

Two Leading Brands Join Forces to Create Powerful Sponsorship Opportunities for the Surplus Lines Insurance Industry

PropertyCasualty360 is pleased to be partnering with WSIA once again as the **Official News Source** of the 2021 WSIA Marketplace (Nov. 16-19, 2021, San Diego). As was the case in 2020, we will provide an online news hub and newsletter coverage leading up to, during, and following the event. We have created several Digital Daily sponsorship packages designed to fit all marketing goals and budgets.

Promotional Plan for the WSIA Marketplace Digital Daily

PropertyCasualty360 Promotion: We will drive traffic to the WSIA Official Online News Source via the following placements and tactics:

- PropertyCasualty360 editorial newsletters promoting WSIA articles to assist in driving traffic to the Digital Daily News Hub
- ROS Pushdown/Mobile Adhesion unit to serve as an additional traffic driver to the News Hub
- Social media promotion of WSIA Marketplace Digital Daily
- WSIA will promote the Digital Daily along with a link to the News Hub via a daily email during the conference week.

(Estimated 2.4 million+ impressions/distribution). The campaign will run for one month promoting the site and sponsors before, during and after the event.

2021 WSIA Marketplace Digital Daily Sponsorship Packages

	Silver (max 8 sponsors)	Gold (max 4 sponsors)	Platinum (max 1 sponsor)
Sponsorship Benefits			
SOV on Hub homepage and all article pages with other sponsors (300x250 and 728x90 ad units)	✓	✓	✓
Sponsor representation with logos on the Partners Page & Sponsor Level section of News Hub	4 LEFT	2 LEFT	SOLD
Link to eBook / whitepaper / leadership collateral in the News Site Resource Center hosted on client's site*	✓	✓	✓
Company profile (150 words max)	✓	✓	✓
Native ad placement	On News Hub only ✓	On News Hub & Newsletter ✓	On News Hub & Newsletter ✓
Ad unit in Specialty Markets Insight newsletters	✓	✓	✓
Logos in PC360 "pushdown" unit on Homepage of the Content Hub to drive traffic		✓	Top Ad Unit ✓
Dedicated co-brand email (Agent & Broker job function list: ~ 42k distribution)		✓	✓
High-impact desktop and mobile ad units served on the News Hub homepage & article pages once per visitor per day			✓
Investment	\$8,500	\$14,000	\$20,000

NEW! Sponsorship Opportunity: Highlights from the Field

Limited to two (2) sponsors, the new "Highlights from the Field" page will showcase videos and/or photos of select participants in the Marketplace Event. In addition, each sponsor will receive a 150-200 word company overview OR interview Q&A format. We will drive a minimum of 100,000 promotional impressions for each of the two sponsors to the WSIA "Highlights from the Field" page via ROS and newsletter ads.

Note: "Highlights from the Field" sponsorships are eligible only to those who have purchased a Silver, Gold or Platinum sponsorship.

Investment: \$4,900 per sponsor

★ Deadline for Sponsorship Commitment is October 7, 2021 ★

* If no assets, sponsor can also respond to one of 3 prepared questions by PropertyCasualty360 and our custom marketing team will transform into a downloadable asset.



Dear WSIA Members,

WSIA and National Underwriter Property & Casualty are again offering a valuable tool for reaching WSIA members participating in the 2021 Annual Marketplace – the WSIA Daily News.

The WSIA Daily News will be distributed digitally during Annual Marketplace directly to Annual Marketplace participants, with stories hosted in a content hub on NU's PropertyCasualty360.com site. The WSIA Daily News highlights key sessions, WSIA initiatives, industry trends and developments, and other updates throughout Marketplace. The digital format, which we first utilized in 2020, allows us to incorporate more timely content and amplify the association's message across National Underwriter's platforms as well as WSIA's during the event and in the days following.

Please see the enclosed flyer for more information about advertising in the WSIA Daily News. You can contact Tamara Gentry, National Underwriter Property & Casualty Group Publisher, at 720.895.4988 or tgentry@alm.com with questions.

Sincerely,

Susan Henderson
Director of Marketing & Communications