



# ACORD INSURTECH INNOVATION CHALLENGE

NEW YORK JUNE 21 | LONDON JULY 18 | CHICAGO JULY 25

Formed in 2015, the ACORD InsurTech Innovation Challenge (AIC) highlights the innovative work of emerging startups aimed at transforming the insurance industry. AIC contestants have the opportunity to pitch ideas for technology, operations, and process improvements. Their innovations have the potential to impact insurers, distribution channel stakeholders, and technology providers. By sponsoring our event, you have the chance to participate in a collaborative effort to transform the way the insurance industry does business, interacts with new policyholders and partners, and constructs the next-gen customer experience to ensure a prosperous future.

AIC sponsors will have access to:

- Key decision makers from top insurance carriers, brokers, and agents
- Insurance innovators across all lines of business, investors and venture capital partners, technology startups, and industry mentors
- Targeted marketing and exposure through video and social media to help you reach an audience relevant to your business goals

Contact us at [sponsorship@acord.org](mailto:sponsorship@acord.org) or (845) 535-6471 to learn more about our offerings and custom package opportunities.

## INNOVATIVE INSURTECH PIONEERS



1<sup>st</sup>

Global premier event for  
innovation in insurance



250+

AIC Competitors



25+

Partnerships

## Exhibitor & Sponsorship Benefits Grid

	Platinum Members: \$60,000 Non-Members: \$70,000	Gold Members: \$25,000 Non-Members: \$35,000	Silver Members: \$5,000 Non-Members: \$15,000
<b>Pre-Event Marketing</b>			
Inclusion of Logo in Applicant Acquisition Emails at Designated Sponsor Level	✓	✓	✓
Inclusion of Logo and Link on Event Website	✓	✓	✓
Thank You Recognition on Social Media	✓	✓	✓
Opportunity to Issue an ACORD Sponsor Press Release	✓	✓	✗
<b>Challenge and ACORD Connect Experience</b>			
Exclusive Networking with Insurance Industry Executives, Investors, Press, and Media	✓	✓	✓
Registration Discount for Clients and Prospects at ACORD Connect in New Orleans, LA	✓	✓	✓
2 Complimentary Passes to Sponsored Semi-Final Event Plus ACORD Connect and Finals	✓	✓	✓
6' Exhibit Table at Semi-Final Event	✓	✓	✗
5 Complimentary Passes to Sponsored Semi-Final Event Plus ACORD Connect and Finals	✓	✗	✗
Reserved Meeting Room at ACORD Connect in New Orleans, LA	✓	✗	✗
2-3 Minute Introduction at AIC Finals During ACORD Connect in New Orleans, LA	✓	✗	✗
<b>On-Site/Post Event Marketing</b>			
Recognition on Event Signage and Printed Material at Designated Sponsor Level	✓	✓	✓
Recognition on Social Media	✓	✓	✓
Opportunity to Distribute One Piece of Collateral to Contestants and Judges	✓	✓	✗
Opportunity to Issue an ACORD Sponsor Press Release	✓	✓	✗
Recognition in Corporate Communications at Designated Sponsor Level	✓	✓	✗

À la Carte Items
\$5,000 Members \$7,500 Non-Members
Agenda-at-a-Glance, Notepads, Bags, Lanyards, Water Bottles, Name Badges

For further details, please contact our team at [sponsorship@acord.org](mailto:sponsorship@acord.org) or visit [www.acord.org/research-education/events](http://www.acord.org/research-education/events)