

SPONSORSHIP, ADVERTISEMENT AND EXHIBITOR INFORMATION PACKET

The Perfect Storm



Atlanta I-Day 2017

Friday, August 18, 2017
The Ritz-Carlton, Buckhead
3434 Peachtree Rd, NE
Atlanta, Georgia 30326

Atlanta I-Day 2017: The Perfect Storm

The Event

On Friday, August 18, 2017, the Atlanta Insurance community will come together for I-Day, organized by the Atlanta CPCU Society. The Atlanta CPCU Society Chapter is part of the International CPCU Society that links over 25,000 insurance professionals around the world. The CPCU designation is recognized as a credential of the highest level in the insurance community. The Atlanta I-Day event draws over 300 insurance professionals from the metro area for a day of speakers, educational programming and networking. It will be held at the Ritz-Carlton, Buckhead. This year's program includes:

- Keynote Speaker, Matt Bronfman, CEO of Jamestown, to speak on the challenges for businesses during catastrophes and how they can utilize insurance and captives to be more profitable.
- Opportunity to earn Georgia Continuing Education credits through seminars and panel presentations
- Recognition and celebration of the 2017 CPCU designees
- Networking with leaders of Atlanta's insurance and business community

One of the purposes of the Atlanta CPCU Society is to promote education. A significant portion of the proceeds from ticket sales, sponsorships, exhibitors and advertisements goes directly toward the cost of funding the Atlanta CPCU College Scholarship Foundation and providing educational awards to students of Insurance and Risk Management at several universities in Georgia.

We look forward to having you participate in this year's event. For more information, please go to www.atlanta.cpcusociety.org.

Sincerely,

Your 2017 I-Day Planning Committee

Atlanta I-Day 2017: The Perfect Storm

Sponsorship Opportunities

Special Sponsorships

	Cost	Complimentary Registrations	Add in Program	Special Recognition	Logo On Web-site	Other
Luncheon	\$5000 or co-sponsorship for \$2500	4	Yes, full page ad	Recognition at opening address and lunch address	Yes	Signage in luncheon area Space for promotional materials
Breakfast Sponsor	\$3000 or co-sponsorship for \$1500	2	Yes, half page ad		Yes	Signage in breakfast area
Afternoon Break Sponsor	\$2000	1	Yes, half page ad		Yes	Signage in refreshment area
Breakout Room (3 total)	\$2000/room	4	Yes, half page ad	Recognition at beginning of each breakout session	Yes	Materials/Logo in Breakout room
Breakout Session (12 total)	\$500/each	1		Recognition at beginning of breakout session	Yes	Materials/Logo in breakout room for your session

Tote Bag	\$2000	1			Yes	Logo on item
Pens	\$1000	1			Yes	Logo on item
Notepads	\$750	1			Yes	Logo on item
Badge Wallet	\$1500	1			Yes	Logo on item
Student Program	\$1500	1	Yes, quarter page ad	Special recognition at general sessions	Yes	Complimentary exhibitor table
Door prizes	\$500				Yes	

General Sponsorships

	Cost	Complimentary Registrations	Add in Program	Special Recognition	Logo on Website	Other
Platinum	\$5000+	10	Yes, full page ad	Recognition on banner Recognition at lunch address	Yes	
Gold	\$2500-\$4999	5	Yes, half page ad	Recognition on banner Recognition at	Yes	

				lunch address		
Silver	\$1000- \$2499	2	Yes, quarter page ad	Recognition on banner	Yes	
				Recognition at lunch address		
Bronze	\$500- \$999	1		Recognition on banner	Yes	
				Recognition at lunch address		

Advertising Copy Information

Format: grayscale, jpg, tiff, pdf, eps or bmp
 Resolution: minimum 300dpi
 Colors: All ads will be grayscale
 Bleed: Ads are not full bleed
 Full Page: 8" W x 10" H
 Half Page: 8" W x 4.75" H
 Quarter: 3.75"W x 4.75" H

Please email all ad copy to (atlantaiday2017@gmail.com) if you have any questions, contact atlantaiday2017@gmail.com

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Exhibitor Information

Exhibitor registration includes:

- Exhibitor Hours: 7:30am – 4:30pm
- 8' wide display area with 6' draped table
- Electric outlets available
- 1-day registration, including lunch. (Additional registrations may be purchased for \$75)

Exhibitor Fees:

- \$500 if booked by June 30, 2017
- \$750 if booked after June 30, 2017

Set-up and Teardown:

Exhibitors may set up their tables on 08/18/17 between 6:00am and 7:30am. Exhibits must be dismantled no earlier than 4pm on 08/18/17. Teardown must be completed by 5pm.

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Advertising Information

Full Back Cover	\$800
Full Inside Front/Back Cover (if available)	\$700
Full Page Advertisement	\$550
Half Page Advertisement	\$400
Quarter Page Advertisement	\$300
Business Card Size	\$150

Format: grayscale, jpg, tiff, pdf, eps or bmp
Resolution: minimum 300dpi
Colors: All ads will be grayscale
Bleed: Ads are not full bleed
Full Page: 8" W x 10" H
Half Page: 8" W x 4.75" H
Quarter: 3.75"W x 4.75" H

Please email all ad copy to atlantaiday2017@gmail.com by June 30, 2017.

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Sponsorship Registration/Payment Form

General Sponsorships (please check):

Platinum (\$5000+) Gold (\$2500-\$4999) Silver (\$1000-\$2400) Bronze (\$500-\$999)

Amount Pledged: \$ _____

Special Sponsorships:

Please specify which sponsorship opportunity you are interested in (see pg. 3):

Please complete and mail this form along with your check payable to Atlanta CPCU Chapter to: Atlanta CPCU Chapter PO Box 420945 Atlanta, Georgia 30342. To pay by credit card, please register at the Atlanta Chapter website: www.atlanta.cpcusociety.org. If you have any questions, contact please contact atlantaiday2017@gmail.com

Name: _____ E-Mail: _____

Company: _____

Contact (if different than above): _____

Address: _____

Telephone: _____

Enclosed is our check for \$ _____

Please print the names and emails of individual registrants included in sponsorship, including designations:

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Name: _____ E-Mail: _____

Advertisement Registration/Payment Form

Advertisement Size:

___ Full Back Cover (\$800) ___ Full Inside Front/Back Cover (\$700)
___ Full (\$550) ___ ½ Page (\$400)
___ ¼ Page (\$300) ___ Business Card (\$150)

Please email all ad copy to atlantaiday2017@gmail.com by June 30, 2017.

Format: grayscale, jpg, tiff, pdf, eps or bmp
Resolution: minimum 300dpi
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Name: _____ E-Mail: _____

Company: _____

Contact (if different than above): _____

Address: _____

Telephone: _____

Enclosed is our check for \$ _____

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Exhibitor Agreement

Full Name of Exhibiting Company: _____
Contact: _____ E-Mail: _____
Office Address: _____
Business Phone: _____

Exhibit Furnishings & Fixtures:
1 8' Wide Display Area with a 6" draped table

RESTRICTIONS

No attachments of any kind are to be made to any part of the building. Combustible gas or fluids or any open flame apparatus is not permitted. Printed advertising may be distributed by exhibitors from within the confines of the assigned booth space only. Audio devices must not interfere with other exhibitors.

SHIPMENT OF EXHIBITS

There is an extra charge if the Ritz-Carlton, Buckhead takes advance shipments to the facility. The Ritz-Carlton, Buckhead will not accept advance shipments prior to 3 days before the event. It is recommended that displays be brought on the day of the event.

PUBLIC ADDRESS EQUIPMENT

The use of PIA equipment or self-contained message repeating devices must be approved by the Atlanta Chapter of the CPCU Society.

LIABILITY

Although the Atlanta Chapter of the CPCU Society and the Ritz-Carlton, Buckhead will make reasonable efforts to make the exhibit area secure, neither the Atlanta Chapter of the CPCU Society, as an association and corporation, the employees or members thereof, nor the Ritz-Carlton, Buckhead owners, managers and employees thereof, will be responsible for injury, loss or damage that may occur to the exhibitor, the exhibitor's employees or property prior to, during or subsequent to the period mentioned in the exhibit contract.

The Atlanta Chapter of the CPCU Society also will not be responsible for the payment of any fees or assessments due to BMI, ASCAP or any other organization for the playing of music by any exhibitor or exhibitor's employees in the exhibit area. The exhibitor, upon signing this form, expressly releases the Atlanta Chapter of the CPCU Society, its members, and the Ritz-Carlton, Buckhead from any and all claims for loss, damage or injury. Exhibitors desiring to carry insurance must place it at their own expense.

Full Name of Exhibiting Company: _____

EXHIBITING LISTING TO READ: _____

Exhibitor Agreement Page 1 of 2

DESCRIPTION OF PRODUCT OR SERVICE TO BE DISPLAYED: _____

PRIMARY BOOTH REPRESENTATIVE: _____ E-MAIL: _____

Badge Name for Booth Representative: _____

ADDITIONAL BOOTH REPRESENTATIVE: _____ E-MAIL: _____

Badge Name for Additional Booth Representative: _____

The exhibitor and all booth representatives agree to abide by all exhibit terms, conditions and regulations set forth in the exhibit agreement.

SIGNATURE OF PERSON AUTHORIZING EXHIBIT TABLE SPACE: _____

SIGNATURE DATE: _____

PLEASE READ, COMPLETE AND RETURN THIS AGREEMENT BY MAIL OR EMAIL

Exhibitor Agreement Page 2 of 2

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Exhibitor Registration/Payment Form

Payment:

Exhibit Table Tee (\$500 before 06/30/17 \$750 ;07/01/17 or after) \$_____

Additional Lunch Tickets (\$75 per additional ticket, # tickets ____) \$_____

Total Payment Enclosed \$_____

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Name: _____ E-Mail: _____

Company: _____

Contact (if different than above): _____

Address: _____

Telephone: _____

Enclosed is our check for \$_____

Don't forget to complete and return the 2-page Exhibitor Agreement by mail or email!

