



2026

SPONSORSHIP PROSPECTUS



★ WELCOME ★

As the 2026 PLUS Conference Chair, I'm excited to host this year's PLUS Conference in San Diego, CA. For over 39 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're thrilled to return to the Marriott Marquis Marina in San Diego, overlooking the San Diego waterfront and steps away from the Gaslamp Quarter in downtown San Diego.

We aim to deliver outstanding content and networking, starting with the keynote speaker on Tuesday afternoon. **Jesse Cole**, Founder of Fans First Entertainment and owner of the Banana Ball Championship League, including the world-famous **Savannah Bananas**, will pump immediate energy into the Conference as he presents a masterclass on innovation, engagement, and creativity. Haven't heard of the Savannah Bananas? Think Harlem Globetrotters for baseball. Fun, exciting, and always sold out.

In honor of our nation's 250th birthday, we will be hosting a 3-hour private reception for all attendees and guests on the **USS Midway**, the longest serving aircraft carrier of the 20th century where you can explore its rich history and enjoy interactive experiences, food & beverages and entertainment.

The PLUS Conference has a reputation for providing insightful educational experiences and bringing the brightest minds in the industry together. This year is no exception. PLUS will present 5 CE/CLE sessions along with 8 educational sessions developed by event sponsors. The topics will span multiple lines of coverage, ensuring relevance for all attendees.

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

We look forward to connecting with you in sunny San Diego this November.

–Alison Martin
2026 Conference Chair



ALISON MARTIN
Conference Chairwoman
Chubb



LA'VONDA MCLEAN, ESQ.
2026 PLUS President
Marsh



ROBBIE THOMPSON
PLUS CEO

★ WHY SPONSOR THE PLUS CONFERENCE ★

Sponsoring the **2026 PLUS Conference** puts your organization in front of leaders across all professional liability lines, offering unmatched visibility and engagement opportunities.

INDUSTRY SUPPORT



PLUS is the only non-profit dedicated to the entire professional liability industry, driven by sponsors, members, volunteers, and staff working together to strengthen the industry and its professionals.



BRAND BUILDING

Build visibility and connect with a dedicated audience of professionals, with brand recognition at every sponsorship level.



NETWORKING & ENGAGEMENT

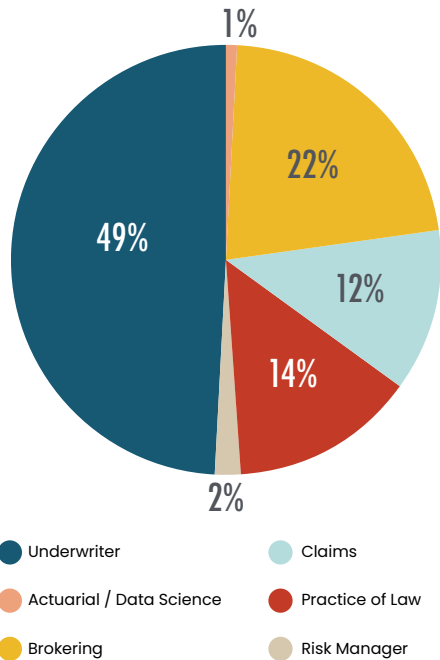
Each sponsorship level includes conference passes, welcome reception access, and opportunities to connect with attendees. Sponsors also have access to meeting space for client hosting and onsite meetings.



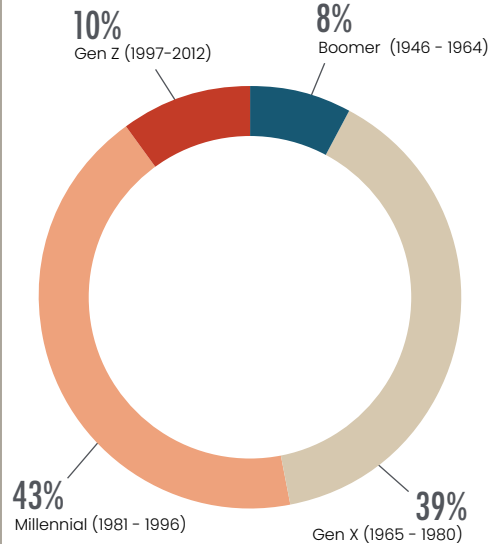
★ MEET THE PLUS CONFERENCE AUDIENCE ★

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

PRIMARY ROLE AT ORGANIZATION

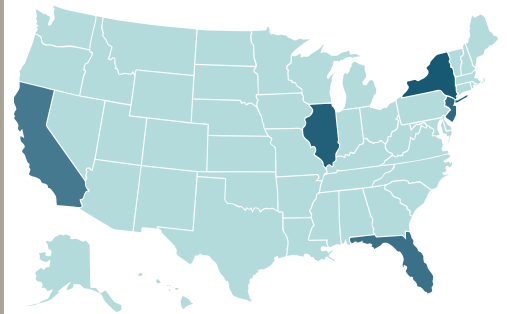


CONFERENCE ATTENDEES BY GENERATION

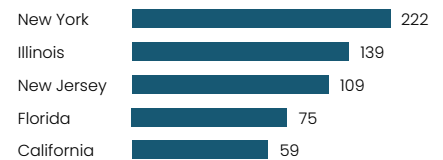


NATIONAL REACH. GLOBAL IMPACT

Our audience represents all regions of the U.S. and various countries around the world.

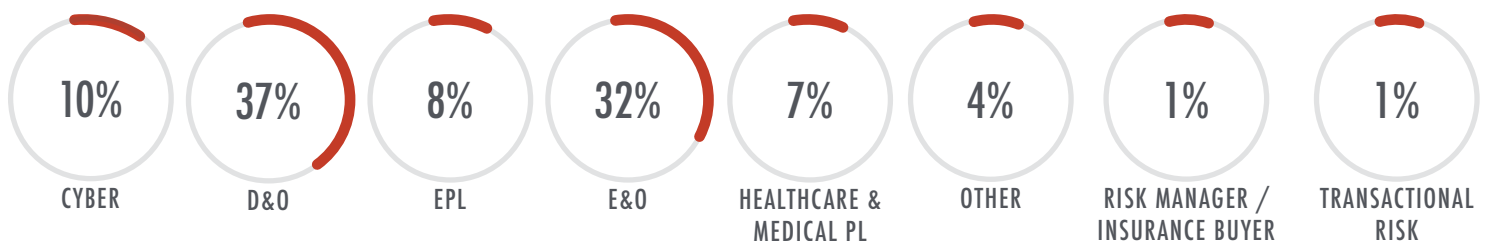


TOP 5 STATES



Top 5 states represent 57% of all attendees

PRIMARY LINE OF BUSINESS OF PLUS CONFERENCE ATTENDEES



PLUS CONFERENCE VISIBILITY & REACH

1,200+

Attendees

73,000+

Email Impressions

68,000+

Webpage Visits

20+ Weeks

Campaign Promotion

65,000+

Social Impressions

★ THE PLUS CONFERENCE LOCATION ★

Marriott Marquis San Diego Marina

333 W Harbor Dr, San Diego, CA 92101

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 and optimal experience.

This year, the PLUS Conference is returning to the Marriott Marquis San Diego Marina after a 4-year hiatus. Join us at this unique and breathtaking waterfront hotel in the heart of downtown San Diego. Perfect for both business and pleasure.

Every hotel room has impressive views of the city or San Diego Bay; and many rooms have private balconies. Immerse yourself in a resort-style setting with stunning views and explore the vibrant Gaslamp Quarter, Seaport Village, and The Headquarters for shopping, dining, and entertainment.



SPONSORSHIP OPTIONS

PLATINUM
\$30,000

GOLD
\$20,000

SILVER
\$12,500

BRONZE
\$7,500

CONFERENCE PASSES

Full Conference complimentary registrations	6	4	2	1
Tickets - Tuesday night Welcome Reception on the USS Midway	10	6	4	2
PLUS Keynote Speaker meet/greet passes	4	2	-	-
PLUS Foundation Speaker meet/greet passes	4	2	-	-

BRAND RECOGNITION

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	✓	✓		
Wi-Fi sponsor recognition		✓		
Coffee station sponsor recognition			✓	
Logo recognition on custom hotel room keys	✓			
Logo recognition in Connections Lounge	✓			
Recognition in on-site event program	1/2 Page	1/4 Page	1/6 Page	Text
Recognition at Tuesday's reception	✓			
Recognition at Wednesday's luncheon	✓			
Recognition at Thursday's breakfast	✓			
Sponsor listing in PLUS Events app	Logo	Logo	Text	Text
Sponsor listing on PLUS social channels	Large Logo	Small Logo	Large Text	Small Text

NETWORKING/MEETING

On-site private meeting space <i>(Subject to availability)</i>	1st Priority	2nd Priority	3rd Priority	-
1 reserved table in Connections Lounge	✓			

CONTENT

One 45-minute sponsored content session
(limited spots available. Sponsors selected based on content proposed).



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



PLATINUM SPONSORSHIP

\$30,000

★ CONFERENCE PASSES

- 6 Full conference registrations
- 10 Tuesday night Welcome Reception tickets on the USS Midway
- 4 Keynote Speaker meet/greet passes
- 4 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 the event program
- Recognition at Tuesday's reception
- Recognition at Wednesday's luncheon
- Recognition at Thursday's breakfast
- Sponsor logo listing in PLUS Events app
- Large logo in one recognition social post

★ NETWORKING/MEETING

- On-site private meeting space - 1st priority
- 1 Reserved table in Connections Lounge

★ CONTENT

- One 45-minute sponsored content session
 - *(Limited spots available. Sponsors selected based on content proposed.)* Only available to Diamond/Platinum Sponsors.



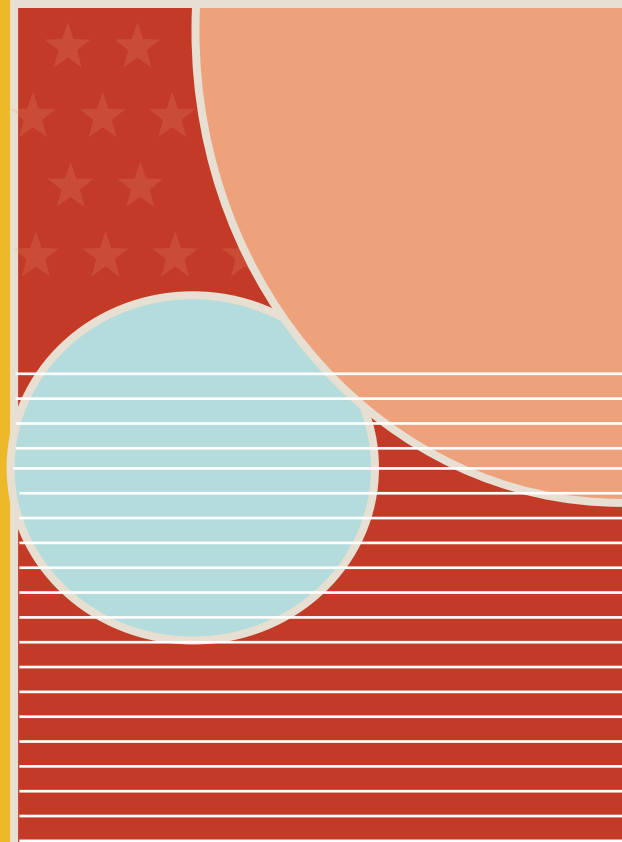
PURCHASE SPONSORSHIP

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



GOLD SPONSORSHIP

\$20,000



★ CONFERENCE PASSES

- 4 Full conference registrations
- 6 Tuesday night Welcome Reception tickets on the USS Midway
- 2 Keynote Speaker meet/greet passes
- 2 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
- Wi-Fi sponsor recognition
- 1/4 page logo recognition in the event program
- Sponsor logo listing in PLUS Events app
- Small logo in one recognition social post

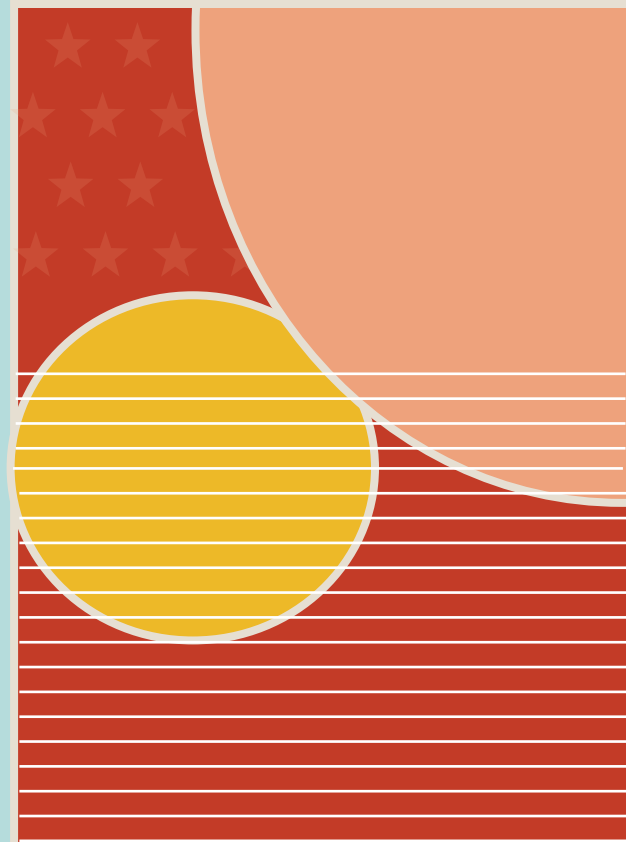


PURCHASE SPONSORSHIP



SILVER SPONSORSHIP

\$12,500



★ CONFERENCE PASSES

- 2 Full conference registrations
- 4 Tuesday night Welcome Reception tickets on the USS Midway

★ NETWORKING/MEETING

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

★ BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- Sponsor level recognition on name tags
- Large text recognition in onsite signage
- Coffee station sponsor recognition
- 1/6 page logo recognition in the event program
- Sponsor text listing in PLUS Events app
- Large text in one recognition social post

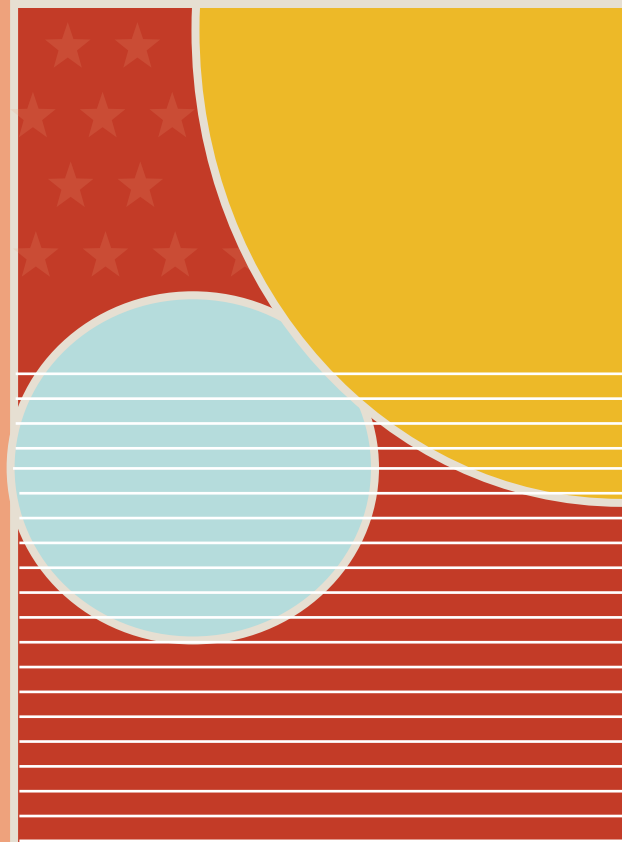


PURCHASE SPONSORSHIP



BRONZE SPONSORSHIP

\$7,500



★ CONFERENCE PASSES

- 1 Full conference registration
- 2 Tuesday night Welcome Reception tickets on the USS Midway

★ BRAND RECOGNITION

- Logo recognition in all PLUS sessions
- Sponsor level recognition on name tags
- Small text recognition in onsite signage
- Text recognition in the event program
- Sponsor text listing in PLUS Events app
- Small text in one recognition social post



PURCHASE SPONSORSHIP



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 2026 PLUS Conference. Due to the limited number of sponsor slots available, not all sponsors are guaranteed a sponsor session. Sponsors will be chosen based on content submitted and the sponsors ability to meet deadlines. Sponsors will be required to provide full session details to be used in event promotions, the event website and social media posts.



★ 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 100 – 150 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 top two topic choices by completing a brief survey. Sponsors will be selected by the Content Committee based on the type of content proposed by each sponsor to ensure there is no overlap.



Diamond and Platinum Deadline: **August 4, 2026***

*This opportunity is only available to the Diamond & Platinum levels.



For full sponsored content details

CLICK HERE

If you have any additional questions, please email sponsorship@plusweb.org

SPONSORSHIP DEADLINE: OCTOBER 2, 2026

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 or call
800-845-0778 or 952-746-2584.

