
AIRROC MEDIA

Print | Digital | Events



Established in December 2004, AIRROC is an organization of insurance and reinsurance companies that have legacy business in their portfolio. AIRROC's membership includes companies with discontinued lines of business, companies that manage these lines, brokers, and entities that are under a regulatory order or in receivership.

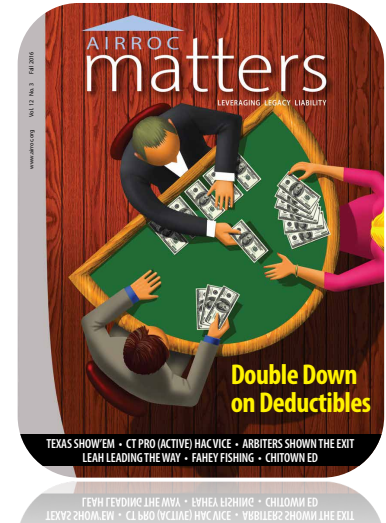
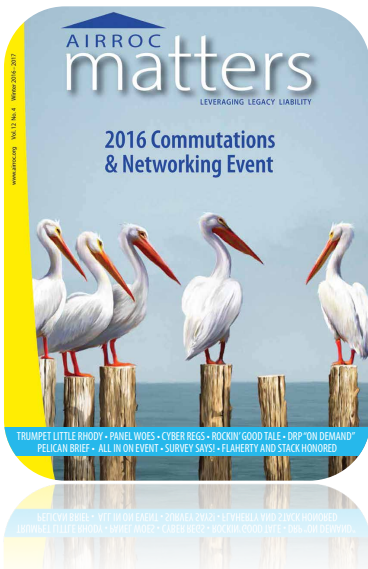
Mission and Vision

VISION: To be the most valued (re)insurance industry educator and network provider for issue resolution and creation of optimal exit strategies.

MISSION: Promote and represent the interests of entities with legacy business by improving industry standards and enhancing knowledge and communications within and outside of the (re)insurance industry.

AIRROC Matters Magazine

AIRROC Matters - AIRROC's highly regarded magazine, is published three times a year. Each issue features substantive articles, cutting edge commentary, analysis of industry issues, interviews with high profile executives, and updates on AIRROC activities. *AIRROC Matters* is a free subscription making it accessible to AIRROC members



With a distribution to 2,000 electronically and in hard copy, *AIRROC Matters* consistently has high open and reading rates. The Winter 2016-2017 issue scored a “10” on the e-mailing rating score with 97% of those sent delivered, 36% opens, and 35% click through rate. Part of the permanent content on the AIRROC website the magazine archives are one of most visited pages – second only to AIRROC events.

2017 Advertising Rates (Includes Print and Digital Editions)

Ad Size	One Issue	Three Issues (Spring, Fall, Winter)
1/3 page (8.75" x 3.8")	\$360	\$900
1/2 page (8.75" x 5.625")	\$540	\$1200
2/3 page (8.75" x 6.725")	\$720	\$1750
Full page, placed at editor's discretion	\$900	\$2150
Full page, inside front cover	\$960	\$2400
Full page, back cover	\$1200	\$3000

DIGITAL MEDIA with the AIRROC APP

AIRROC's APP is a robust tool for use by the attendees of AIRROC's events (6-8 annually). User interaction has grown exponentially since its inception on the Summer of 2015. Our average install and usage rate per event has been is 60% and we expect this to continue to increase in 2017.

For the first time we are offering our advertisers the opportunity to be a part of this growing member resource.



New for 2017

AIRROC APP Sponsorships!

Our users will see your logo or ad every time they open the AIRROC APP. There are banner ads at the top of each screen and splash ads as users navigate through the APP. The ratio of ad displays to user views is very high at 35 per event per user – that's about 3,000 views per event! AIRROC's audiences will see your logo!

Per event pricing is \$1,899 to be the SOLE sponsor, and \$799 to be a SHARED sponsor.

AIRROC Corporate Partnership

The AIRROC Corporate Partnership program offers you the chance to have CONTINUAL branding and exposure to AIRROC members.

Your Clients. Connections. Networking.

Meet face-to-face with clients and potential clients managing live and discontinued business – insurers, reinsurers, regulators, run-off practitioners. Facilitate reinsurance collections, resolve disputes, and manage commutations with counter-parties. Demonstrate leadership in the industry on client servicing.

Expand Your Services. Facilitate Progress.

Establish new partnerships or enhance existing relationships. Obtain pre-meeting access to names and contact information of attendees. Announced and set schedule to progress disputes, collections, commutations.

Education. Current Topics. For Free.

AIRROC Corporate Partners pay no registration fee for up to 2 delegates to AIRROC Membership Meetings (2 yearly), Regional Meetings (3 to 4 yearly), and Workshops (1 to 2 yearly). Participate as speakers and showcase your expertise for AIRROC audiences. Gain understanding of industry issues affecting your clients from top-notch in house faculty and experts.

PARTNERSHIP BENEFITS



Guaranteed
Presentation
Opportunities



Attend and
Network



Brand Recognition

The comprehensive AIRROC Corporate Partnership program offers you continual exposure to AIRROC members.

Features:

- 2 complimentary registrations at each AIRROC Membership Meeting (2 yearly), Regional Meeting (3 to 4 yearly) and Workshop (1 or 2 yearly) (value up to \$4,720; individual fee is \$295 per person)
- AIRROC Partner Ribbon for staff badges at all meetings
- Recognition and branding with the firm logo on the AIRROC website, in each issue of AIRROC Matters, on the AIRROC APP at all events.
- At least one speaking role for a representative of the partner at an AIRROC Membership Meeting, Regional Meeting, or Workshop.
- Full-page ad in 3 issues of AIRROC Matters (Value \$2,150).
- Firm materials/ giveaways can be put out on the AIRROC marketing table at all AIRROC meetings and events.
- AIRROC member registration fee for the October Forum (\$595).

Fee: \$6,000 annually



AIRROC Events

- Host one of AIRROC's Regional Meetings or Workshops.
- Become a sponsor at AIRROC Chicago or AIRROC NJ.
- Drive the curriculum.
- Get your experts in front of AIRROC audiences.

AIRROC attendees are the potential clients YOU want to meet. 75% of the attendees at AIRROC events are from the AIRROC member companies.



AIRROC Regional Education

A true collaboration opportunity. You host in your own conference space. Take the lead on the agenda and topics. We invite AIRROC members to your office. You showcase your expertise and space in an intimate setting.



AIRROC NJ 2017 Corporate Donors

October 15-18, 2017

Heldrich Hotel, New Brunswick NJ



Event Profile

AIRROC’s largest annual meeting draws more than 200 delegates

In its 13th year, the event is a must attend for industry players.

Schedule features:

- Reserved networking tables for two days
- Full day of education sessions with CLE and CPCU credit
- 5 meals and social functions including a gala dinner event

Business gets done at AIRROC NJ. In 2016 delegates reported that they met with at least 7-10 companies over two days. You can’t get more efficient than that. Imagine if those delegates traveled to each of those meetings separately.

AIRROC NJ 2017 – Donation Levels and Benefits

Benefits	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
Number of Included Registrations	3	2	2	1
Signage and Logo at Event, in Event Directory, and AIRROC website	✓	✓	✓	✓
Hosting Meal or Item	✓	✓	✓	✓
Reserved Meeting Table	✓	✓	✓	✓
Vendor Booth	✓	✓	✓	
Speaking Opportunity at Education Session	✓	✓		
Full Page Ad AIRROC Matters (Winter Issue)	✓	✓		
1/2 Page Ad AIRROC Matters (Winter Issue)			✓	
1/4 Page Ad AIRROC Matters (Winter Issue)				✓



AIRROC 2017 Board of Directors



Back Row: Jose Martinez, CNA (Secretary); Andre Lefebvre, Arrowpoint Capital; Peter Scarpato, Brandywine Group; Karen Amos, Resolute Management; David Kenyon, Swiss Re. *Middle Row:* Michael Baschwitz; Katherine Barker, Armour Risk; William Teich, The Hartford (Co-Vice Chair); Marianne Petillo, ROM Re; Ivan Jaffa, Riverstone. *Front Row:* Ed Gibney, R&Q; Leah Spivey, Munich Re (Chair); Michael Fitzgerald, QBE (Co-Vice Chair); Carolyn Fahey, AIRROC Executive Director; William Littel, Allstate. *Not Pictured:* Andrew Hill, Zurich Legacy Solutions; Bill Goldsmith, AIG



Contact:
Carolyn Fahey
Executive Director
703.730.2808
carolyn@airroc.org