

# Advisen's 2017 Transaction Insurance Insights Conference Sponsorship Summary Report

On Thursday, April 20, 2017 Advisen conducted our 3rd annual Transaction Insurance Insights Conference in New York at the New York Law School

## Program goals



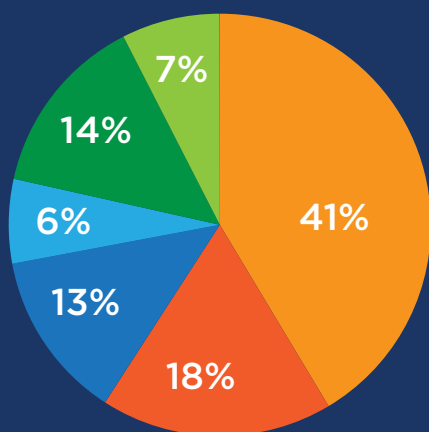
- Establish sponsor as a leader in the current transaction insurance market
- Create greater sponsor awareness by key members of the transaction insurance sector
- Increase the visibility of sponsors among all P&C insurance professionals
- Provide networking opportunity and lead

## Metric recap

**186** Registrations  
**30** Speakers  
**8** Sponsors  
**8** Agenda Sessions

## Attendee breakdown

- Carrier
- Broker
- Risk Manager
- Service Provider
- Lawyer
- 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

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



## Post-event

- Photos posted on conference webpage
- Conference webpage archived on [advisenltd.com](http://advisenltd.com)



## Thanks to our sponsors

