



## ALL- IN Exhibitor Insurance Program

### **Bundle our exhibitor insurance in all booth space contracts**

#### **Goal:**

- 1) To remove all work and effort from both the exhibitor and show organizer.
- 2) To make sure 100% of your exhibitors are 100% compliant with your show's insurance requirements.

#### **How it Works:**

- 1) There is no cost to you
- 2) All you will need to do is include the price of the insurance (\$74) in all booth space fees along with some verbiage in the booth space contract letting exhibitors know that insurance is now included along with their booth.
- 3) There is no need to tell them how much money was added for the insurance. The same way you don't break out other costs.

#### **The verbiage should be very positive. Something like follows:**

"Due to exhibitor requests, we are now including liability insurance which meets all of our insurance requirements along with your booth space fee. You will no longer need go through all the hassles of submitting your own compliant insurance. We hope you appreciate this new benefit".

- 4) Leading up to the event, you'll send us a few spreadsheets listing the exhibitors that have registered as of that date. We will take care of the insurance for everyone on the list. They will each receive an email containing their certificates.
- 5) You can let us know if you need copies of COI's. Keep in mind that if a claim arises, we will have them all, so you might decide not to be copied. It's up to you.
- 6) We will send you an invoice for the exhibitors listed on the spreadsheet.
- 7) That's it! There is absolutely no work for you, or your exhibitors!

**GUARANTEED - 100% of your exhibitors will be 100% compliant with 0% effort.**