

# PARTNERSHIP MAKES GOOD BUSINESS SENSE

"A great investment...one of the best uses of our corporate funds allocated toward supporting a strategically important group within our industry!"

—Mike Schofield, MiniCo Insurance



15,000 forward-thinking independent agencies + 365 days of marketing opportunities =  
**ONE OUTSTANDING VALUE**



# IT'S ALL ABOUT RELATIONSHIPS.

In today's economy, where every dollar counts, channel your marketing resources where they bring the greatest return. Partnering with AMSUG means reaching 40% to 50% of all independent agencies, while benefitting from the organization's leadership position in the industry.

And we must be doing something right: 95% of AMSUG Corporate Partners renew each year.

Take advantage of new partnership benefits designed to raise brand awareness, create positive buzz around your company and its products, as well as the ability to foster brand loyalty amongst Vertafore users.

## WE HAVE A PARTNER PACKAGE THAT'S JUST

### SILVER PARTNER - \$12,500

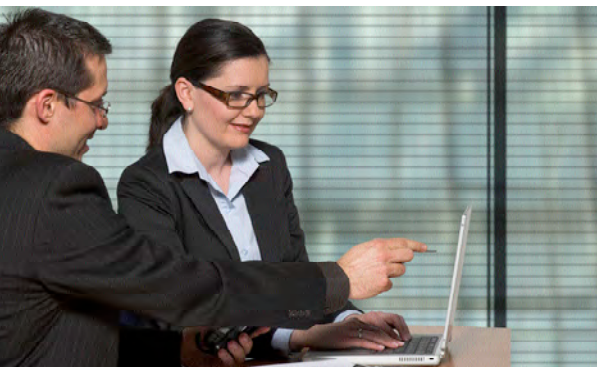
As a Silver Partner your company will enjoy the following benefits:

- We'll display your logo and link throughout the [amsug.org](http://amsug.org) website, as well as national event promotions, our monthly publication, printed programs, general sessions and event signage
- Priority selection of National Conference exhibit space
- One 10' x 10' National Conference exhibit booth, plus a discount for additional booths
- Five event registrations, plus member pricing available for additional registrants
- 1/4-page ad in the National Conference program
- One time use of National Conference attendee list
- Event sponsorship at National Conference
- One time ad in our national publication (ad placement based on participation level)

### GOLD PARTNER - \$25,000

As a Gold Partner your company will enjoy all the benefits of the Silver Level Partner, plus the following benefits:

- An additional 10' x 10' National Conference exhibit booth
- Five additional event registrations
- An additional 1/4-page ad in the National Conference program
- One time feature article in *User-to-User* publication (300 words)
- Two opportunities to present online education events
- Tabletop sponsor display, sponsor event recognition and one event registration for a national education event (other than National Conference)
- Exclusive invitation to Biannual Leadership Conference



# AS A CORPORATE PARTNER YOU WILL ENJOY THESE BENEFITS.

- The chance to align yourselves closely with an organization that is effecting positive change throughout the industry
- The opportunity to network and build relationships with leading agencies who continually invest in their businesses
- Year-round exposure to 15,000 member insurance agencies and their employees
- The chance to continually take the pulse of member agents
- Maximum brand exposure through the AMSUG website (12 million views annually)
- The chance to work closely with Vertafore executives and leading agencies in advocating industry advancements
- Active participation in web-based, local, regional and national automation programs
- The exclusive opportunity to network with 200+ Chapter leaders, board and committee members during biannual leadership events
- Prominent national trade show exposure
- The chance to proactively network with Vertafore agents to gain feedback on how your products and services are doing
- Prominent exposure in monthly publications and event promotions
- The opportunity to become a recognized name among Vertafore users

## RIGHT FOR YOUR GOALS AND YOUR BUDGET.

### PLATINUM PARTNER - \$50,000

This is the most comprehensive corporate partner package available. With extensive overall benefits and unique exposure at signature events, the Platinum Level provides the ability to build and maintain long term relationships with Vertafore users. Platinum Level Partners receive all the services of Gold Partners, as well as the exclusive ability to customize your package.

#### Sample features of Platinum Level packages include:

- Major Trade Show Prominence
- Guest Appearances at Special Events
- Speaking Opportunities
- Membership Referral Programs
- Opportunity to Share/View Proprietary Member Survey Results
- Focus Group Research/Meetings
- Private Demo/Meeting Rooms
- Room Drops/Packet Inserts/Distribution of Marketing Materials
- Special Offers to Members
- Quarterly Strategic Meetings

### SAMPLE PLATINUM PARTNERSHIP

#### Year-round Exposure:

- Sponsorship of Key Member Program
- E-mail Marketing Campaign
- Lead Follow Up
- Company logo/link on [www.amsug.org](http://www.amsug.org)
- Company logo/link included in all publications
- Advertising in publications

#### National Conference Exposure:

- Special Guest Appearance
- Room Drop
- Executive Briefing Class
- High Visibility Event Sponsor
- 20' x 20' Island Booth
- Priority Selection Exhibit Space
- Complimentary Registrations
- Full Page Program Ad
- Attendee Packet Insert
- Event Roster
- Banners/Signage

#### Prominent Exposure at Signature Events:

- PowerUsers Tabletop Display, Complimentary Registrations & Event Sponsorship
- Tabletop Display at Biannual Leadership Conference

#### Web Events:

- Your Company Presentation
- Event Rosters

SAVE EVEN  
MORE WITH  
A MULTI-YEAR  
AGREEMENT.

AMSUG IS THE #1 MEMBER RESOURCE FOR PRODUCTS, SERVICES AND INFORMATION.

"Any vendor hoping to engage the insurance community would be crazy to attempt to do so without the support of The AMS Users Group."  
—Andy Boyd, Agility Recovery Solutions

## HELPING THESE FINE PARTNERS ACHIEVE THEIR GOALS IN 2009

### FOUNDING & PRINCIPAL PARTNER Vertafore

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**PLATINUM PARTNERS**  
BankDirect Capital Finance SilverPlume

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**GOLD PARTNERS**  
Artizan Internet Services CNA The Hartford  
ImageRight Travelers

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**SILVER PARTNERS**  
Agility Recovery Solutions ANXeBusiness Corp. Cananwill Premium Funding  
Chubb Group of Insurance Companies EMC Insurance Companies  
Fujitsu Grange Insurance Hanover Insurance Group Imperial A.I. Credit  
iPrevision Liberty Mutual Agency Markets MiniCo Inc.  
Tarbet Technology Group Inc. The Cincinnati Insurance Company  
The Progressive Group of Insurance Companies Westfield Insurance



"The Travelers greatly values our relationship with AMSUG. [It] has created great mutual benefits for both Travelers and our independent agency partners."  
—Bob Crockwell, The Travelers

For more information about our Partner opportunities, vendors should contact Cindy Peebles ([cindy@amsug.org](mailto:cindy@amsug.org)) and carriers should contact Melissa Bond ([melissa@amsug.org](mailto:melissa@amsug.org)) at (800) 456-7799.