

Advisen's 2017 Property Insights Conference Sponsorship Summary Report

On Thursday, June 8, 2017 Advisen conducted our 6th annual Property Insights Conference in NYC at the Marriott Downtown

Program goals



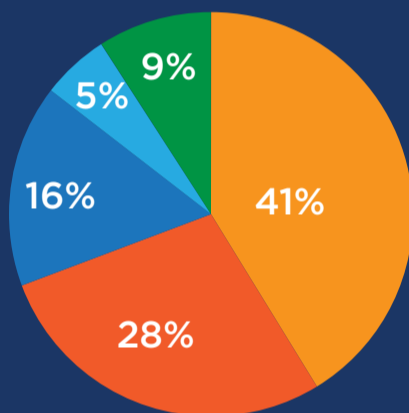
- Establish sponsor as a leader in the current property insurance market
- Create greater sponsor awareness by key members of the property sector
- Increase the visibility of sponsors among all P&C insurance professionals
- Provide networking opportunity and lead generation

Metric recap

293 Registrations
24 Speakers
13 Sponsors
8 Agenda Sessions
2 Keynote Address

Attendee breakdown

- Carrier
- Broker
- Risk Manager
- Service Provider
- Other



Promo & branding

- Marketing Channels:
 - Dedicated Conference Webpage
 - Front Page News
 - Social Media
 - Email
 - Target Audience by job description, job title, coverage focus, industry, interest & geography



At the event

- Exhibit Table
- Conference Signage
- Conference Agenda provided to all attendees
- Conference Slide Deck



Post-event

- Photos posted on conference webpage
- Conference webpage archived on advisenltd.com

Thanks to our sponsors

