

ACORD  
LOMA

INSURANCE  
SYSTEMS  
FORUM



Sponsor & Exhibitor  
Opportunities  
& Onsite **NEW**  
Program Guide  
Advertising

May 24–26

2010

Mandalay Bay Resort  
Las Vegas, NV

[www.acordlomaforum.org](http://www.acordlomaforum.org)



We can help you reach  
*your* **target**

**MARKET**

Visit our website at

[www.acordlomaforum.org](http://www.acordlomaforum.org)

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**ACORD** INSURANCE  
**LOMA** SYSTEMS  
FORUM

[www.acordlomaforum.org](http://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 Mandalay Bay... attendees will remember you when they get home and throughout the year.



## 2009 Demographics

Number of Attendees—1,536

Attendees by Title	
Vice President (EVP, SVP)	22%
Director/Manager	35%
C-Level	9%
Other	34%

Attendees by Type	
Insurance Carriers	18%
No Response	13%
Agents/Distributors	2%
Reinsurers	1%
Solution Provider	61%
Other (e.g. Press)	5%

## Our 2009 Sponsors

### Platinum Sponsors

ACORD Video  
Ernst & Young  
Hewlett Packard  
IBM  
LOMA Resource  
Oracle  
Sprint

### Gold Sponsors

BIPT  
Insurance Insider  
Insurance Networking News  
Tech Decisions/National Underwriter  
Travelers

### Silver Sponsors

Accenture  
Capgemini  
Risk & Insurance  
Xchanging Systems & Services

### Bronze Sponsors

AMS Users' Group  
BlueAlly  
Cognizant  
HTC Global Services Inc  
Insurance & Technology Magazine  
Novarica  
StoneRiver  
The Rough Notes Company  
Tibco Software  
Windows in Financial Services

### General Sponsors

Discoverture Solutions  
Genpact



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

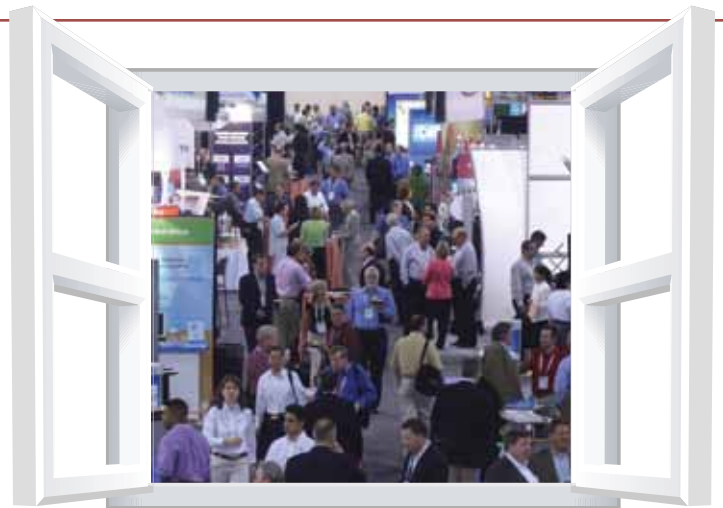
Establish new relationships

Show commitment to the industry

Grow their businesses

Be a part of this elite group who are sponsoring the 2010 ACORD LOMA Insurance Systems Forum today.

# 2010 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 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 <a href="http://www.acordlomaforum.org">www.acordlomaforum.org</a> .	✓	✓	✓	✓	✓
Description in the Program Guide.	100 Words	75 Words	50 Words	50 Words	Name Only
Complimentary registrations. (Based on sponsorship amount.)	✓	✓	✓	✓	
Logo on signage along Forum Pathway.	✓	✓	✓		
Recognition space in the conference program guide.	1 Page	1/2 Page			
Platinum Sponsor Session (during specific scheduled timeslot).	✓				

Please see page 10 for pricing.

# Platinum



**2008 Keynote Speaker  
Sam Donaldson**

## Keynote Speaker **Sold!**-Microsoft

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.



## Cyber Café

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.



## Logo Water Bottles

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.

## Morning Coffee Bar **Sold!**-IBM

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

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 coolers.

# 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

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.

## Interactive Exhibitor Exhibit Hall Locator Kiosk

Finding exhibitors on a massive exhibit floor isn't always easy. Our interactive floor plan is searchable through the systems at the Exhibit Hall Locator. You can sponsor these interactive exhibitor map kiosks and help attendees find their way.



## Hotel Room Keycards

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.

## Continental Breakfast

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

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!

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.

# Silver

## 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.



## Program at a Glance

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.

## Badge Lanyards

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 Sold!

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.



## Registration Desk

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.

# Bronze

## Afternoon Snacks

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

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

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

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.

## Exhibit Hall Food and Beverage Station

Quench attendees' thirst and hunger by sponsoring an Exhibit Hall Food and Beverage Station that gets heavy traffic during exhibit hall time.

# Closing Reception Opportunities



The closing night party is always a memorable event. While it may be the official ending to the Forum, it's also a great way for people to come together, have fun, and get ready for next year. You can help put a great ending to a great conference. Call us to discuss the possibilities.

## Pricing

Sponsor Item	Member Price	Non-member Price	Complimentary Forum Registration
Closing Party	Call for Details	Call for Details	5
Cyber Café	\$50,000.00	\$55,000.00	5
Logo Water Bottles	\$45,000.00	\$49,500.00	5
Afternoon Soda Stations	\$40,000.00	\$44,000.00	4
Padfolio	\$32,000.00	\$35,200.00	3
Hotel Room Keycards	\$32,000.00	\$35,200.00	3
Session Signage	\$26,000.00	\$28,600.00	3
Interactive Exhibitor Exhibit Hall Locator Kiosk	\$25,000.00	\$27,500.00	3
Continental Breakfast (each day)	\$25,000.00	\$27,500.00	3
Badge Lanyards	\$17,500.00	\$19,250.00	2
Name Badges	\$17,500.00	\$19,250.00	2
Program at a Glance	\$17,500.00	\$19,250.00	2
Registration Desk	\$12,000.00	\$13,200.00	1
Exhibit Hall Food and Beverage Station	\$10,000.00	\$11,000.00	1
Afternoon Snacks (each day)	\$8,000.00	\$8,800.00	1
Official Pens	\$7,000.00	\$7,700.00	1
Publication Bins	\$6,000.00	\$6,600.00	1
Reserved tables at Keynote Session	\$5,000.00	\$5,500.00	1

# 2010 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.

Exhibit space pricing is based upon:

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

For further information, to view the floorplan, pricing page, downloadable contract:

- Booth Rental <http://www.acordlomaforum.org/2009/exhibithall/boothrental.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**

Email: [dcaccioppoli@acord.org](mailto:dcaccioppoli@acord.org)

**Susan Vlass, LOMA**

Email: [vlass@loma.org](mailto:vlass@loma.org)

## Contact

For all exhibit questions or sponsorship information, please contact:

**Alisen Herman**

ACORD

Phone: (845) 620-1700 ext. 442

Email: [aherman@acord.org](mailto:aherman@acord.org)

**Marvin Jones**

LOMA

Phone: (770) 984-6459

Email: [jonesm@loma.org](mailto:jonesm@loma.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.	✓
Highlighted listing in the exhibitor section of the onsite Exhibitor Show Guide	✓



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## 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.

## 2009 Exhibitor List

A.M. Best Company	Ebix Inc	Kaplan Compliance Solutions	Progress Software Corporation
Accenture	Edgewater Technology Inc	KeyScan, Inc	ReadSoft
Accusoft Pegasus	EMC–Document Sciences	L&T Infotech	RGA Technology Partners
ACORD	Emdeon Business Services	LexisNexis	Salesforce.com
AcroSoft	Ernst & Young	LIDP Consulting Services Inc	SAP
AgencyPort	ESRI	LOMA	SAS Institute Inc
Agile Technologies LLC	Exigen Insurance Solutions	MajescoMastek	Se2
Aon eSolutions	EZ Buy eSales	Mapflow	Silanis Technology
Applied Systems Inc	E-Z Data Inc	MarketStance	Sircon Corporation
Appulate, Inc	EZLYNX by Webcetera, L.P.	McCamish Systems	Software AG
AQS Inc	FICO	Mendix	Solartis
Atiam/Health Benefits Direct	FINEOS Corporation	MIB Group, Inc	Sourcecorp
BIPT Inc	Finys	Microsoft	Sprint
Birlasoft Inc	First American Spatial Solutions Inc	MindTree Consulting	StoneRiver
Blue Frog Solutions	First Best Systems	NetRate Systems Inc	Strategic Insurance Software Inc
BlueWave Technology	FIS Software	NIIT-Technologies	Sun Microsystems
Brovada	Fujitsu Computer Products of America	NIPR	SunGard iWorks
Business Insurance	Global Insurance Technology Inc	NxTech Inc.	SWORD Intech
Callidus Software Inc	Global IQX	Oki Data Americas, Inc.	Tata Consultancy Services
Camilion Solutions Inc	Guidewire Software	OneShield Inc	Teradata
Capgemini	HCL	Optical Image Technology Inc.	The Madison Henry Group
Celent	Hewlett Packard	OpTier	Thunderhead
Celeritas Insurance Services	Hexaware Technologies Inc	Oracle Corporation	Tibco Software
CGI	HTC Global Services Inc	Outline Systems	Topaz/Computime Inc
Cincom	Hyland Software Inc	Paradatec	TowerGroup
ClaimVantage	IBM	Patni Americas Inc	Universal Conversion Technologies
Cognos an IBM Company	Informatica	PDMA Inc	UTG
COMTEC Ltd	Innovation Group	Pegasystems Inc	ValueMomentum Inc
Connective Technologies Inc	INSTEC	Perot Systems Corporation	Versata
CSC	Insurance Technologies	PilotFish Technology	Vertafore Inc.
Data Dimensions Corp	Insurix	Pinnacle Data Systems	Vignette Corporation
DIVDAT	Intellect SEEC	Pitney Bowes Business Insight	VRC Insurance Systems
DST Output	ISCS Inc	PlanetSoft Inc	Wave eSign Systems
Duck Creek Technologies Inc	IVANS	Prima Solutions	Wolters Kluwer Financial Services
Eastman Kodak Company	Jarus Technologies, Inc	Princeton Financial Systems	



# 2010 Onsite Program & Exhibit Hall Guide Advertising

The indispensable piece seen and used by all attendees!

This year, the program and show guide will be combined in one handy publication distributed to all attendees and will include:

- Complete conference program with session descriptions, times, and locations.
- Guide to the exhibit hall, including floor plan, exhibitor descriptions, logos, and contact information.
- Sponsor listings including descriptions, logos, and contact information.

# Program Media Kit:

## Ad Rates

	<b>Member</b>	<b>Non Member</b>
Full page . . . . .	\$3,000	\$3,300
Half page (horizontal only) . . . . .	\$2,000	\$2,200
Full page back cover . . . . .	\$6,000	\$6,600
Full page inside front cover or inside back cover . . . . .	\$4,500	\$4,950
Belly Band wrapper w/ full page ad . . . . .	\$7,000	\$7,700
Belly Band wrapper w/ half page ad . . . . .	\$6,000	\$6,600

**Advertiser Bonus:** Exhibitors at the Forum who also spend \$3,000 or more on ads will receive a highlighted listing in the exhibitor description section.

## Ad Specifications

**Color:** All prices include 4-color

**Bleed:** no charge for bleed

Full page with bleed	Set up to 8 1/2" x 11" trim size and add 3/8" each side there is bleed
Full page without bleed	8" x 10 1/2"
Half horizontal with bleed	8 1/2" x 5 1/2"
Half horizontal without bleed	7 1/2" x 5 1/4"
Belly band	4" deep x 18" wide

Supply ads as hi-res, 300 dpi, X1A PDF or EPS file.

Create ads in CMYK mode, all fonts and images embedded.

## Submission Instructions:

### Deadlines:

Ad order due: April 7, 2010

Ad material due (no extensions): April 14, 2010

### Submission:

**Ron Clark**, LOMA, [clark@loma.org](mailto:clark@loma.org), 770-984-3718

Ads may be e-mailed if under 5MB in size. If larger, use the LOMA FTP site, contact us for password.

## LOMA Resource:

### Discount Opportunity:

Exhibitors who place an ad in the Forum Program/Show Guide and also place an ad in the May issue of LOMA's Resource magazine receive a 15% discount on price of the ad in the Program/Show Guide. (The May Resource will contain a special Forum exhibitor profile section, contact Ron Clark at LOMA for details, [clark@loma.org](mailto:clark@loma.org) or 770-984-3718.) In order to receive the 15% discount, you must provide written proof of purchase of an advertisement in the May issue of LOMA Resource Magazine at the time that you purchase the Forum Program/Show Guide advertisement. 15% refunds will not be granted after purchase of Forum Program/Show Guide advertisements.