



# 2024 CONFERENCE **SPONSORSHIP PROSPECTUS**





CHICAGO | NOVEMBER 13 - 15, 2024



**JACQUELINE WATERS**

Conference Committee Chair  
Aon



**NICOLE SHETH, ESQ.**

2024 PLUS President  
Kaufman Borgeest & Ryan LLP



**ROBBIE THOMPSON**

PLUS CEO

# WELCOME

As the 2024 PLUS Conference Chair, I am excited to host this year's PLUS Conference in my home city of Chicago, IL. This Conference has been and continues to be the premier event for the professional liability insurance market. It's where business is conducted and connections are made and renewed, and where education comes in a variety of forms, including continuing education credits.

PLUS is a non-profit professional association serving over 44,200 members that provides essential knowledge, thought leadership and career development opportunities within the professional liability industry. We take our mission seriously and aim to deliver top-notch content and networking opportunities at this event. We are pleased to be back at the Sheraton Grand Chicago Riverwalk, in the heart of the city, on the Chicago Riverwalk, with spectacular views of Lake Michigan, the Chicago River and the sparkling Chicago cityscape.

We have plenty of surprises planned for this year's event and can't wait to showcase the city of Chicago.

The PLUS Conference provides sponsors a unique opportunity to feature their brands to a large and broad audience of professionals who work in the professional liability insurance market. Whether you have sponsored before or are new to the event, we welcome your sponsorship support and participation.

Please look over the sponsorship levels we've carefully crafted to consider optimal brand recognition and conference involvement that is right for your organization. Whether it is complimentary registrations, branding opportunities, a chance to provide content at the event or via webinar, or your desire for private meeting space, there are plenty of options available. Secure your spot as early as possible to take full advantage of the list of benefits.

The PLUS Conference is the place for our industry's professionals to connect, learn, and find solutions. Make sure your brand is part of this great event by completing your sponsorship today.

We look forward to connecting with you in Chicago this November.

— Jacqueline Waters, Aon  
2024 PLUS Conference Chair

# WHY SPONSOR THE PLUS CONFERENCE?

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Becoming a sponsor at the PLUS Conference offers a multitude of opportunities to get your organization in front of a dedicated audience of all professional lines within the professional liability insurance industry. Our sponsors typically sponsor for one or more of the following reasons:



## NETWORKING & ENGAGEMENT

Each sponsorship level includes valuable passes to the conference, and a welcome reception that enables your key sales and business development employees an opportunity to meet with attendees. Meeting spaces are available for sponsors to have quick access to meetings or to host clients.



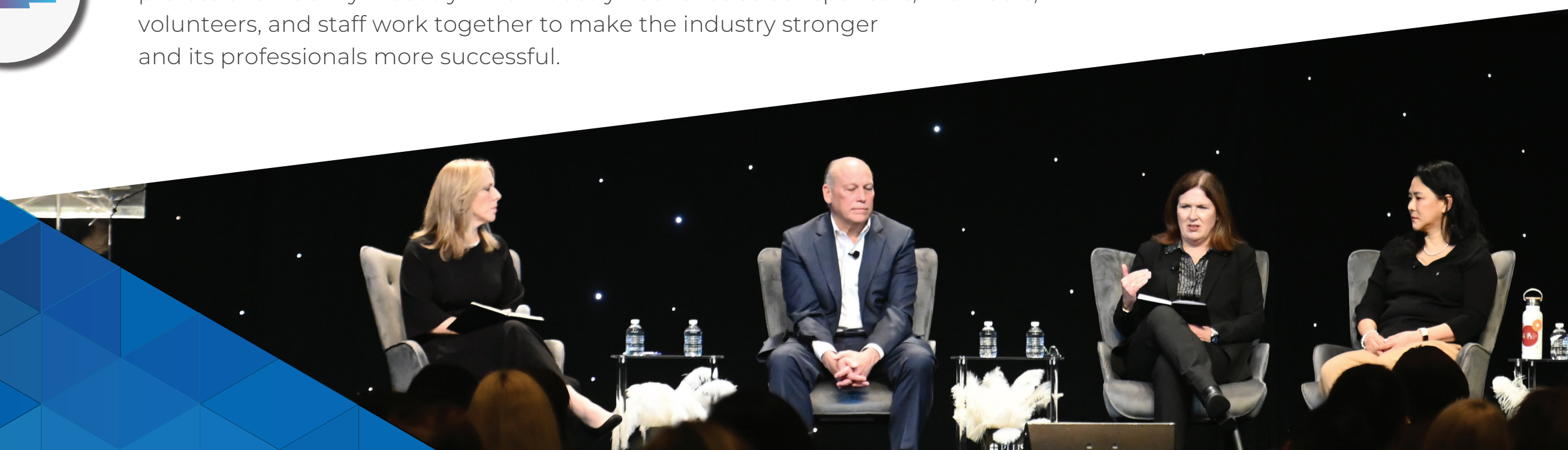
## BRAND BUILDING

Each sponsorship level offers brand recognition in a number of ways. Additionally, exclusively available to our top sponsorship tiers, is the opportunity to showcase your brand at the largest professional liability event of the year by bringing together industry thought leaders for a session organized by your company.



## INDUSTRY SUPPORT

PLUS is unique in our industry. PLUS is the only not-for-profit association built by and for the entire professional liability industry. The industry flourishes as our sponsors, members, volunteers, and staff work together to make the industry stronger and its professionals more successful.





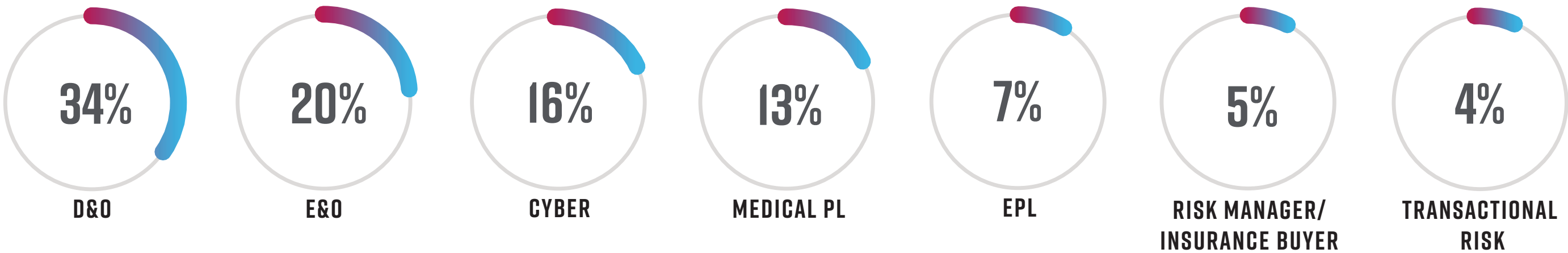
# PLUS EVENT REACH

The PLUS Conference consistently draws sponsors, attendees and organizations from a wide range of professional liability business lines.

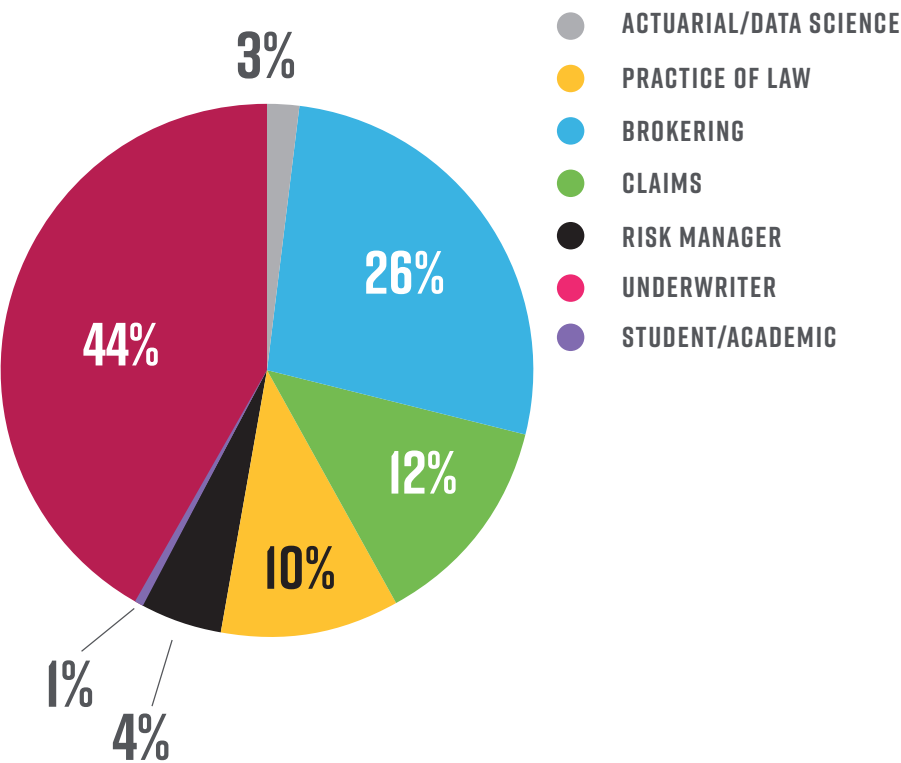
44,200+  
MEMBERS

18 YEARS  
AVERAGE # OF YEARS IN PL INDUSTRY FOR PLUS MEMBERS

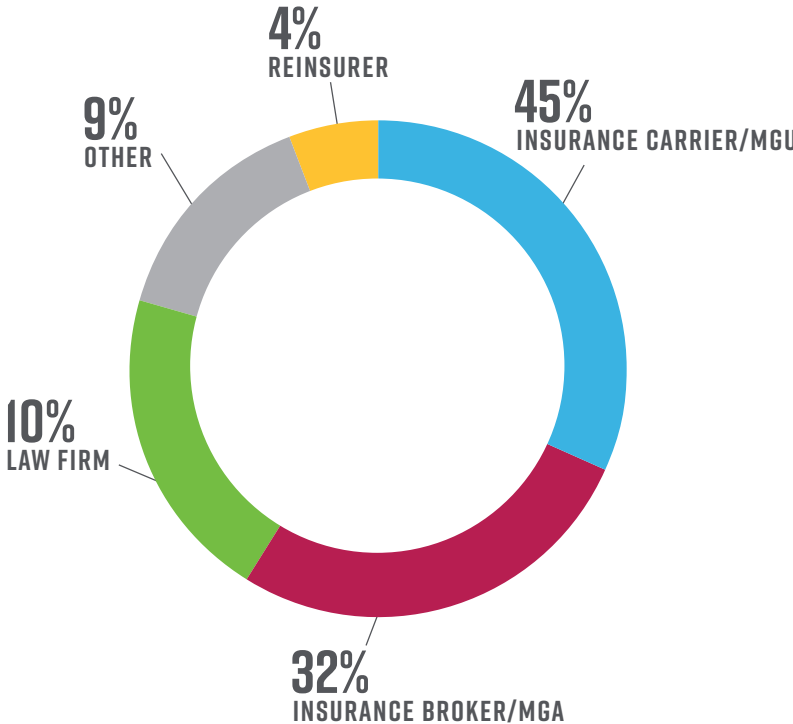
## Primary Line of Business of PLUS Members



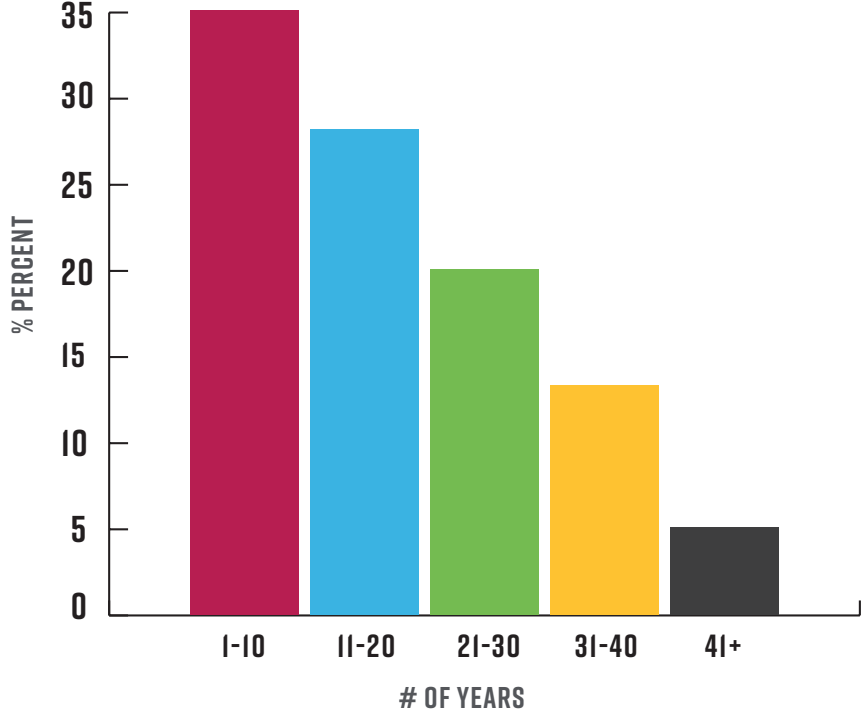
## Primary Role at Organization for PLUS Members



## Primary Organization Type for PLUS Members



## Number of Years in PL Industry for PLUS Members





# THE PLUS CONFERENCE LOCATION

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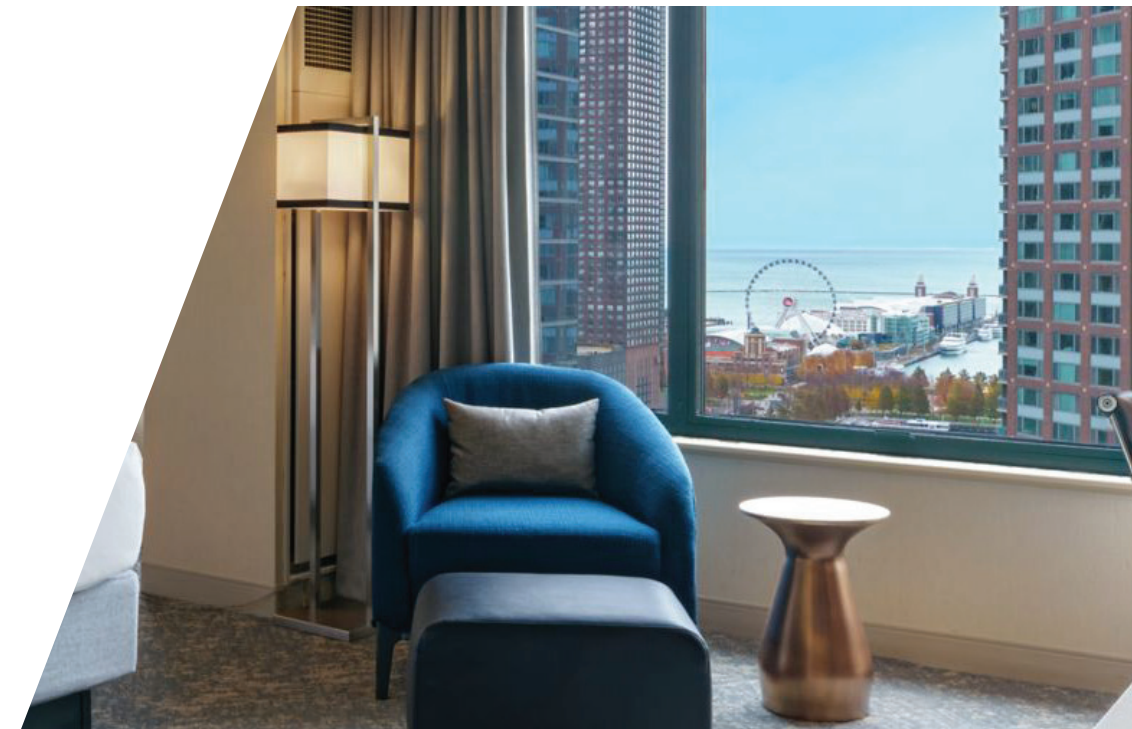
## SHERATON GRAND CHICAGO RIVERWALK

301 East North Water Street, Chicago, Illinois, USA, 60611

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Each year the PLUS Conference is hosted at a premier location within the US. Locations and resorts are considered with our attendees and sponsors in mind for the most effective event.

This year the PLUS Conference is located at: **Sheraton Grand Chicago Riverwalk**. Located in the heart of the River North district, Sheraton Grand Chicago Riverwalk is an urban sanctuary amid iconic attractions in downtown Chicago. Enjoy our coveted location by the river near Michigan Avenue, Millennium Park, Navy Pier and the Magnificent Mile. Wind down after a busy day of meetings or sightseeing at our sun deck, fitness center with Peloton bikes and sparkling indoor pool. An urban gem in a storied destination, Sheraton Grand Chicago Riverwalk is the perfect home base for your visit to downtown Chicago.





# SPONSORSHIP OPTIONS

	Diamond* & Platinum \$30,000	Gold \$20,000	Silver \$12,500	Bronze \$7,500
Conference Passes				
Full Conference registrations	6	4	2	1
Wednesday night reception tickets	10	6	4	2
PLUS Foundation speaker meet/greet passes	4	2	-	-
Brand Recognition				
Logo recognition in all PLUS sessions	✓	✓	✓	✓
Logo recognition in PLUS App	✓	✓	✓	✓
Sponsor level recognition on name tags	✓	✓	✓	✓
Recognition in onsite signage	Large Logo	Small Logo	Large Text	Small Text
Logo recognition in PLUS conference emails	✓	✓		
PLUS App banner ad	✓	✓		
Wifi sponsor recognition		✓		
Coffee station sponsor recognition			✓	
Logo recognition on custom hotel room keys	✓			
Logo recognition in Connections Lounge	✓			
Recognition in onsite event program	1/2 page	1/4 page	1/6 page	Text
Recognition at Wednesday's reception	✓			
Recognition at Thursday's luncheon	✓			
Recognition at Friday's breakfast	✓			
Networking/Meeting				
On-site private meeting space (Subject to availability)	✓ 1st Priority	✓ 2nd Priority	✓ 3rd Priority	
1 reserved table in Connections Lounge	✓			
Content				
One 45-minute sponsored content session (Subject to availability; first come, first served based on level)	✓ Diamond: 1st Priority Platinum: 2nd Priority			
Provide one webinar that must be completed between October 14, 2024 - January 15, 2025 (4 webinar slots available; first come, first served) <i>*additional details on page 8</i>		✓		

\*Diamond Sponsorship is an annual commitment and includes all PLUS National events





# DIAMOND/ PLATINUM SPONSORSHIP

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\$30,000

## CONFERENCE PASSES

- 6 Full Conference registrations
- 10 Wednesday night reception tickets
- 4 PLUS Foundation speaker meet/greet passes

## BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- Logo recognition in PLUS App
- Sponsor level recognition on name tags
- Large logo recognition in onsite signage
- Logo recognition in PLUS conference emails
- PLUS App banner ad
- Logo recognition on custom hotel room keys
- Logo recognition in Connections Lounge
- Half page logo recognition in event program
- Recognition at Wednesday's reception
- Recognition at Thursday's luncheon
- Recognition at Friday's breakfast

## NETWORKING/MEETING

- On-site private meeting space – 1st Priority (*Subject to availability*)
- 1 reserved table in Connections Lounge

## CONTENT

- One 45-minute sponsored content session – Diamond 1st Priority/Platinum 2nd Priority (*Subject to availability; first come, first served basis on level*)





# GOLD SPONSORSHIP



\$20,000

## CONFERENCE PASSES

- 4 Full Conference registrations
- 6 Wednesday night reception tickets
- 2 PLUS Foundation speaker meet/greet passes

## BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- Logo recognition in PLUS App
- Sponsor level recognition on name tags
- Small logo recognition in onsite signage
- Logo recognition in PLUS conference emails
- PLUS App banner ad
- Wifi sponsor recognition
- 1/4 page logo recognition in event program

## NETWORKING/MEETING

- On-site private meeting space – 2nd Priority *(Subject to availability)*

## CONTENT

- Provide one webinar that must be completed between October 14, 2024 - January 15, 2025 (4 webinar slots available; first come, first served)
  - \*Only 4 webinars will be accepted and produced.
  - Selection first come, first served and content is subject to approval by PLUS.*





# SILVER SPONSORSHIP



\$12,500

## CONFERENCE PASSES

2 Full Conference registrations

4 Wednesday night reception tickets

## BRAND RECOGNITION

Logo recognition in all PLUS sessions

Logo recognition in PLUS App

Sponsor level recognition on name tags

Large text recognition in on-site signage

Coffee station sponsor recognition

1/6 page logo recognition in event program

## NETWORKING/MEETING

On-site private meeting space – 3rd Priority *(Subject to availability)*



# BRONZE SPONSORSHIP

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\$7,500

## CONFERENCE PASSES

- 1 Full Conference registration
- 2 Wednesday night reception tickets

## BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- Logo recognition in PLUS App
- Sponsor level recognition on name tags
- Small text recognition in on-site signage
- Text recognition in event program



# SPONSORED CONTENT

## Available for Diamond and Platinum Sponsors only

PLUS will once again be offering Diamond and Platinum Conference Sponsors the opportunity to develop and deliver their own educational sessions during the 2024 PLUS Conference. There are a limited number of available time slots for sponsor-led sessions, which will be filled on a first come, first served basis. Sponsors that commit to offering a session during the PLUS Conference will be required to provide full session details to be used in event promotions; details will be included on the event website, app, on social media and in emails.

### CONTENT

The sponsor will be responsible for developing and delivering the content. The session is expected to be educational in nature and should not be promotional.

### SPEAKERS

PLUS prefers 3 speakers maximum per session. All speakers must be registered for the Conference. One complimentary registration, in addition to those allocated in your sponsorship package, will be provided for this purpose only.

### SCHEDULE

Sessions will be 45 minutes in length and may be scheduled concurrently with other sponsor-led sessions. Sponsor-led sessions will not be scheduled at the same time as PLUS developed content.

### ROOM & AV

Sessions will be held in rooms that can accommodate 75 - 90 attendees. The room will be set with a podium, chairs, screen, laptop, clicker to run a PowerPoint and lavalier mics. Sponsor-led sessions are not recorded.

## DEADLINES

Sponsors will first be asked to register their intention to offer a sponsor-led session, including indicating their preferred date/duration and general topic by completing a brief survey. Sponsors will be accepted on a first come, first served basis until time slots are filled; there will be a short waitlist available as well.

**Diamond and Platinum Deadline:** [August 5, 2024\\*](#)

\*Diamond and Platinum have 1st priority to secure a slot.

**For full sponsored content details** [CLICK HERE.](#)

**If you have any additional questions, please email** [sponsorship@plusweb.org](mailto:sponsorship@plusweb.org).



# SPONSORSHIP DEADLINE: **OCTOBER 9, 2024**

This deadline is critical to ensure that there is enough time to integrate your brand into the event.

**> Get Started**

Please complete the **Sponsor Agreement Form** to pay by credit card or request an invoice and start enjoying your sponsor benefits.

## Questions?

Contact Kim Rocha at [sponsorship@plusweb.org](mailto:sponsorship@plusweb.org) or call 800-845-0778 or 952-746-2584.

