

**2010 Seminar on Reinsurance  
May 6-7, 2010, Crowne Plaza Times Square, New York**

**Sponsor and Exhibitor Prospectus**

The Seminar on Reinsurance is a two-day seminar intended primarily for experienced industry professionals with knowledge of reinsurance. Sessions will discuss pricing, reserving, and modeling issues as well as broader reinsurance topics. Scheduled for May 6-7, 2010 at Crowne Plaza Times Square, New York, New York, the Seminar on Reinsurance will offer:

- 20+ educational sessions
- Two General Sessions titled “State of the Market” and “The Changing Ownership Structure of the Insurance Industry”
- Ample networking opportunities to allow attendees to expand and renew their list of industry contacts.

**Why sponsor and exhibit at the 2010 CAS Reinsurance Seminar?**

- Promote your organization to an expected audience of 300+ reinsurance professionals.
- Showcase your products and services to key influencers in purchase decisions.
- Increase your organization’s brand recognition among reinsurance actuaries, and other experienced industry professionals with knowledge of reinsurance.

**Exhibitor Program**

**Schedule**

<b>Wednesday, May 5</b>	
3:00 p.m. – 5:00 p.m.	Exhibitor Set-up
5:00 p.m. – 6:30 p.m.	Welcome Reception and Exhibits
<b>Thursday, May 6</b>	
7:15 a.m. – 8:15 a.m.	Continental Breakfast and Exhibits
9:45 a.m. – 10:15 a.m.	Exhibits, Networking, and Refreshment Break
11:30 a.m. – 12:00 p.m.	Exhibits, Networking, and Refreshment Break
1:15 p.m. – 2:30 p.m.	Luncheon and Exhibits
3:45 p.m. – 4:15 p.m.	Exhibits, Networking, and Refreshment Break
5:45 p.m. – 7:00 p.m.	Reception and Exhibits
<b>Friday, May 7</b>	
7:30 a.m. – 8:30 a.m.	Continental Breakfast and Exhibits
9:45 a.m. – 10:15 a.m.	Exhibits, Networking, and Refreshment Break
11:30 a.m. – 11:45 p.m.	Exhibits, Networking, and Refreshment Break
1:00 p.m. – 1:45 p.m.	Box Lunch and Exhibits
1:45 p.m. – 3:00 p.m.	Exhibitor Breakdown

You may leave your table-top exhibit set up throughout the seminar, but business should be conducted at the exhibit only during the above specified times. The exhibit hall is not open for business during educational sessions.

### **Exhibit Hall Highlights**

- Receptions, breakfasts, and lunches in the Exhibit Hall to attract attendees to your table-top.
- Dedicated time for Exhibits, Networking, and Refreshment Breaks, with no other scheduled events or sessions at these times.
- Cyber Café located in the Exhibitor Area to increase traffic through the Exhibits.
- Prize raffle for attendees who visit each of the Exhibitors.
- CAS Resource Center in the Exhibitor Area to serve as a high-interest hub for CAS news and information.

### **Exhibit Fee of \$1,000 Includes:**

- One six-foot skirted table, two chairs, and one easel for signage in an eight-foot wide area.
- One exhibitor badge for each table-top space purchased. Additional exhibitor badges can be purchased in advance or at the seminar for \$400 each.
- Admittance for exhibitor registrant(s) to the Seminar receptions, breakfasts, luncheons, and refreshment breaks. Please note that exhibitors who wish to attend educational sessions must register for the seminar and pay the full registration fee.

### **Benefits for Exhibitors**

- Pre-Seminar exposure on the Reinsurance Seminar web page with your company name, logo, link, and short description.
- Pre-Seminar exposure through recognition in one issue of the CAS weekly e-mail bulletin with a link.
- On-site exposure through verbal acknowledgement during the Opening Session.
- Inclusion in the on-site program booklet promoting exhibit area and hours, and listing your company name, logo, and description. Application and fee must be returned to the CAS Office no later than April 21, 2010 to be included in the onsite program.
- Pre- OR Post-show attendee mailing list provided as hard-copy labels or Excel spreadsheet for one-time use, which may be upgraded to full membership list for \$300. Instead of mailing addresses, sponsors may opt for a list of e-mail addresses of meeting attendees for one-time use (upgrade to full membership list not available).
- Option to upgrade your on-site exposure with a 50% discount on one promotional handout at the Literature Table near the Reinsurance Seminar registration desk – an excellent way to preview your table-top exhibit and increase traffic to your table-top. The cost to non-exhibitors is \$500.

## **Sponsorships**

### **Benefits for Sponsors**

- Pre-Seminar exposure on the Reinsurance Seminar web page with your company name, logo, link, and short description.
- On-site exposure through verbal acknowledgement during the Opening Session.
- Inclusion in the on-site program – an acknowledgement of sponsorship with your company name, logo, and description. Application and fee must be returned to the CAS Office no later than April 21, 2010 to be included in the onsite program.
- Sponsor ribbons for all company staff in attendance.

- Pre- OR Post-show attendee mailing list provided as hard-copy labels or Excel spreadsheet for one-time use, which may be upgraded to full membership list for \$300. Instead of mailing addresses, sponsors may opt for a list of e-mail addresses of meeting attendees for one-time use (upgrade to full membership list not available).
- Post- Seminar exposure through recognition in one issue of the CAS weekly e-mail bulletin with a link.
- Acknowledgement of your support in a future issue of the *Actuarial Review* newsletter.
- Recognition signage at your sponsored activity.

<b>Sponsorship Opportunity</b>	<b>Additional Benefits</b>	<b>Regular Cost</b>	<b>** Cost for Partners (20% off)</b>
Reception (2 available)	Sponsor may offer welcome remarks; sponsor logo on tent cards placed on tables.	\$5,000	\$4,000
Luncheon (1 available)	Sponsor may offer welcome remarks; sponsor logo on tent cards placed on tables.	\$3,500 each	\$2,800 each
Breakfast (2 available)	Sponsor logo on tent cards placed on tables.	\$1,500 each	\$1,200 each
Networking Breaks (2 available)	Sponsor logo on tent cards placed on tables.	\$1,000 each	\$800 each
Cyber Café	Sponsor logo as screen saver; option to upgrade by distributing promotional item (provided by sponsor) at Cyber Café stations for additional \$250.	SOLD	SOLD
Padfolio	Top quality item with sponsor logo; distributed at registration desk to all attendees.	\$1,000*	\$800*
Lanyards	Distributed with name badge to all attendees; sponsor logo imprinted.	SOLD	SOLD
Flash Drive	Distributed at registration desk to all attendees; sponsor logo imprinted.	\$1,000*	\$800*
Logo pen	Distributed at registration desk to all attendees; sponsor logo imprinted.	SOLD	SOLD

Custom sponsorships are also available – tell us about your sponsorship idea for a give-away item. Contact Mike Boa at [mboa@casact.org](mailto:mboa@casact.org) or 703-562-1724 if you are interested in discussing alternative sponsorship items.

\* Companies sponsoring the give-away items are responsible for the costs to produce the item. CAS staff will work with you to select an appropriate item and handle all related administrative work.

\*\* Society Partners are firms who demonstrate a commitment to the CAS and its mission by making an annual pledge to support CAS activities. Society Partners are

able to spend the amount pledged on a wide variety of sponsorship and exhibitor opportunities throughout the year. In return Society Partners receive benefits commensurate with their investment level, and all partners benefit from a 20% discount on the regular cost of individual sponsor and exhibitor opportunities. Partners also are granted priority selection of individual sponsor and exhibitor opportunities.

### **Other Opportunities**

#### **Literature Table**

Showcase your products and services and increase your organization's brand recognition by taking advantage of the Literature Table. Display your promotional brochure (one item) on a table near the Reinsurance Seminar registration desk for \$500. Exhibitors and sponsors receive a 50% discount. Only 5 slots are available.

#### **For More Information**

PLEASE NOTE: Table-top exhibit space and sponsorship opportunities are limited. Applications will be accepted on a first-come, first-serve basis. The CAS Office will confirm if your application has been accepted.

**Contact Mike Boa at [mboa@casact.org](mailto:mboa@casact.org) or 703-562-1724 with any questions about exhibiting or sponsoring the Reinsurance Seminar.**

## Exhibitor and Sponsor Provisions

In making application, you agree to exhibit under and comply with these provisions.

1. All participating exhibitors and sponsors are subject to these rules, regulations, and policies. Exhibitors and sponsors should review this material before submitting an application. Questions regarding these provisions should be directed to Mike Boa (mboa@casact.org).
2. Objectives: The Seminar and Exhibitor Area are the property of and produced for the Casualty Actuarial Society and its partners. Their purpose is to provide educational information on reinsurance issues. Exhibitors are encouraged to offer information that is educational, professional, and instructional. Selling or taking orders for goods and services will be permitted provided that such business is conducted in an appropriate and professional manner.
3. Participation: CAS reserves the right to refuse space to any applicant who, in the opinion of CAS, deals in products or services unrelated to reinsurance or who is unlikely to contribute to the overall objectives or purpose of the show.
4. Cancellations received by April 29, 2010 will receive a full refund minus a \$200 administrative fee. Cancellations received after April 29, 2010 will receive no refund.
5. Exhibiting companies are responsible for shipment of all materials to the Hotel, table-top exhibit set-up and tear down, and any other responsibilities therein, including shipping/receiving expenses charged by the hotel. If you require additional equipment for your table-top exhibit, please contact Mike Boa (mboa@casact.org).
6. Space Assignment: Every effort will be made to assign space in a fair and equitable manner and whenever possible the preferred spaces will be assigned. CAS maintains the exclusive and unrestricted right to assign space. Assignment of space is final. Space location may not be changed, transferred, or canceled without written request by the Exhibitor and subsequent written approval by CAS. Because of the number of companies exhibiting similar or related products, CAS cannot guarantee that a company exhibiting similar products or a company's competitor will not be located in a nearby space.
7. Floor Plan: The floor plan for this show will be maintained as originally presented wherever possible. However, management reserves the right to modify the plan to the extent necessary for the best interests of the show, exhibitors, and industry.
8. Waiver: Any organization exhibiting materials at the Reinsurance Seminar waives all claims against the seminar and CAS for any damages, loss or theft to property, personal injury, cancellations, errors or omissions in postings or listings, or any other acts or failure to act. In the event that the CAS shall be held liable for any event that might result from an exhibitor's action or failure to act in any manner whatsoever, such exhibitor shall reimburse the CAS and hold them harmless from liability resulting there from.
9. Compliance: All organizations that exhibit will be bound by and subject to the rules and regulations of the hotel. If any representative of an organization whose exhibit has been approved continues any conduct in violation of any of these rules, regulations, or policies, or if for any reason the Seminar Management considers the exhibition to be objectionable or contrary to the intent and purpose of the Seminar, the exhibit will be removed from the area. In such an event, Seminar Management will not be liable for returning materials, refunding the seminar fee, or any related costs or damages.

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**Exhibitor and Sponsor Application**

Indicate the organization name with proper capitalization and spacing, EXACTLY as it should appear on all materials:

\_\_\_\_\_

Identify the person who will be receiving all sponsor and exhibitor-related materials:

Contact Person and Title \_\_\_\_\_

Phone: \_\_\_\_\_

Email Address \_\_\_\_\_

Table-top Exhibit Representative(s): \_\_\_\_\_

In submitting this application, we agree to exhibit/sponsor under and comply with the Exhibitor and Sponsor Provisions.

Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>Opportunity</b>	<b>Regular Cost</b>	<b>Cost for Partners</b>	<b>Check to Select</b>
Exhibitor	\$1,000	\$800	
Additional Exhibitor Badge(s)	\$475	\$475	
Reception Sponsor	\$5,000	\$4,000	
Luncheon Sponsor	\$3,500	\$2,800	
Breakfast Sponsor	\$1,500	\$1,200	
Break Sponsor	\$1,000	\$800	
Cyber Café Sponsor	SOLD	SOLD	SOLD
Padfolio Sponsor	\$1,000*	\$800*	
Lanyard Sponsor	SOLD	SOLD	SOLD
Flash Drive Sponsor	\$1,000*	\$800*	
Pen Sponsor	SOLD	SOLD	SOLD
Literature Table	\$500	\$250	
<b>TOTAL</b>			

**PAYING BY CREDIT CARD**

Fax your application to:  
Casualty Actuarial Society  
Mike Boa  
703-276-3108

**PAYING BY CHECK**

Mail your application with check payable to:  
Casualty Actuarial Society c/o Mike Boa  
P.O. Box 425  
Merrifield, VA 22116-0425

Credit Card #: \_\_\_\_\_ Exp. Date (MM/YY): \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_