

ACORD INSURANCE
LOMA SYSTEMS
FORUM

Envision



Sponsor & Exhibitor Opportunities

May 17–19, 2009

Walt Disney World Dolphin Resort Lake Buena Vista, FL

www.acordlomaforum.org

Contact

For information on
exhibiting or sponsoring at the
**2009 ACORD LOMA
Insurance Systems Forum...**

Visit our website at
www.acordlomaforum.org

Contact
Alisen Herman, aherman@acord.org

ACORD INSURANCE
LOMA SYSTEMS
FORUM

www.acordlomaforum.org

Overview

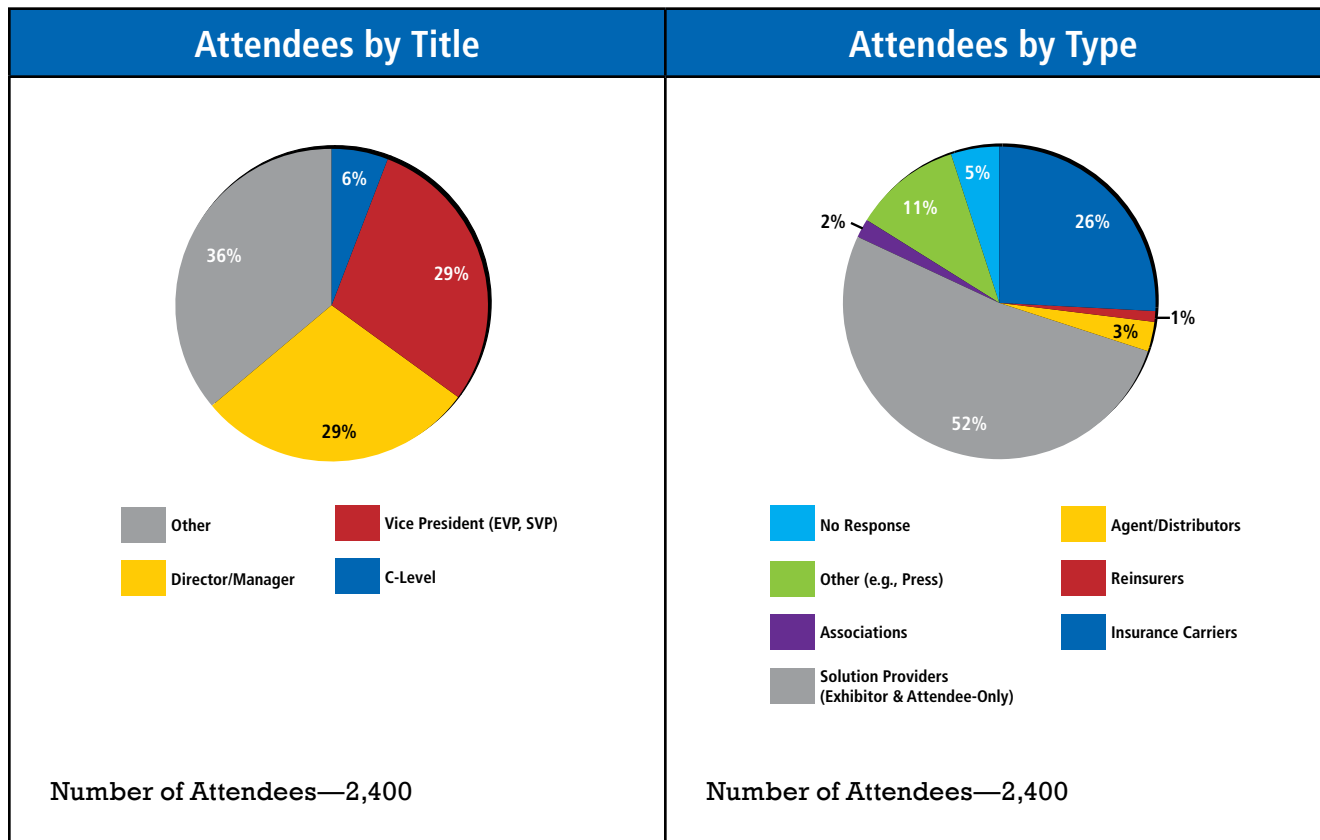
Since 2004, the ACORD LOMA Insurance Systems Forum has been the premier platform for reaching insurance industry business and technology leaders. As an exhibitor or sponsor, you have the opportunity to highlight your latest products and services before an audience seeking solutions.

From small niche vendors to multinational conglomerates, solution providers return year after year to reaffirm existing relationships and establish new

ones. The Forum is your chance to increase both your visibility and your opportunities.

Inside this document, you'll see the many benefits sponsors and exhibitors receive along with information on how you can be an integral part of this event. And remember, the benefits of sponsorship and exhibiting extend far beyond the doors of The Dolphin... attendees will remember you when they get home and throughout the year.

2008 Demographics



2008 Sponsors

Platinum Sponsors

ACORD Video
Capgemini
EDS
IBM
LOMA Resource
Microsoft
Sprint
Sun Microsystems

Gold Sponsors

CSC
Insurance Networking News
Larsen & Toubro Infotech
Prima Solutions
Tech Decisions/National Underwriter
Travelers

Silver Sponsors

Accenture
BIPT
Cognizant
Global Reinsurance Magazine

Bronze Sponsors

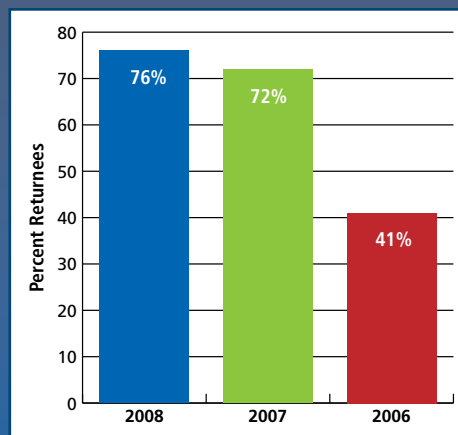
Camilion Solutions Inc.
HTC Global Services Inc.
ImageNow by Perceptive Software, Inc.
Insurance & Technology Magazine
MajescoMastek
Oracle Financial
Solutions Limited
Robert E Nolan
Virtusa
Windows in
Financial Services
ZapThink

General Sponsors

Pitney Bowes

Sponsors return year after year to the Forum so they can...

Increase visibility
Build brand awareness
Drive booth traffic
Connect with industry leaders
Network with decision makers
Cement existing relationships
Establish new relationships
Show commitment to the industry
Grow their businesses



Be a part of this elite group who are sponsoring the 2009 ACORD LOMA Insurance Systems Forum today.



2009 Sponsorship Opportunities

Levels

| | |
|-----------------|--------------------|
| Platinum | \$40,000 and up |
| Gold | \$25,000 –\$39,999 |
| Silver | \$15,000 –\$24,999 |
| Bronze | \$5,000 –\$14,999 |
| General | Up to \$4,999 |

Benefits

| Item | Platinum | Gold | Silver | Bronze | General |
|--|-----------|----------|----------|----------|-----------|
| Your company's name and logo displayed on the sponsor wall of recognition. | ✓ | ✓ | ✓ | ✓ | ✓ |
| Your company's logo included in the "Sponsor Acknowledgement Scroll" at the General Session. | ✓ | ✓ | ✓ | ✓ | ✓ |
| An electronic version of the attendee list (for one-time use). | ✓ | ✓ | ✓ | ✓ | ✓ |
| Link to your website from www.acordlomaforum.org . | ✓ | ✓ | ✓ | ✓ | ✓ |
| Description in the Program Guide. | 100 Words | 75 Words | 50 Words | 50 Words | Name Only |
| Logo on signage along Forum Pathway. | ✓ | ✓ | ✓ | | |
| Recognition space in the conference program guide. | 1 Page | 1/2 Page | | | |
| Complimentary golf registrations. | 2 | 1 | | | |
| Acknowledgement at the General Session. | ✓ | ✓ | | | |
| Platinum Sponsor Session (during specific scheduled timeslot). | ✓ | | | | |

Platinum

Keynote Speaker—Call for Details



A high-profile keynote speaker is the cornerstone of a great event. Sponsoring this year's keynote is your chance to gain recognition as you show your support.

(2008 Keynote Speaker Sam Donaldson)

Closing Night Party—Call for Details



The closing night party and its sponsor are always memorable. As the official ending to the Forum, it's a great way for people to come together, have fun, and get ready for next year.

Cyber Café—\$50,000



This ever-popular resource gives attendees a place to check email, confirm travel plans, and print boarding passes. Your homepage will be set as the browser default and signage will recognize you as the sponsor.

Interactive Exhibitor Map—\$45,000

Finding exhibitors on a massive exhibit floor isn't always easy. You can sponsor these interactive exhibitor map kiosks and help attendees find their way.

Logo Water Bottles—\$45,000

While the Forum quenches attendees' thirst for knowledge, you can quench their thirst with water bottles bearing your logo. They are available to attendees during all breaks and at all exhibit hall functions.

Show Guide—

Sold! LOMA Resource

The Official Show Guide lists all exhibitors at the Forum. It includes company names, addresses, contacts, logos, and exhibitor descriptions. The Show Guide is distributed directly to all Forum attendees.

Morning Coffee Bar—**Sold!**



We all know that after a night of events, dinners and fun, we need a cup of coffee in the morning. This is your chance to sponsor that morning cup and help attendees start the day.

Afternoon Soda Stations—\$40,000

During a busy day at the Forum, a cold soda can revitalize and reenergize. As the sponsor of the Afternoon Soda Stations, you'll gain recognition with logoed soda holders.

Gold

Attendee Bags—**Sold!**

The official Forum bag is a necessity for all attendees as they go to sessions and tour the exhibit hall—and your name can be on that bag as the sponsor.

Padfolio—\$30,000

The official padfolio is placed in each Forum bag, enabling attendees to take notes throughout the event. Your logo will be on those padfolios at the event in Florida and all year long back in the attendees' offices.

Program Guide—\$28,000

The Program Guide contains all the sessions and all the events. Why not display your logo on the cover as the official sponsor?

Breakfast—\$25,000 (per day)

Breakfast is the most important meal of the day and you can help bring attendees that needed nourishment by sponsoring breakfast on one or two days of the Forum.

Session Signage—\$25,000



With an estimated 60 sessions each year, session signage is crucial. As the official Session Signage Sponsor, your name will be placed on all meeting room signs and be seen by all attendees.

Show Daily— **Sold! Tech Decisions/ National Underwriter**

As the Show Daily sponsor, your publication gets to write, publish and distribute news from the Forum each day. Only one publication can be the official Show Daily and that can be you. Gain exposure to the estimated 2,600 attendees while distributing your paper each morning.

Golf Tournament—\$25,000



The annual ACORD LOMA Golf Tournament is a perennial favorite. You can be the host of this special event as attendees tee off in Florida.



You may also be interested in the Golf Beverage Cart (see page 9).



Silver

Hotel Room Keycards—Sold!

Every attendee needs a hotel keycard, and your name can be on it as the sponsor. Be the last logo they see before they go to sleep.

Escalator Sponsorship—Sold!

As attendees go up and down the escalator to and from the exhibit hall, your name can be displayed there as a sponsor.

Badge Lanyards—Sold!

Badge lanyards are an ideal way to display your logo. All attendees wear them as they explore the exhibit hall and conference areas.

Name Badges—\$15,000

As attendees look at each other's names, they'll also be looking at your company's name as the sponsor of the official conference badges.

Program at a Glance—\$15,000

This foldable, badge-size conference schedule is the ideal resource for attendees as they plan their days. Sponsor it and your logo will be with the attendees all day, every day.

Registration Desk—\$15,000

Show your support of the Forum by sponsoring the official Forum registration desk. Your logo will be incorporated into the graphics adorning the desk unit.

Opening Reception in the Exhibit Hall

Specialty Drinks Night—Multiple Opportunities—Call for Details

Cheers! L'Chaim! Kampai! Prost! Cin Cin! Skål!

Join us as we toast another year of the Forum and welcome attendees to the opening of the 2009 exhibit hall. Be a part of the opening night reception by sponsoring one of our drink stations.



Each station will feature a specialty drink from a list of available options. Choose a drink station closest to your booth for additional traffic and attention.

As a sponsor, you'll be offering attendees something unique, tasty, and memorable... and available only in that one location!

In addition to the standard silver benefits, you'll receive:

- Choice of themed drink station from available options
- Choice of cups or napkins branded with your logo
- Signage acknowledging you as the sponsor

Please note, on the night of the reception, these will be the only authorized specialty stations or bars allowed on the exhibit floor. Private in-booth bars will not be permitted that evening. Don't miss your opportunity!



Bronze

Golf Beverage Cart—\$14,000

Golf can be a thirsty business and you can sponsor the ACORD LOMA Forum Golf Tournament beverage cart. Put your name out there before all the players as they cool off from the hot Florida sun.

Afternoon Snacks—\$12,000 each day

You can bring a much-needed pick-me-up to attendees by sponsoring the afternoon snack food during a busy day attending sessions.

Official Pens—Sold!

Attendees will have your name at their fingertips with this sponsorship. Your pen will be placed in the badge holders—easy access and high visibility.

Publication Bins—\$6,000



The publication area is always busy as attendees pick up the latest industry magazines. Your logo can appear on the bin signage as the official sponsor.

Reserved Tables at Keynote Session—\$5,000 (each)

Impress customers and prospects by taking a reserved table at the Keynote Session. Reserved tables are at the front near the stage, so you and your guests are guaranteed a close-up, unobstructed view of this year's keynote speaker. This also includes dedicated coffee service for the tables.

General

Meeting Reader Boards—\$4,000 (each)



The hotel's in-house daily event plasma screens display session and room information. And they can also display your information throughout the conference area, as you show your support through a reader board placement.

Pathway Banners—\$2,000 (each)



As attendees travel between the Swan and Dolphin or to the ferries, Boardwalk area and Epcot, banners with your logo will line the pathways, reminding them of your commitment to the Forum.

2008 Exhibitors

@Global, Inc.
A.M. Best Company
Accenture
ACORD
AcroSoft
ACS, Inc.
Axiom
AdminServer Inc.
Adobe Systems
AgencyPort
Agile Technologies
AMS Services Inc.
ANACOMP
Aon eSolutions
A-PLUS/a unit of ISO
Applied Systems Inc.
AQS Inc.
AssureSign, LLC
AT&T
Ateras
BimSym eBusiness Solutions Inc.
BIPT Inc.
Birlasoft Inc.
Blue Frog Solutions
BlueAlly
BluePhoenix Solutions
BlueWave Technology
Brovada
Business Insurance Magazine
Callidus Software Inc.
Camilion Solutions Inc.
Capgemini
Celent
CGI
ChoicePoint Inc.
Choridant Software, Inc.
Cincom
ClaimVantage
Cognos Corporation
COMTEC Ltd
Connective Technologies Inc.
Cooperative Technologies
Corticon
COSS Development Corporation
Creditrion
CSC
Data Dimensions Corp
DataDirect Technologies
Decision Research Corp.
Delphi Technology Inc.
DIVDAT
Diversified Information Technologies
DST Output
Eastman Kodak Company
Ebix, Inc.
Edgewater Technology Inc.
EDS
eLynx, Ltd.
EMC Document Sciences
Emdeon Business Services
EquiSearch
ESRI
EXDION
Exigen Group
Exstream Software by HP
E-Z Data Inc.
EZLYNX by WEBCETERA
Fair Isaac & Company
The Financial Services Grid Initiative
FINEOS Corporation
First American-Proxix Solutions
FirstBest Systems
FIS Software
Fiserv
Fujitsu Computer Products of America
Full Capture Solutions
Global Insurance Technology Inc.
Global IQX
Guidewire Software
Hasler, Inc.
HCL Technologies America Inc.
HTC Global Services Inc.
Hyland Software Inc.
IBM
IBQ Systems
Iconixx
ILOG Inc.
Image Process Design, Inc.
ImageNow by Perceptive Software
ImageRight
Infor
Informatica
Information Builders
Innovation Group
INSTEC
Insurance Networking News
Insurance Technologies
Insurity
Interlink Electronics
ISCS, Inc.
ISO
iter8 Inc.
ITS Property & Casualty Consulting
IVANS 339
Larsen & Toubro Infotech Ltd.
Lawson
LexisNexis
LIDP Consulting Services Inc.
Linoma Software
LOMA
MajescoMastek
MarketStance
McCamish Systems
Merced Systems
MIB Group, Inc.
Microsoft
Moore Stephens Business Solutions LLC
Multico Rating Systems Inc.
Mzinga
Napersoft
Navagate, Inc.
NCCI-National Council of Compens
NetRate Systems, Inc.
NIIT Technologies Inc.
NIPR
No Magic Inc.
NxTech Inc.
OneShield Inc.
Optical Image Technology-DocFinity
Oracle Corporation
Oracle Financial Services Limited
Outline Systems
PAGOS, Inc.
Paragon Systems
Patni Computer Systems
PDMA Inc.
Pegasus Imaging Corporation
Pegasystems Inc.
Penterprise Solutions, Inc.
Perot Systems Corporation
PilotFish Technology LLC
Pitney Bowes Software
PlanetSoft Inc.
Prima Solutions
Princeton Financial Systems
A State Street Comp
Prithvi Information Solutions
PureShare, Inc.
Pyramid Solutions Inc.
R Post US Inc.
ReSource Pro
RGA Technology Partners
SAP
SAS Institute Inc.
SEEC Inc.
Silanis Technology Inc.
Sircon Corporation
Skywire Software
Software AG
SOURCECORP
Sprint
STA Group
STGMastek
Strategic Insurance Software Inc.
SunGard iWorks
SunGard Omni
TCS America, a division of Tata
Tech Decisions
Tele Atlas
TeleBlock
Teradata
Thomson West
ThoughtWorks Inc.
Thunderhead
TIBCO Software
Top Down Systems Corp
Topaz Systems
Torrent Technologies
TowerGroup
Trumbull Services
Unisys Corporation
Universal Conversion Technologies
UTG, Inc.
ValueMomentum, Inc.
Varicent
Versata
Virtusa
VRC Insurance Systems
Web Connectivity
Western Union Payment Services
Wipro Technologies Ltd
Xchanging Global Insurance Service

2009 Exhibit Opportunities

Exhibiting at the Forum enables you to expand your reach to new audiences, cement old relationships, and increase your visibility across the industry.

This is your chance to show attendees what you have to offer that will help them do more and be more competitive.

Opportunities are limited and booked well in advance—some as early as a year ahead of time! To get the best position, check our online exhibit hall floor plan, select a space, and book as early as possible.

Pricing

Exhibit space pricing is based upon:

- The size of the booth space selected
- Membership in ACORD and/or LOMA

For further information

- Booth Rental <http://www.acordlomaforum.org/2009/exhibithall/boothrental.aspx>
- Floor Plan <http://www.acord.org/expocad/shows/09isf/start.html>
- Pricing <http://www.acordlomaforum.org/2009/exhibitpricing.aspx>

Membership

If you are not currently a member of ACORD or LOMA and wish to learn more about joining, please contact:

Dominic Caccioppoli, ACORD dcaccioppoli@acord.org
Susan Vlass, LOMA vlass@loma.org

Contact

For all exhibit questions or sponsorship information, please contact:

Alisen Herman (845) 620-1700 ext. 442
aherman@acord.org

Benefits

| | |
|---|---|
| Space in the exhibit hall. (All aisles are fully carpeted and cleaned daily. Aisle identifiers help attendees find you more easily.) | ✓ |
| Complimentary registrations. (Based upon both membership in ACORD and/or LOMA and on booth size.) | ✓ |
| 8' draped back wall with 3' dividers (for in-line booths). | ✓ |
| 24-hour perimeter security. | ✓ |
| Listing on the ACORD LOMA Insurance Systems Forum Website in our online Floor Plan. | ✓ |
| 50-word description with linked logo on the Forum Website. | ✓ |
| Inclusion in our "My Expo" system, enabling attendees to plan and save their visits online. | ✓ |
| Inclusion in the on-site Interactive Exhibitor Map. | ✓ |
| Exhibitor updates giving you the latest information and deadlines. | ✓ |
| Exposure to leading industry business and technology executives. | ✓ |
| An electronic copy of the attendee list for one-time use. | ✓ |

Exhibiting FAQ

How do I select and reserve a booth?

To reserve a booth, follow the step-by-step instructions on the main Exhibitor Page at <http://www.acordlomaforum.org/2009/exhibithall/boothrental.aspx>.

What is included with the booth space?

Each 10 x 10 booth will be set with an 8' high back drape, 3' high side divider and a 4' wide x 7" high identification sign.

How many comp registrations do I receive?

The number of complimentary or "comp" registrations you receive is based upon the size of your booth and on your membership in either ACORD or LOMA. Please refer to the online pricing page for details. Complimentary registrations are for the Forum only and do not include hotel or related expenses.

Do you have exhibit hall set up passes?

ACORD and LOMA have only one type of registration — full registrations — enabling all attendees to go to sessions, meals (networking breakfasts, lunches in the exhibit hall, as listed on the schedule) and receptions. There are set-up passes available to the exhibit hall for exhibitor appointed contractors or for your own personnel who are not staying for or participating in the Forum.

When do I receive the attendee list?

You will receive the attendee list approximately one (1) month prior to the Forum. This list is for one-time use only. You will then receive a post-Forum list within a month of the Forum.



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