



Thirteenth Annual **Law School For Insurance Professionals**

Co-Sponsored by:

New York State Bar Association Torts, Insurance & Compensation Law Section
New York Insurance Association, Inc.

SPONSORSHIP OPPORTUNITIES

Albany | November 7, 2018

Presented live and video recorded

www.nysba.org/LSIP2018



Why Sponsor?

Be an important part of the 2018 Law School for Insurance Professionals, a unique program that brings together some of New York's top insurance and defense attorneys and the industry they serve. Law School for Insurance Professionals is a full-day seminar where coverage and defense attorneys share their knowledge and experience with insurance professionals from around the state. Over the years, Law School for Insurance Professionals has seen resounding success, receiving high marks from insurers. By sponsoring this event, your company or firm can showcase itself within the New York insurance professional community.

What's New in 2018: This year, rather than holding the program in multiple locations across the state, LSIP will be held in Albany, with a video recording available for purchase by those who are unable to attend in person.

Distribution groups: The primary focus for program promotion will be to approximately 1,000 past attendees statewide. Additionally, the seminar is advertised to about 2,000 Torts, Insurance, and Compensation Law Section members, with wider notices likely via various NYSBA channels. Any program co-sponsors additionally promote the program to members or member companies. In the past several years, attendance at the Albany location has ranged from about 30-70 (including speakers), with total attendance at 3-4 locations ranging from 105 to 295. As noted above, the 2018 program will be in one location with a video recording.

SPONSORSHIP CATEGORIES:

Gold	\$2,000	Limit 3	<ul style="list-style-type: none">• Logo in event brochure (Gold sponsor designation), if provided by date indicated on sponsor form (thereafter will be included in online PDF version) – must provide high-resolution logo• Acknowledgement on online event page (Gold sponsor designation)• Company logo on signage at event (Gold sponsor designation)• Sponsor recognition in printed program book and electronic materials accompanying recording• Full-page ad in program book and electronic materials (must provide print-ready 8x10.5" black & white ad by date indicated on sponsor form)• Verbal acknowledgment from the podium (also included in program recording)
Silver	\$1,500	Limit 4	<ul style="list-style-type: none">• Logo in event brochure (Silver sponsor designation), if provided by date indicated on sponsor form (thereafter will be included in online PDF version) – must provide high-resolution logo• Acknowledgement on online event page (Silver sponsor designation)• Company logo on signage at event (Silver sponsor designation)• Sponsor recognition in printed program book and electronic materials accompanying recording• Half-page ad in program book and electronic materials (must provide print-ready 8x5" (horizontal) black & white ad by date indicated on sponsor form)• Verbal acknowledgment from the podium (also included in program recording)
Bronze	\$700	Limit 6	<ul style="list-style-type: none">• Acknowledgement on online event page (Bronze sponsor designation)• Company logo on event signage (Bronze sponsor designation) – must provide high-resolution logo• Sponsor recognition in printed program book and electronic materials accompanying recording• Verbal acknowledgment from the podium (also included in program recording)
Lunch Sponsor	\$3,400	Limit 1	<ul style="list-style-type: none">• Logo in event brochure (Lunch sponsor designation), if provided by date indicated on sponsor form (thereafter will be included in online PDF version) – must provide high-resolution logo• Acknowledgement on online event page, and company name listed in program agenda• Company logo on exclusive signage displayed near lunch buffet (must provide high-resolution logo)• Full-page ad in program book and electronic materials (must provide print-ready 8x10.5" black & white ad by date indicated on sponsor form)• Verbal acknowledgment from the podium (also included in program recording)• Exhibit space in Albany (one table), and registration for up to 2 reps• 3-5 minutes of presentation to live audience in Albany; also included in program recording

Add-Ons (Must be in conjunction with a Gold, Silver, or Bronze sponsorship)

Exhibitor Table in Albany: \$500 (Limit 4)

Includes registration for up to 2 reps; or you may ship materials and NYSBA will set up table or distribute small items to attendees (8.5x11" or smaller), at your preference.

Brief presentation at podium: \$650 (Limit 2, with a total of 3 including Lunch Sponsor)

3-5 minutes of presentation to live audience in Albany; also included in program recording

Torts, Insurance and Compensation Law Section

SPONSORSHIP APPLICATION

2018 Law School For Insurance Professionals

Company / Firm _____
as it is to appear on the program and any signage

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

Email _____

Sponsorship Category: _____

Amount: \$ _____

Note: If the limit within the selected sponsorship category has been reached, you will be notified and may select another available option.

Questions?

Contact **Stephanie Bugos** at (518) 487-5524 or
sbugos@nysba.org

PAYMENT INFORMATION:

☐ Check or money order enclosed in the amount of \$ _____

(Please make checks payable to the
New York State Bar Association.)

☐ Charge \$ _____ to:

☐ American Express ☐ MasterCard

☐ Visa ☐ Discover

Card number _____

Expiration date _____

Name on card _____

Authorized Signature _____

SEND PAYMENT TO:

Stephanie Bugos
New York State Bar Association
One Elk Street
Albany, NY 12207
Secure fax: (518) 463-5993

NEXT STEPS:

Send high-resolution company logo
by **September 27.**

Gold, Silver and lunch Sponsors: Send print-ready ad artwork to sbugos@nysba.org by
October 15, 2018.

Insurance





NEW YORK STATE BAR ASSOCIATION
TORTS, INSURANCE AND COMPENSATION LAW SECTION
One Elk Street, Albany, NY 12207