAILABILITY**  
**SURPRISE & CONNECT LEAD-GEN PACKAGE: \$5,500**

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

## 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

<p><b>“Get You to the Show”</b> Send an Uber® ride to your top prospects to make their trip to ITC a bit easier.</p>	<p><b>“Keep You Caffeinated”</b> Send a coffee or tea pick-me-up to your prospects and drive engagement at the show.</p>	<p><b>“Sneak a Meal”</b> We’re all so busy it’s hard to find time to eat. Show prospects you care: send them a Grubhub® meal.</p>
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### HOW IT WORKS

<p><b>1 Pick a Gift</b> Select from the curated Thinks catalog.</p>	<p><b>2 Create a Note</b> Use a Thinks note template, or write your own.</p>	<p><b>3 Select Prospects</b> Use ITC’s list query tool and submit to the ITC team.</p>	<p><b>4 Send Your Gifts</b> Tell us when to send. We’ll handle the rest.</p>
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**INTERESTED?**  
Contact your ITC Representative about the Thinks VIP Perk



# THE FINE PRINT



1. Sponsor produced content and speakers joining sponsor’s content session must be approved by ITC by no later than September 1, 2025. Thought Leadership Packages are intended to showcase Sponsor’s current abilities and not highlight material or capabilities no longer offered. Session description and final speaker list must be submitted by September 1, 2025. Sessions longer than 20 minutes should have a maximum of four speakers inclusive of the moderator.

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 basic Wi-Fi only. Island booths include basic Wi-Fi and space only. Electricity, hard wire internet, enhanced Wi-Fi, 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 General section of the Expo Hall.

4. Kiosks include kiosk branding, 500-watt electric outlet & basic Wi-Fi. Additional items such as hard wire internet, display monitors, etc. will be available through event vendors and are not included in package pricing. Must meet Startup qualifications: Raised \$0 to \$5M of funding AND founded less than five (5) years from date of ITC Vegas 2025. All kiosk exhibitors are subject to ITC approval. Expo Neighborhoods are subject to change and ITC reserves the right to adjust sponsor’s kiosk location to the General section of the Expo Hall.

5. 10’ x 5’ OR 10’ x 10’ Table Top Booth in ITC Agents & Brokers 1-Day Expo on Tuesday, October 14 include Pipe & Drape, basic Wi-Fi, access to an electrical outlet and a fully turnkey Table Top designed and produced by ITC Vegas with sponsor logo incorporated into table design. Sponsor is permitted to install a back-wall, monitor, etc. within 10’ x 5’ OR 10’ x 10’ booth space at own cost. Hard wire internet, enhanced Wi-Fi, drayage, etc. will be available through event vendors and are NOT included in sponsorship package pricing.

6. Staff Tickets include full access to ITC and must be assigned by deadline or they are void. Staff tickets are for those employed at sponsor’s company only. Additional staff tickets available at a discount rate of \$1995 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.
7. Client, Prospect and/or Guest Speaker Tickets (non-staff) include full access to ITC and must be assigned by deadline or they are void. Additional client tickets available at discount rate of \$1995 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.

8. Basic audiovisual package (A/V) includes LCD projector, screen commensurate to room size, dress kit, up to 3 wireless lavalier microphones, and 1 handheld microphone for Q & A. Dedicated technician inside room. Sponsor may adjust the staging design for its session only with ITC’s approval. If sponsor is approved to adjust the staging design, they are responsible for all fees and labor.

9. Basic staging package includes pipe & drape backdrop, ITC branded podium, up to 4 chairs. all selected by ITC

10. 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 December 2024





## ANY QUESTIONS?

Please email us at  
[SponsorITC@insuretechconnect.com](mailto:SponsorITC@insuretechconnect.com)



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