

ITC Vegas 2025 Sponsorship Prospectus

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



Welcome

ITC VEGAS

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 neighbrhoods 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

37% FIRST TIMERS

325+ INVESTORS AND VCs

700+ SPONSORS/PARTNERS

37 GOVERNMENT/REGULATORS

500+ SPEAKERS











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











HIGH LEVEL VENUE MAP



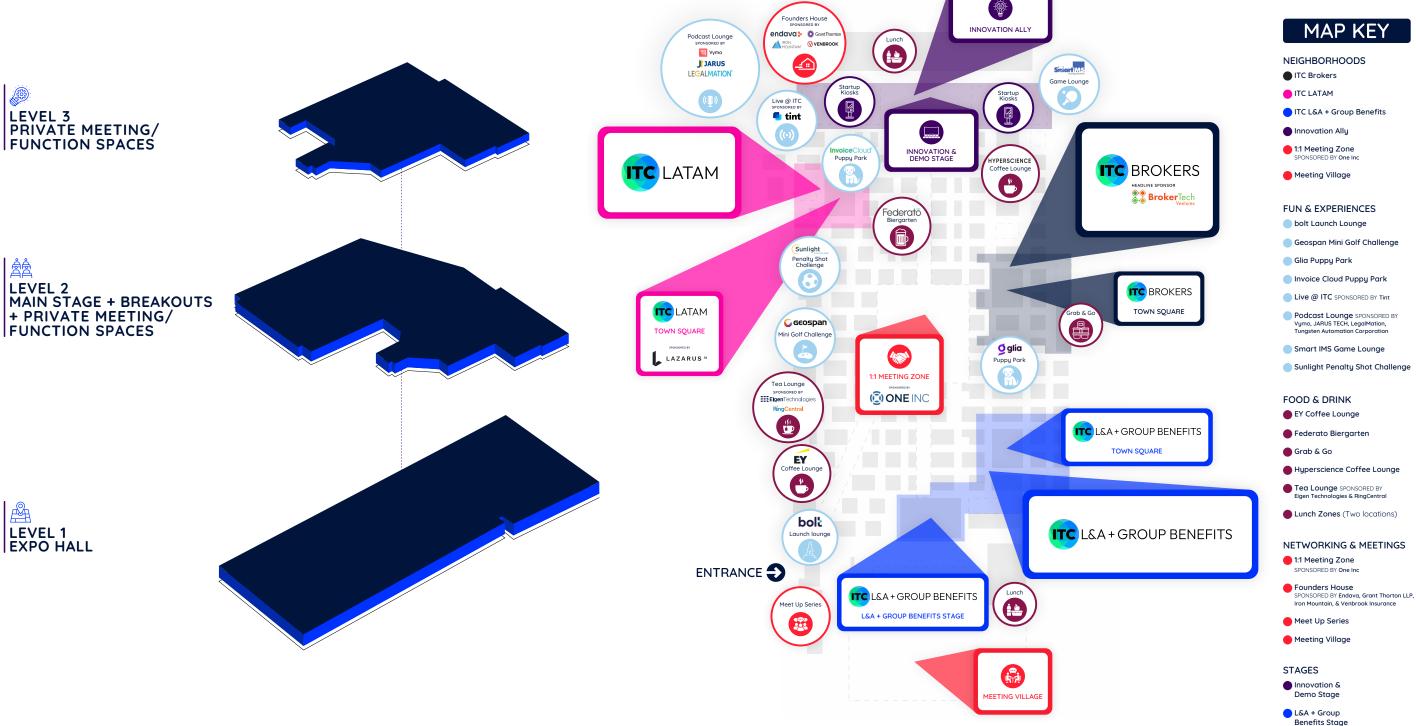


TABLE OF CONTENTS + NEIGHBORHOOD OVERVIEW

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

Each 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
- 56 59 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 PERFORMANCE MARKETING: For insurers and brokers who focus on clicks, calls and leads - PLUS 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.

 60 - 66 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



















EXCLUSIVE

PRESENTING SPONSOR: *WAITLIST STATUS

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!

- 20-minute session on ITC Main Stage on Wednesday, October 15th or Thursday, October 16th hosted by sponsor's CEO, Co-Founder or C-Level Executive¹
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> 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)

EXCLUSIVE PER KEYNOTE SPEAKER

KEYNOTE SPONSOR *SPEAKER(S) TBD: \$75,000

Set the main stage ablaze as your brand presents a globally celebrated keynote speaker! 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, OpenAl), Kara Swisher (Journalist), Gary Vaynerchuk (CEO & Co-Founder Vauner 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)



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' Booth³: \$175,000
20' x 20' Booth³: \$150,000
10' x 20' Booth³: \$125,000

Package Specifics Include:

- Sponsored Kick-Off Summit¹ spanning up to four (4) hours (between 9 am and 5 pm) on Tuesday, October 15 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®
- > 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











90-MINUTE HOSTED LUNCH SEMINAR: STARTING AT \$110,000

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' Booth³: \$155,000
20' x 20' Booth³: \$135,000
10' x 20' Booth³: \$110,000

Package Specifics Include:

90-Minute Hosted Lunch Seminar¹ - 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
- 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 LOT. Sponsor to have access to LOT 4 Weeks prior to ITC. See ITC LOT 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









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

Pricing Tiers:

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

Track Options:

50-Minute Session': 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 - Motor *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: Claims *SOLD - Customer Experience, Retention & Acquisition *SOLD - Data & Analytics *SOLD - Distribution *AVAILABLE - Innovation in Action Day 1 & 2 *SOLD - Life, Health & Benefits *AVAILABLE - Motor *AVAILABLE - Specialty & Commercial *AVAILABLE - Underwriting *SOLD

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

20-Minute Session: Brokers *AVAILABLE - Claims *AVAILABLE - Customer Experience, Retention & Acquisition *AVAILABLE - Data & Analytics *AVAILABLE - Distribution *AVAILABLE - Innovation in Action Day 1 *AVAILABLE - Innovation in Action Day 2 *AVAILABLE - Life, Health & Benefits *AVAILABLE - Performance Marketing *AVAILABLE - Motor *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®
 - > 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









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:

- Solutions Stage in Innovation Alley *Largest Stage (Wednesday, October 15 or Thursday, October 16)
- ITC Life, Health & Benefits Stage (Wednesday, October 15 or Thursday, October 16)
- ITC Agents & Brokers: Mid-Cap / Large Cap Stage (Tuesday, October 14)
- ITC Performance Marketing Stage (Thursday, October 16)

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 stages¹
- 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 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 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 at-tendees and then made available as gated content to a wider audience
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14

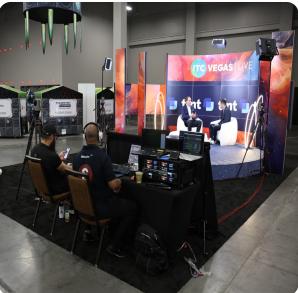
EXCLUSIVE

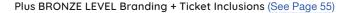
LIVE @ ITC STUDIO SPONSOR: \$60,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14







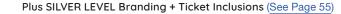




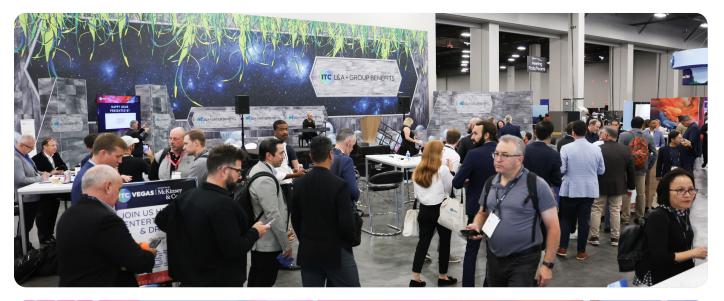
10-MINUTE MIC DROP / DEMO + HAPPY HOUR MUSICAL ACT ON EXPO STAGE: \$60,000

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

- Stage Options:
- Solutions Stage (Main Expo Demo Stage) in Innovation Alley
- ITC L&A + Group Benefits Stage in Expo Hall
- 10-minute mic drop session featuring sponsor's major product launch, announcement, technology showcase OR thought leadership on one of ITC's highly coveted stages¹
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14









LIMITED AVAILABILITY

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

*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 Kiosk⁴ in Innovation Alley: \$15,500
- 10' x 10' Booth³ 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-ups¹
- 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

Plus SUPPORTER LEVEL Branding + Ticket Inclusions (See Page 55)

EXCLUSIVE

SOLUTIONS STAGE SPONSOR: \$70,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)





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
- ITC LATAM:
- ITC Performance Marketing
- ITC Start-Up Stage

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14





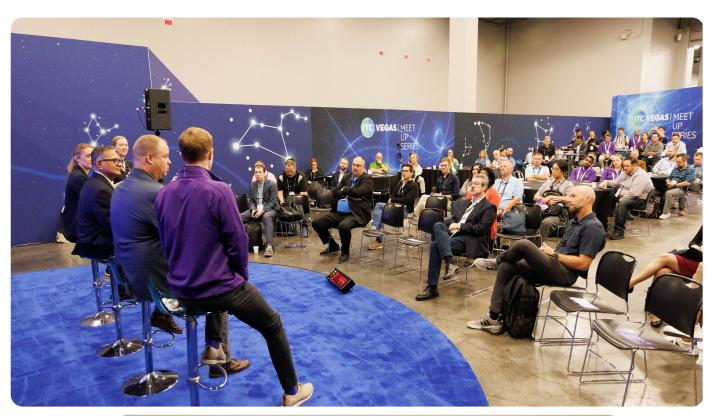
EXCLUSIVE PER MEET-UP

MEET-UP SERIES SPONSOR: \$70,000

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

- Meet-Up Segment Program Options:
- Driving Sustainability: ClimateTech Innovations in Insurance
- Future-Ready Travel Insurance: Bridging Technology and Customer Needs
- Talent & Retention Shaping Tomorrow's Workforce
- Innovating Specialty Lines: 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 a Meet-Up Series located on the expo floor, which includes a presentation screen + a roundtable set-up designed for unstructured networking. To ensure visual and audio amplification necessary a/v included
- Sponsor featured as the exclusive sponsor of one 60-minute Meet-Up (Date and Time TBD on either Wednesday, October 15 or Thursday, October 16)
- $\hbox{-} \ \ {\tt ITC\ will\ program\ the\ content\ and\ collaborate\ with\ sponsor\ to\ incorporate\ sponsor's\ speakers\ and/or\ clients\ into\ the\ meet-up}$
- > ITC will provide a host / emcee that will facilitate the Meet-Up¹
- > ITC will not program a competitor in the content session and allow the sponsor to sign-off on the other speakers
- ITC will provide F&B with light bites and soft drinks during Meet-Up
- Branding Elements:
- Meet-Up, with 100 word description, listed in Website Agenda and Event App
- Sponsor logo will be included incorporated into the Meet-Up Series 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 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 meet-up to their agenda in the desktop version of the Event App prior to the event. Sponsor is encouraged to conduct outreach in Event App to convert leads and drive attendance
- Sponsor is permitted to scan badges at Meet-Up entry, but cannot deny entry for attendees who do not want to be scanned
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14









NON-EXCLUSIVE - LIMIT 5 SPONSORS

WOMEN'S LEADERSHIP FORUM: \$32,500

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 u," 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)¹
- 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)¹
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)

NON-EXCLUSIVE - LIMIT 5 SPONSORS

BLACK LEADERSHIP FORUM: \$32,500

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)¹
- 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)¹
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





LIMIT 3 SPONSORS

FIRST TIMERS SPONSORSHIP: \$27,500

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. 1
- > 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursdau. October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)







VEGAS

ITC VEGAS

EXCLUSIVE PER TAKEOVER - LIMIT 3 PER DAY

TOWN SQUARE TAKEOVER: \$50,000

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 / ITC Performance Marketing) 1 REMAINING!
- ITC Life. Health and Benefits 1 REMAINING!
- ITC LATAM 1 REMAINING!
- 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 Martins, Pina Coladas, 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life. Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth^s (+\$3,000) OR 10' x 10' Table Top Booth^s (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14





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[®]
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life</u>, <u>Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14









EXCLUSIVE PER REVERSE PITCH SUMMIT

REVERSE PITCH SUMMIT: \$75,000

*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 stage⁹. To ensure visual and audio amplification, basic A/V package included⁹
- > 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 Revere 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

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)





EXCLUSIVE PER INNOVATION DISCOVERY

INNOVATION DISCOVERY SPONSORSHIP: \$50,000

*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.





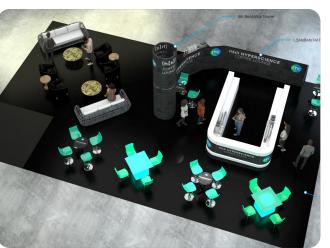
HIGH TRAFFIC LOUNGES & ACTIVATIONS OPPORTUNITIES













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 approvals¹⁰
- ~ 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 Name²
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)



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 installation¹⁰
- > 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" Biergarten²
 - 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)



EXCLUSIVE PER LOUNGE - ONLY 1 REMAINING!

EXPO COFFEE LOUNGE SPONSOR: \$125,000 *WAITLIST STATUS

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
- > 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 Lounge²
- 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 Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14







EXCLUSIVE

COFFEE LOUNGE (LEVEL 2) SPONSOR: \$135,000 *WAITLIST STATUS

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 installation¹⁰
- > 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 Name²
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs

- Optional Add-On: 10' x 5' Table Top Booth 5 (+\$3,000) OR 10' x 10' Table Top Booth 5



I IMIT 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 installation¹⁰
- > 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"²
- ITC will feature sponsored installation in floor plans and all references to Grab & Go in promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



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 Park²
- 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 Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14



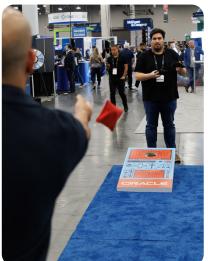
EXCLUSIVE

LAWN GAMES SPONSOR: \$40,000

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
- ITC has full design rights and will choose the location on the expo floor
- Brandina 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 Games²
- ITC will feature sponsored installation in floor plans and all references to Lawn Games
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





ARCADE LOUNGE: \$65,000

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 installation¹⁰
- > 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 Lounge²
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)



EXCLUSIVE

MINI GOLF ACTIVATION: \$75,000 *WAITLIST STATUS

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

- ITC will run a Mini Golf activation (three to five holes, up to 600 square feet) and encourage attendees to play.
- Mini 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 Mini Golf Course to plau
- ITC will build a check-in desk where sponsor can scan badges and connect with
- > Sponsor will scan badge and collect the lead in order for the attendees to enter the activation
- Brandina Elements:
- Naming is "Company Name" Mini Golf Course²
- ITC will feature sponsored installation in floor plans and all references to Mini Golf
- 10' x 10' Booth in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14









NON-EXCLUSIVE - LIMIT 4 SPONSORS

FOUNDERS HOUSE SPONSOR: \$32,500

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 installation¹⁰
- > 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" |
- 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.

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





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 installation¹⁰
- > 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"²
- ITC will feature sponsored installation in floor plans and all references to Headshot Studio in promotion
- 20' x 20' Booth³ 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.
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> I<u>TC Performance Marketing</u> ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14



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 activation¹⁰
- > 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"²
- ITC will feature sponsored installation in floor plans and all references to installation in promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)







VINYL LOUNGE SPONSOR: \$75,000

Designed as a coffee house music lounge, this space will house a live DJ who will spin music that vibes to the time of day. As the central hub of the **Lead Acquisition Neighborhood**, forward thinking marketers will convene here.

- ITC will build a Vinyl Lounge (approximately 600 square feet), which is a bustling space in the Lead Acquisition neighborhood in the expo hall
- Vinyl Lounge is fully turnkey. ITC will handle the design, build, installation and massage experiences¹⁰
- > 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
- > ITC will provide light bites throughout the day that are themed by the time of day
- Branding Elements:
 - Naming is ITC Performance Marketing Vinyl Lounge Sponsored by "Company Name X"²
 - ITC will feature sponsored installation in floor plans and all references to Vinyl Lounge in promotion
- · Lead Generation
- ITC will encourage attendees via its promotional channels to stop by the Vinyl Lounge
- 10' x 10' Booth³ in **Lead Acquisition Neighborhood** in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14



EXCLUSIVE

RECHARGE LOUNGE: \$60,000

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 experiences¹⁰
- > 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 Lounge²
- ITC will feature sponsored installation in floor plans and all references to Recharge Lounge in promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)



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 installation¹⁰
- > 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 Lounge²
- 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 Recharge Lounge
- ITC will build a check-in desk and provide receptionist who will scan badges and sanitize headphones
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16 *Optional: Close proximity to sponsored activation
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life</u>, <u>Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday,
 October 14





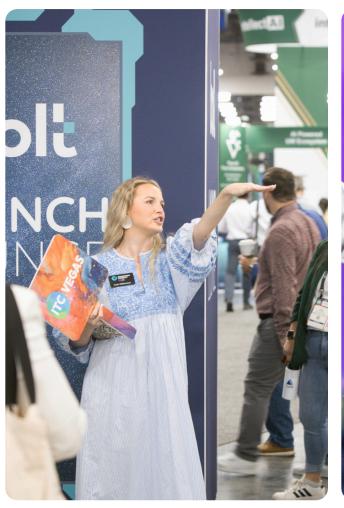




PARTIES, HAPPY HOURS & SOCIAL EXPERIENCES OPPORTUNITIES











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

- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





ZOLTAR FORTUNE TELLER ACTIVATION: \$45,000

Cue the nostalgia with a carnival game most easily recognized from the 1988 movie Big. Zoltar is a fully three-dimensional figure who moves, speaks, and makes eye contact with quests as he delivers each fortune. Once finished speaking, a fortune card is dispensed from the machine. The experience will be personalized with event and sponsor specific fortunes.

- ITC to place a Zoltar Fortune Teller in 10' x 10' of 10' x 20' Exhibit Booth space
- · Company Logo featured on the Relaxation Station signage and all references in promotion
- 10' x 20' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursdau, October 16
- 10' x 10' Booth space is designed, produced and paid for by Sponsor.
- > Zoltar activation is provided by ITC
- Sponsor will design, install and pay for a 20 foot back-wall + carpet/floor covering that spans 10' x 20' Booth
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)







EXCLUSIVE PER TATTOO PARLOR

TATTOO PARLOR SPONSOR: \$45,000

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 "Risku" for a mustery 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 installation¹⁰
- > 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 Parlor²
- ITC will feature sponsored installation in floor plans and all references to Tattoo Parlor in promotion
- 10' x 20' Booth³ 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 Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14







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 10
- > 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 Wall²
- ITC will feature sponsored installation in floor plans and all references to Champagne Wall in promotion
- 10' x 20' Booth³ 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 $10' \times 20'$ Booth space and provide $10' \times 20'$ black carpeting.
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth^s (+\$3,000) OR 10' x 10' Table Top Booth^s (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14

LIMITED AVAILABILITY

EXPO HAPPY HOUR SPONSOR: \$47,500

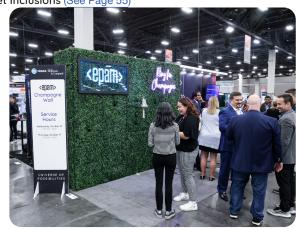
Each day ends with a Happy Hour in the Expo Hall – Drive foot traffic with a Bar Cart serving Beer & Wine from 4:15 to 5:30 pm on Wednesday, October 15 and 3:15 to 4:30 pm on Thursday, October 16.

- 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' Booth³ 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 Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
 </u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)







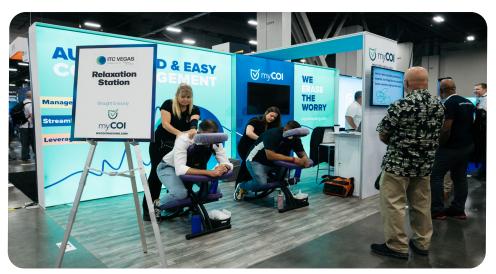


EXCLUSIVE PER STATION

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' Booth³ 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 Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14



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

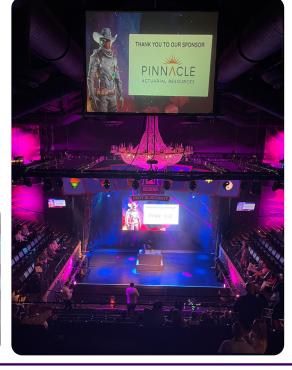
ITC kicks off with a high energy gathering at House of Blues @ Mandalay Bay, which is open to all attendees on the evening of Tuesday, October 14. Create your own happy hour within the ITC Vegas Official Kick-Off Reception with a VIP space that includes a dedicated server, f&b and sponsor branding.

- 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
 - ITC has full design rights and will handle the design, decor, planning and f&b
- Lead Generation / Networkina:
 - 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.
- · Brandina Elements:
 - Naming is ITC Vegas Official Kick-Off Reception Sponsored by: "Company x," "Company y," etc.2 (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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing -ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)









OFFICIAL CLOSING PARTY SPONSOR: \$45,000

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

- Branding elements:
- Naming is Official Closing Party Sponsored by: "Company x," "Company y," etc.2
- 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
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14















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
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)



LIMIT 5 SPONSORS - ONLY 1 REMAINING!

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

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

- ITC will design 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
- Access for three (3) Sponsor senior executives to attend The C-Suite Reception
- 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.2
- Sponsor branding prominently incorporated into The C-Suite Reception
- Branding on all materials promoting The C-Suite Reception
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)





EXCLUSIVE

VC OFFICE HOURS SPONSOR: \$32,500

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" ²









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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursdau, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$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

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



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
- ITC will coordinate with sponsor to identifu 100 selects four (4) weeks prior to
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursdau, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14
- Optional: Purchase without 10' x 10' Booth with 2 Conference Passes for \$15,000

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)

THNKS

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$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

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)

HOW THNKS HAS BEEN USED AT ITC



prospects to make their trip to

ITC a bit easier







engagement at the show.



We're all so busy it's hard to find time up to your prospects and drive to eat. Show prospects you care: send them a Grubhub® meal.

HOW IT WORKS



Select from the curated Thnks catalog.



Create a Note Use a Thinks note template



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





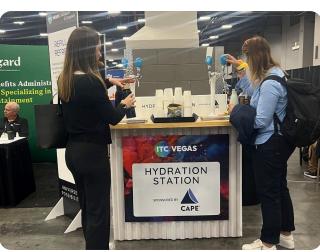


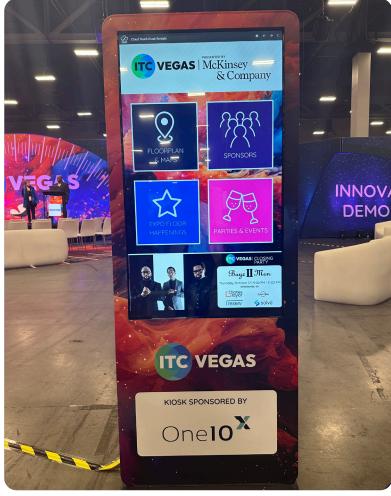


BRANDING... SIGNAGE,
INSTALLATIONS, DIGITAL
& WEB OPPORTUNITIES











BRANDING... SIGNAGE, INSTALLATIONS, DIGITAL & WEB



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' Booth³: \$108,000

- 20' x 20' Booth³: \$82.000

- 10' x 20' Booth³: \$56,000

- 10' x 10' Booth³: \$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
- 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

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)





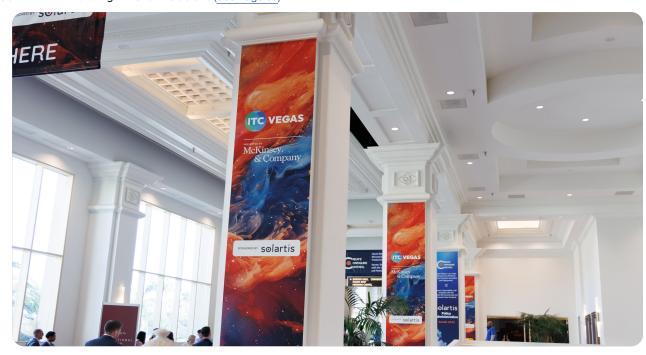


EXCLUSIVE

WALKWAY BRANDING SPONSOR: \$75,000

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 signage¹⁰
- > 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14



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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)





FXCLUSIV

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)



ITC VEGAS

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
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- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14



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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14

Plus GOLD LEVEL Branding + Ticket Inclusions (See Page 55)



EXCLUSIVE

ATTENDEE BAG SPONSOR: \$60,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)



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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)





VEGAS

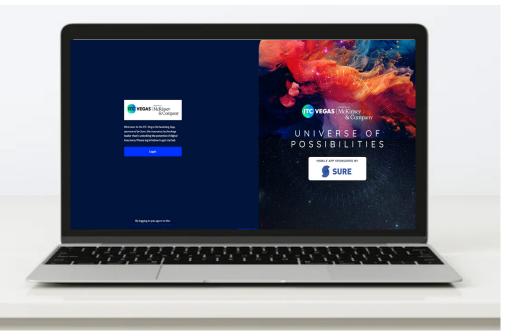
EXCLUSIVE

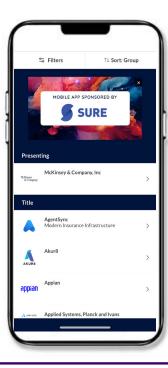
EVENT APP SPONSOR: SOLD

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life</u>, <u>Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday,
 October 14

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)



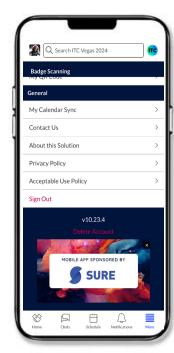




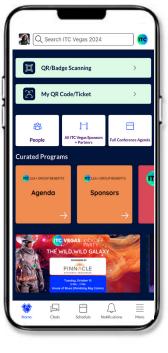
EVENT APP ROTATING BANNER AD PACKAGE: \$25.000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14









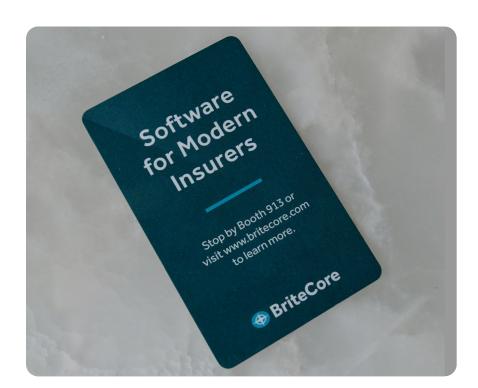
EXCLUSIVE

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
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Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)



EXCLUSIVE

BAG CHECK SPONSOR: \$35,000

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 service¹⁰
- > 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"²
- ITC will feature installation in floor plans and all references to Bag Check in promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
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Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)







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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
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 & Benefits ITC MGAs
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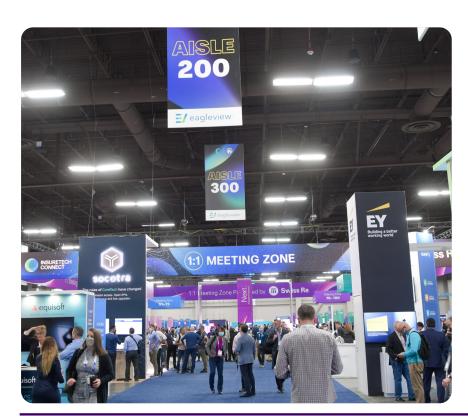
FXCLUSIVE

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: <u>ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs</u>
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Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
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Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)







EYE-LEVEL BILLBOARD PACKAGE: \$35,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14





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
- ITC Agents & Brokers Neighborhood: \$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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: <u>ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs</u>
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Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





EXCLUSIVE

PRINTED EVENT MAP SPONSOR: \$37,500

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
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)







EXCLUSIVE

INFORMATION & HELP DESK SPONSOR: \$35,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)







VEGAS

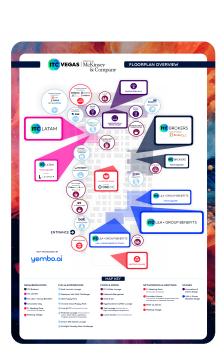
EXCLUSIVE

EXPO FLOOR PLAN SPONSOR: \$35,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





EXCLUSIVE

DIRECTIONAL STREET SIGN SPONSOR: \$35,000

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





EXCLUSIVE

MANDALAY BAY HOTEL ROOM TV AD SPONSOR: SOLD

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

- One custom ad placement with Sponsor Logo on all Mandalay Bay Hotel Room TVs upon Entry
- Artwork designed by Sponsor...Content must be approved by ITC
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14





NON-EXCLUSIVE - LIMIT 3

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

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

- ITC will feature the sponsor commercial (up to 30 seconds) that will air from the Main Stage once per day on Wednesday, October 15 and Thursday, October 16
- Sponsor will produce and provide content. ITC will have final approval rights on the content
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



FXCLUSIVE

PER DAY MAIN STAGE CHAIR SWAG SPONSOR: \$35,000

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

- Sponsor branded SWAG placed on each chair in Main Stage Sessions on Wednesday, October 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



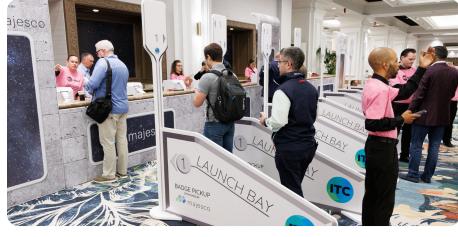
EXCLUSIVE

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14









EXCLUSIVE PER 2 RESTROOMS - ONLY 1 REMAINING!

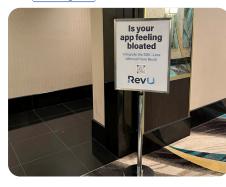
RESTROOM SPONSOR: \$25,000

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

- Exclusive Branding in two high traffic (2) restrooms (Note: there may be two other Restroom Sponsors in different locations).
- Branding includes:
- Branded mirror clings + Sponsor branded sign outside each bathroom
- ITC 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)











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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



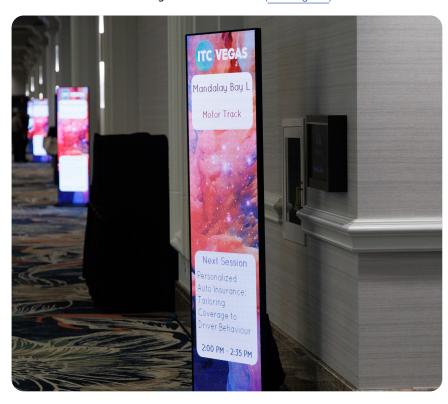
EXCLUSIVE

DIGITAL SIGNAGE TAKEOVER - SECOND FLOOR EDUCATION ZONE: \$40.000 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 dau.
- 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)





C VEGAS



EXCLUSIVE PER MEAL - ONLY LUNCH SPONSOR REMAINING!

BREAKFAST 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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesdau, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)







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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14





EXCLUSIVE PER DAY

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)







LIMITED AVAILABILITY

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

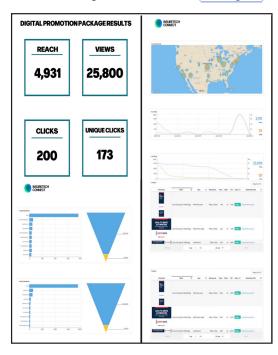
A unique opportunity to connect with ITC's rich and global audience via a digital ad retargeting campaign.

Pricing Tiers:

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

Package Specifics Include:

- Sponsor to provide creative at least 45 days prior to the event (Specific ad guidelines sent prior to campaign launch)
- ITC to share a post campaign wrap-up report Click Here for Sample Report
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14
- Optional: Purchase Without 10' x 10' Booth and 2 Conference Passes for \$12,500





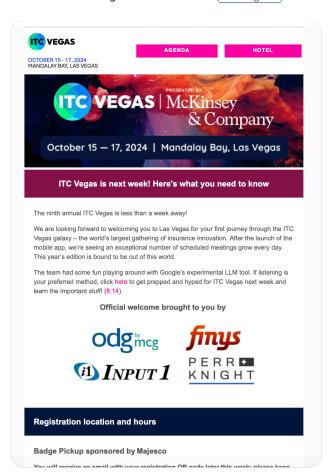
NON-EXCLUSIVE - LIMIT 5

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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)



LIMITED AVAILABILITY

POWER PACKAGE: \$25,000

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 nonexclusively on additional Charging Tables in high traffic locations
- Artwork and Charging Tables designed and provided by ITC
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)









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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within:
 ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health
 & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in ITC Agents & Brokers Expo on Tuesdau, October 14









EXCLUSIVE STUDIO PER SPONSOR - ONLY 2 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.²
- ITC will feature sponsored installation in floor plans and all references to Podcast Lounge in promotion
- 10' x 10' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$5,000) in <u>ITC Agents & Brokers Expo</u> on Tuesday, October 14

Plus BRONZE LEVEL Branding + Ticket Inclusions (See Page 55)











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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
 - Choose Booth Neighborhood Preference: <u>General Expo</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> ITC Life, Health & Benefits ITC MGAs
- Optional Add-On: 10' x 5' Table Top Booth⁵ (+\$3,000) OR 10' x 10' Table Top Booth⁵ (+\$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





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' Booth³ in Expo Hall (Pipe & Drape Only) on Wednesday, October 15 & Thursday, October 16
- Choose Booth Neighborhood Preference: General Expo OR Neighborhood within: ITC Agents & Brokers - ITC LATAM - ITC Performance Marketing - ITC Life, Health & Benefits - ITC MGAs
- 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

Plus SUPPORTER LEVEL Branding + Ticket Inclusions (See Page 55)

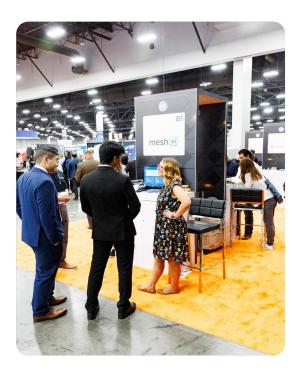
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START-UP DEMO KIOSK: \$6,250

*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 Kiosk⁴ 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 Preference: <u>Innovation Alley</u> OR Neighborhood within: <u>ITC Agents & Brokers</u> <u>ITC LATAM</u> <u>ITC Performance Marketing</u> <u>ITC Life, Health & Benefits</u> <u>ITC MGAs</u>
- 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

Plus SUPPORTER LEVEL Branding + Ticket Inclusions (See Page 55)





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 Preference: Innovation Alley OR Neighborhood within: ITC Agents & Brokers ITC LATAM ITC Performance Marketing ITC Life, Health & Benefits ITC MGAs
- 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.)

Plus SILVER LEVEL Branding + Ticket Inclusions (See Page 55)







C VEGAS

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

Plus SUPPORTER LEVEL Branding + Ticket Inclusions (See Page 55)







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.

Plus SUPPORTER LEVEL Branding + Ticket Inclusions (See Page 55)

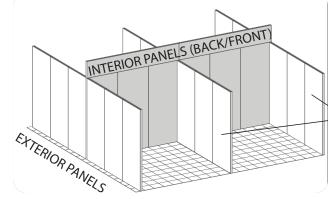




MEETING POD - EXPO FLOOR: \$12,500

- 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.



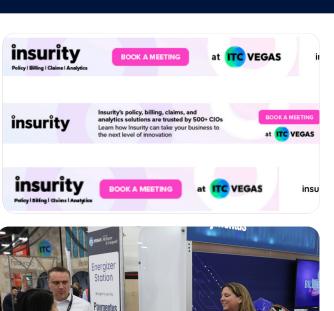






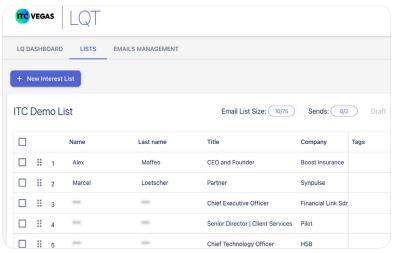


ADD-ON PACKAGES

















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





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 Life, Health & Benefits - ITC LATAM - ITC Performance Marketing - ITC MGAs
- 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 Staff⁶
- 4 Tickets for Clients, Prospects and/or the Speakers on Sponsor's Content Session (if applicable)⁷

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 Performance Marketing - ITC MGAs
- Company Description (75-Words) in Event App
- 6 Tickets for Staff⁶

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 Life, Health & Benefits - ITC LATAM - ITC Performance Marketing - ITC MGAs
- Company Description (75-Words) in Event App
- 2 Tickets for Staff⁶

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 Life, Health & Benefits - ITC LATAM - ITC Performance Marketing - ITC MGAs
- Company Description (75-Words) in Event App
- 8 Tickets for Staff⁶

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 Life, & Benefits - ITC LATAM - ITC Performance Marketing - ITC MGAs
- Company Description (75-Words) in Event App
- 4 Tickets for Staff⁶















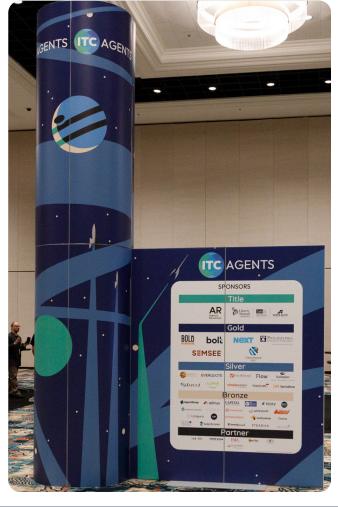


TUESDAY, OCTOBER 14 EXPO + CONTENT ADD-ONS

Eligibility Requirements:

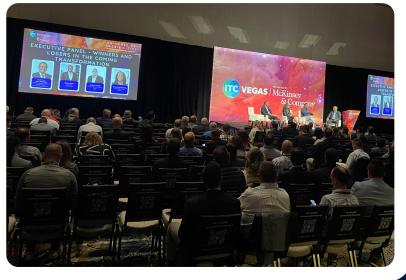
• Available <u>ONLY</u> to Sponsors who secure a Booth, Kiosk OR Sponsorship package from subsequent pages











ITC AGENTS & BROKERS ADD-ONS



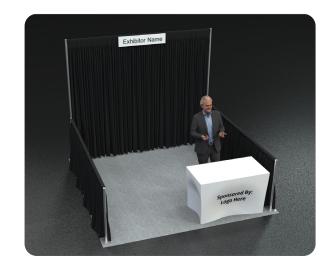
ITC AGENTS & BROKERS 10' X 5' TABLE TOP: +\$3,000

- 10' x 5' Table Top in ITC Agents & Brokers Expo⁵ 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

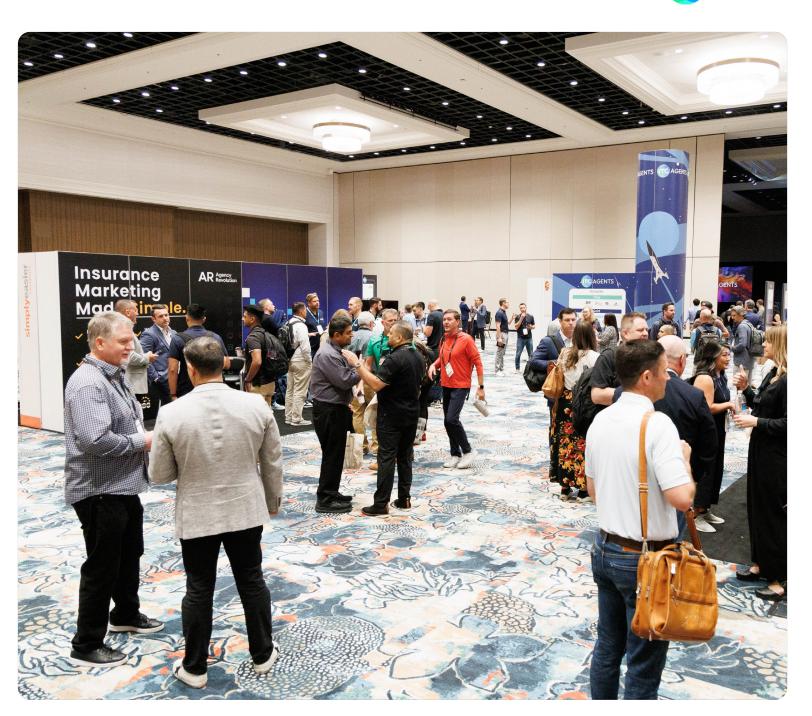
ITC AGENTS & BROKERS 10' X 10' TABLE TOP: +\$5,000

- 10' x 10' Table Top in ITC Agents & Brokers Expo⁵ 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 major product launch, announcement, technology showcase OR thought leadership on one of ITC's highly coveted stages¹
- 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
- ITC will provide a QR Code on the Expo Demo Stage. QR code will capture contact information of those interested in connecting with sponsor and receiving more information about the session
- Sponsor is permitted to scan at the Expo Demo Stage but cannot deny entry for attendees who do not want to be scanned
- 10' x 5' Table Top Booth in ITC Agents & Brokers Expo⁵ on Tuesday, October 14
- Upgrade to 10' x 10' Table Top Booth⁵ (+\$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 Expo⁵ on Tuesday, October 14



ITC AGENTS & BROKERS ADD-ONS



EXCLUSIVE

STAGE SPONSOR: INDEPENDENT AGENTS STAGE OR MID-CAP / LARGE-CAP 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 Expo⁵ on Tuesday, October 14
- Upgrade to 10' x 10' Table Top Booth⁵ (+\$2,000)





EXCLUSIVE PER STAGE

ITC AGENTS & BROKERS CHAIRBACK SPONSOR: SOLD

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

- Sponsor branded chairbacks on all chairs in the ITC Agenrs & 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 Expo5 on Tuesday, October 14
- Upgrade to 10' x 10' Table Top Booth⁵ (+\$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 Expo⁵ on Tuesday, October 14
- Upgrade to 10' x 10' Table Top Booth⁵ (+\$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 Station²
- 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 Expo⁵ on Tuesday, October 14
- Upgrade to 10' x 10' Table Top Booth⁵ (+\$2,000)





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

Eligibility Requirements:

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





















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

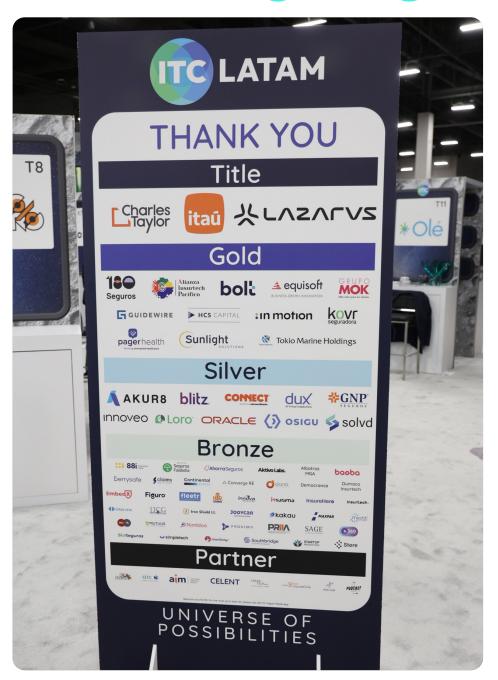
- Silver Level Placement of Company Logo on ITC LATAM Section of ITC Vegas 2025 Website (with link to sponsor website) and Thank You to All Sponsors Signage Onsite
- Also included: Supporter Level Placement of Company Logo on ITC Vegas 2025 Website (with link to sponsor website) and ITC Vegas Thank You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

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

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

- 10' x 10' Booth³ in ITC LATAM section of Expo Hall (Pipe & Drape Only)
- All costs associated with 10' x 10' booth are designed, produced and paid for by Sponsor i.e., carpet, furnishings, electric, food & beverage, etc.
- 2 tickets for staff⁶ (+\$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 staff⁶ (+\$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
- 10' 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 staff⁶ (+\$1095 per ticket for staff traveling from Latin America)

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



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 Kiosk⁴ in ITC LATAM section of Expo Hall
- ITC will design and produce Kiosk. Comes with demo structure, one (1) stools, company logo, and access to an electrical outlet. Does not come with a monitor. No furniture customizations allowed.
- 2 tickets for staff⁶ (+\$1095 per ticket for staff traveling from Latin America)









10' X 10' TURNKEY

RENDERING

COMING SOON!

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 staff⁶ (+\$1095 per ticket for staff traveling from Latin America)



ADDITIONAL TICKETS: +\$1995 SPONSOR STAFF RATE









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

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
- ITC has full design rights and will handle the design, decor, planning and f&b
- · Brandina elements:
- Naming is ITC LATAM Kick-Off Party Sponsored by: "Company x," "Company y." etc. (Limit 3 Sponsors)²
- 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





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 Session¹ during ITC LATAM on Tuesday, October 14
- 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
- ITC will select the time of the session on Tuesday, October 14
- 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 Kick-Off 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 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
- Sponsor is permitted to scan attendee badges but cannot deny entry for attendees who do not want to be scanned

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 Station²
 - 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





EXCLUSIVE

ITC LATAM TOWN SQUARE SPONSOR: \$35,000 *WAITLIST STATUS

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.

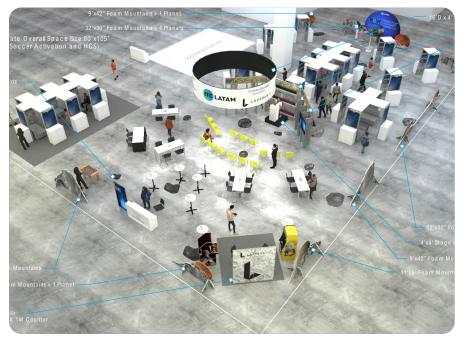
- ITC will build a Town Square that includes a variety of meeting space, an experiential element to attract attendees and meet-ups to facilitate connections
- Town Square is fully turnkey. ITC will handle the design, build and installation.
- > ITC has full design rights and will choose the location 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"²
- ITC will feature sponsored installation in floor plans and all references to installation in promotion

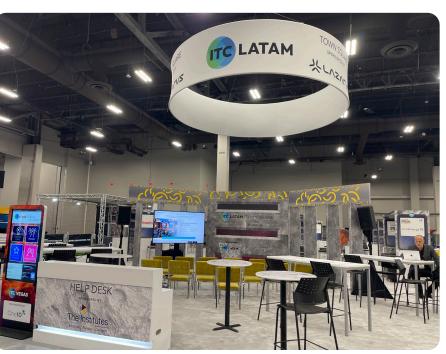
EXCLUSIVE

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

ITC LATAM



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"²
- 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









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



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