

# PLUS<sup>®</sup> CONFERENCE

ORLANDO, FL | NOVEMBER 10 - 12, 2025



## 2025 SPONSORSHIP PROSPECTUS

# WELCOME

As the 2025 PLUS Conference Chair, I'm excited to host this year's PLUS Conference in Orlando, FL. For over 38 years, this event has been the premier gathering for the professional liability insurance market—where business is done, connections are made, and education goes beyond just credits.

PLUS is a non-profit association serving over 45,000 members, providing essential knowledge, thought leadership, and career development in the professional liability industry. We aim to deliver outstanding content and networking. We're pleased to return to the JW Marriott Grande Lakes, set on 500 lush acres with a PGA Championship golf course and world-class meeting space.

We're bringing back our Monday keynote speaker: Nick Saban, former University of Alabama head coach and the only coach to win seven national titles and eleven SEC titles. He'll be interviewed by Sarah M. Abrams, J.D., Head of Claims Operations at Baleen Specialty, a division of Bowhead Specialty Underwriters.

The 2025 Conference theme centers on emerging risks, evolving challenges, and critical issues that keep organizations up at night. We'll also explore topics spanning multiple lines of coverage, ensuring relevance for all attendees.

High-level CE topics include the dynamic regulatory environment, tort reform related to social inflation and nuclear verdicts, reinsurance market dynamics, and artificial intelligence.

The PLUS Conference offers sponsors a unique chance to showcase their brands to a broad audience of professionals. Whether you've sponsored before or are new, we welcome your support and participation.

Please review the sponsorship levels we've crafted to offer optimal brand recognition and involvement. From complimentary registrations and branding to content contributions or private meeting space, there are many ways to engage. Secure your spot early to maximize benefits.

The PLUS Conference is where our industry connects, learns, and finds solutions. Make sure your brand is part of this great event by completing your sponsorship today.

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

– La'Vonda McLean, Esq.  
2025 PLUS Conference Chair



**LA'VONDA MCLEAN, ESQ.**  
Conference Chairwoman  
Marsh



**JACQUELINE WATERS, ESQ.**  
2025 PLUS President  
Aon



**ROBBIE THOMPSON**  
PLUS CEO

# WHY SPONSOR THE PLUS CONFERENCE?

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.



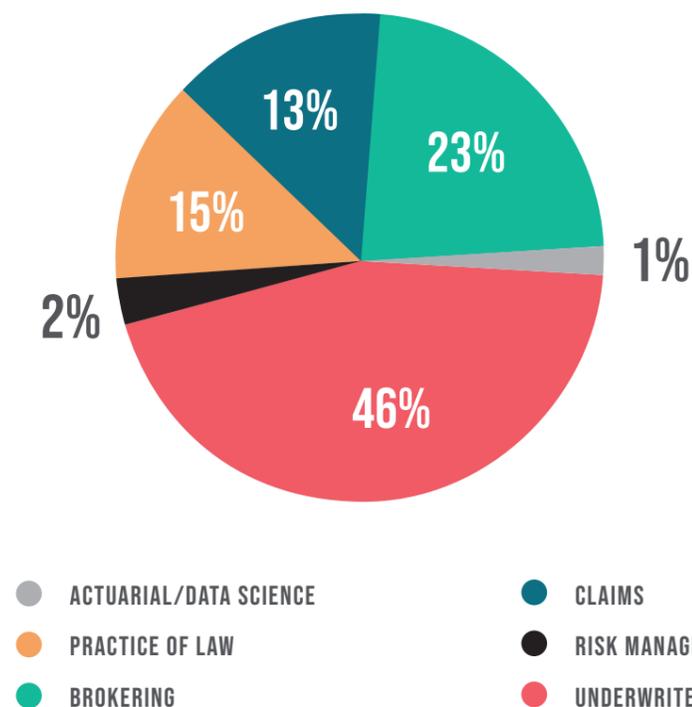
# PLUS CONFERENCE ATTENDANCE

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

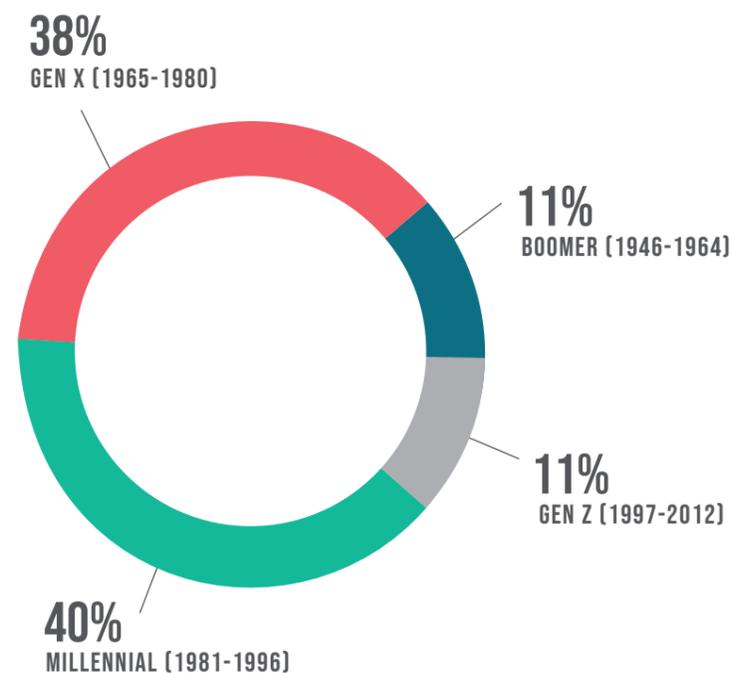
## Primary Line of Business of PLUS Conference Attendees



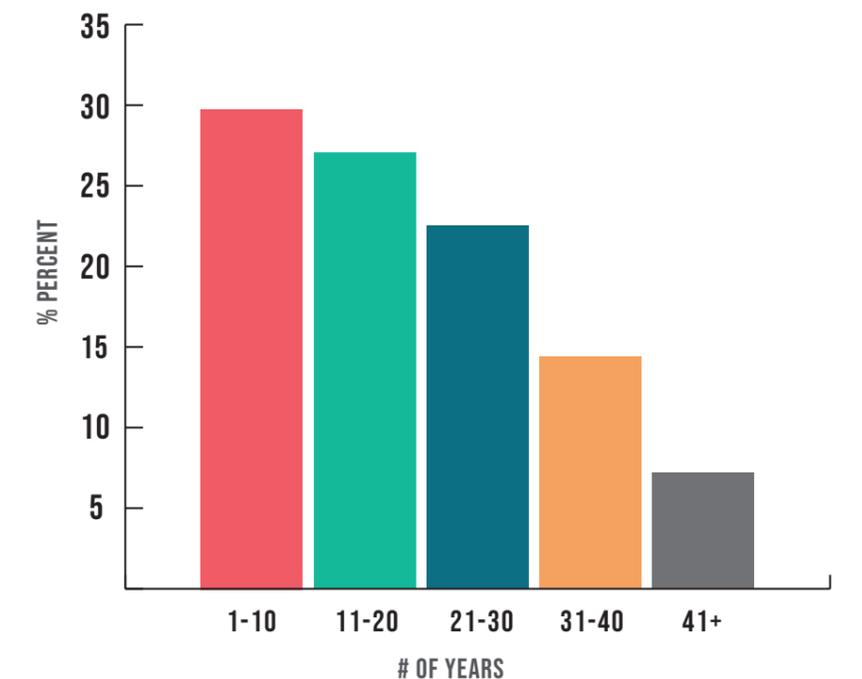
## Primary Role at Organization for Conference Attendees



## Conference Attendees by Generation



## Number of Years in PL Industry for Conference Attendees



# THE PLUS CONFERENCE LOCATION

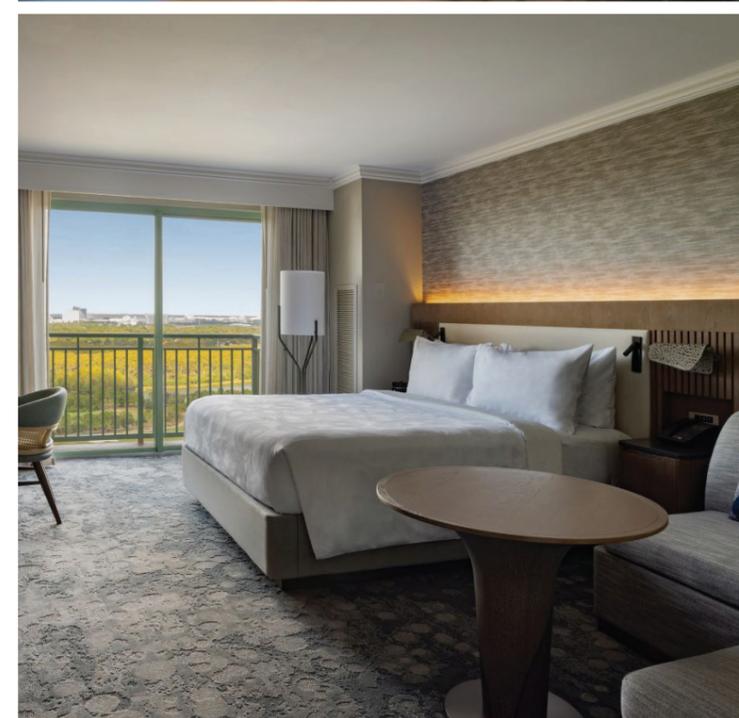
## JW MARRIOTT GRANDE LAKES

4040 Central Florida Parkway, Orlando, Florida

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

This year, the PLUS Conference is returning to the JW Marriott Grande Lakes in Orlando after a 12-year hiatus. This resort is located on a lush, 500-acre property with both business and families in mind.

Try their challenging 18-Hole golf course, designed by PGA legend Greg Norman. Select from several enticing in-house dining options and plan to do business in a wide array of meeting spaces. It's a perfect place to connect.



# SPONSORSHIP OPTIONS

	Platinum \$30,000	Gold \$20,000	Silver \$12,500	Bronze \$7,500
<b>Conference Passes</b>				
Full Conference complimentary registrations	6	4	2	1
Monday night Welcome Reception tickets	10	6	4	2
PLUS Keynote Speaker meet/greet passes	4	2	-	-
PLUS Foundation Speaker meet/greet passes	4	2	-	-
<b>Brand Recognition</b>				
Logo recognition in all PLUS sessions				
Sponsor level recognition on name tags				
Recognition in onsite signage	Large Logo	Small Logo	Large Text	Small Text
Logo recognition in PLUS conference emails				
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 Monday's reception				
Recognition at Tuesday's luncheon				
Recognition at Wednesday's breakfast				
<b>Networking/Meeting</b>				
On-site private meeting space (Subject to availability)	 1st Priority	 2nd Priority	 3rd Priority	
1 reserved table in Connections Lounge				
<b>Content</b>				
One 45-minute sponsored content session (Subject to availability; first come, first served based on level)	 Diamond: 1st Priority Platinum: 2nd Priority			

\*Diamond Sponsors all receive the same benefits as Platinum Event Sponsors. Diamond Sponsorship is an annual commitment and incorporates all PLUS National events.



# PLATINUM SPONSORSHIP

# \$30,000

## CONFERENCE PASSES

- 6 Full Conference registrations
- 10 Monday night Welcome Reception tickets
- 4 PLUS Keynote Speaker meet/greet passes
- 4 PLUS Foundation Speaker meet/greet passes

## BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- Sponsor level recognition on name tags
- Large logo recognition in onsite signage
- Logo recognition in PLUS conference emails
- Logo recognition on custom hotel room keys
- Logo recognition in Connections Lounge
- Half page logo recognition in event program
- Recognition at Monday night's reception
- Recognition at Tuesday's luncheon
- Recognition at Wednesday'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)*

\*Diamond Sponsors all receive the same benefits as Platinum Event Sponsors. Diamond Sponsorship is an annual commitment and incorporates all PLUS National events.



# GOLD SPONSORSHIP

# \$20,000

## CONFERENCE PASSES

- 4 Full Conference registrations
- 6 Monday night Welcome Reception tickets
- 2 PLUS Keynote Speaker meet/greet passes
- 2 PLUS Foundation Speaker meet/greet passes

## NETWORKING/MEETING

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

## BRAND RECOGNITION

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





# SILVER SPONSORSHIP

\$12,500

## CONFERENCE PASSES

- 2 Full Conference registrations
- 4 Monday night Welcome Reception tickets

## BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- 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

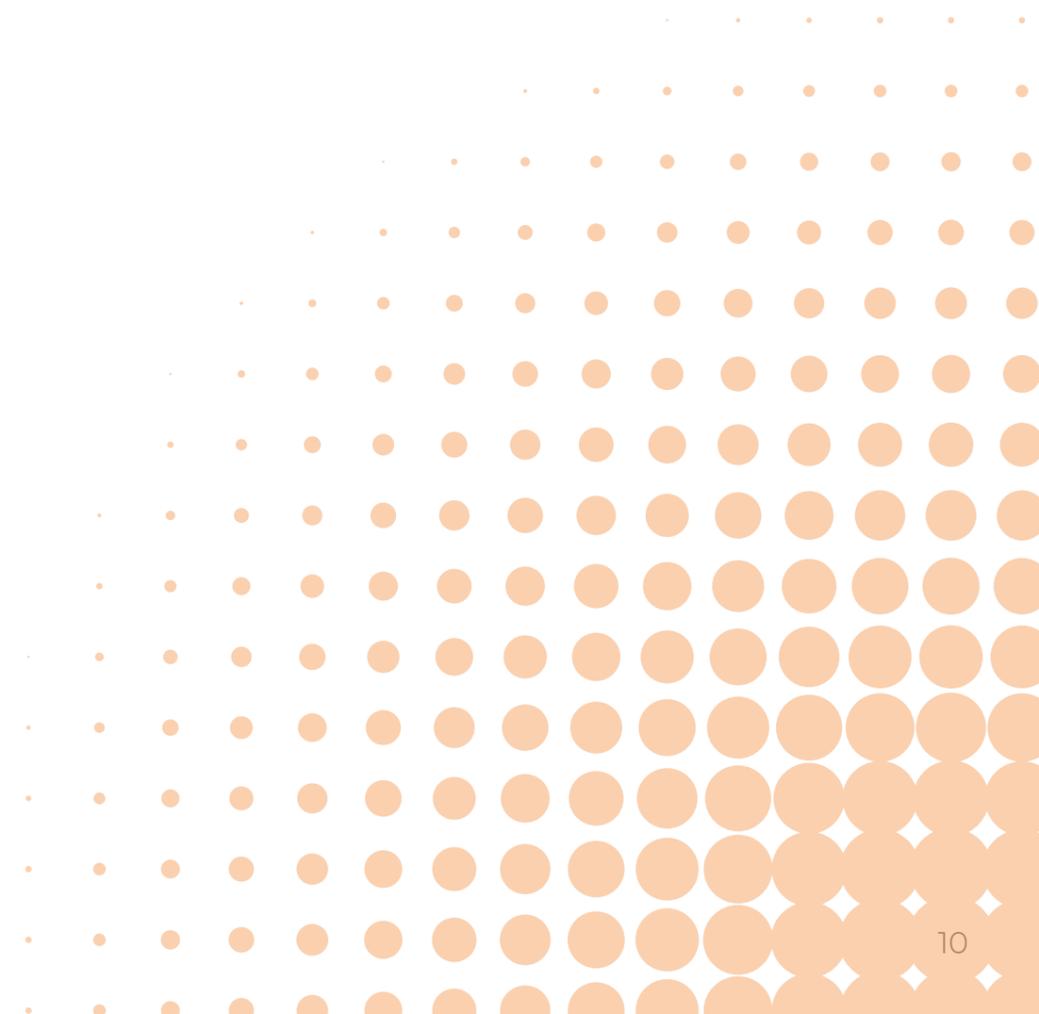
\$7,500

## CONFERENCE PASSES

- 1 Full Conference registration
- 2 Monday night Welcome Reception tickets

## BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- 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 is offering Diamond and Platinum Conference Sponsors the opportunity to develop and deliver their own educational sessions during the 2025 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, 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

All speakers must be registered for the Conference. A maximum of 3 speakers are allowed. Sponsors may choose to allocate their complimentary registrations in your sponsorship package for this purpose.

### 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 85 - 100 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 4, 2025\\*](#)**

\*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 3, 2025**

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.

