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with



GAMMA IOTA SIGMA

PRESENTS

CAREER CONNECTION

A Virtual Career Fair for the Next Generation
of Insurance Professionals



February 13, 2014

www.BusinessInsurance.com/CareerConnection



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INSURANCE VIRTUAL CAREER FAIR

Leverage the power of an interactive, engaging virtual event to expand your reach and exposure to the workforce of tomorrow

We at Business Insurance are excited to present the first annual **Career Connection - A Virtual Career Fair for the Next Generation of Insurance Professionals** in partnership with Gamma Iota Sigma, to educate students and job seekers about exciting opportunities in the commercial insurance market, and to help companies in the insurance industry more effectively engage with the next generation to showcase their profession and their company.

Insurers, brokers, claims managers and other insurance-related employers often find themselves competing for the best college students with other professions and industries that may be viewed more positively by some job seekers. And the insurance industry's future is at stake in this competition for talent.

The virtual career fair format is a convenient and engaging way to educate and introduce college students and relevant entry-level job-seekers to the current opportunities and career paths in the commercial insurance industry. The online format allows students to network with potential employers and other job seekers, and to learn about prospective employers and what they are seeking in candidates.

The virtual career fair also will help commercial insurance employers promote themselves, share information about careers in their specialized fields, and connect with potential interns and job applicants for summer 2014.

We look forward to connecting with you at this important virtual conference and helping showcase career opportunities in the insurance industry and giving participating employers an edge as they compete to attract and hire the best talent today.

Sincerely,

Paul D. Winston
Associate Publisher
Business Insurance





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GAMMA IOTA SIGMA

International Risk Management, Insurance
and Actuarial Science Collegiate Fraternity

Gamma Iota Sigma supports the Virtual Career Fair

A key advantage to Business Insurance in developing this virtual career fair is support from Gamma Iota Sigma, an international risk management, insurance and actuarial science fraternity.

GIS represents over 1,800 students from roughly 45 schools, and is growing. Students have aspirations to be risk managers, actuaries, underwriters, brokers, consultants and agents and will be looking for internships or full-time positions for Summer 2014.

GIS has strong relationships and chapters with the major universities and colleges and works hand in hand with them to help expose students to career opportunities and connect with employers.

GIS has a live annual international meeting in October with a live career fair, and it has strong support from employers, who use the meeting to connect with students, have initial interviews and promote themselves as employers of choice.

GIS is keen to expose its student members to opportunities in insurance, and to help its employer sponsors connect with these students. The fraternity will promote the Virtual Career Fair to its members. GIS's involvement and support means that the top college students are aware of the virtual event and in attendance.

www.GammalotaSigma.org





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405
Student
attendees

60
Career Fair
booths

Key details from Gamma Iota Sigma's 42nd Annual International Conference,

October 3-5, 2013 in Charlotte, North Carolina:

- 405 students
- 33 faculty advisors
- 180 industry participants
- 60 career fair booths (sold out)
- 71 participating companies/organizations
- 29 "hot topic" breakout sessions
- 27 leadership, professional development breakout sessions
- 3 keynote addresses
- 1 industry panel during general session
- 300+ first round interviews conducted by 15 companies

300+
First round
job interviews

Participating colleges and universities at recent GIS events:

Appalachian State University
Ball State University
Baylor University
California State University, Fullerton
California State University, Sacramento
Central Michigan University
Drake University
East Carolina University
Eastern Kentucky University
Fanshawe College
Ferris State University
Florida State University

Howard University
Illinois State University
Indiana State University
LaSalle University
Middle Tennessee State University
Mississippi State University
Missouri State University
Morgan State University
Northern Michigan University
Ohio University
Olivet College
Saint Joseph's University

St. John's University
Smith College
Temple University
The Ohio State University
University of Alabama
University of Central Arkansas
University of Central Oklahoma
University of Georgia
University of Iowa
University of North Carolina at Charlotte
University of North Texas
Virginia Commonwealth University

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EM Insurance Agency
Equity Partners Insurance Services
Farm Bureau Insurance
GEICO
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Great American Insurance Group
Griffith Educational Foundation
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International Assn. of Insurance Professionals

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Lloyd's of London
Lockton
Markel
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Nautilus Insurance
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Spencer Educational Foundation
State Auto Insurance Cos.

State Farm
Swiss Re
The Hartford
The Institutes
The National Alliance for Insurance Education & Research
Towers Watson
Travelers
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Why a Virtual Career Fair?

A virtual conference allows participants to deliver a lot of information about job opportunities to a much larger pool of potential candidates, across geographic boundaries, in an efficient and engaging way.

As a participant, imagine collecting hundreds of engaged quality leads from a career fair -- but without the expense, travel, time commitment or hassle of exhibiting and participating in a live event.



A virtual conference allows participants to access valuable information about your company, apply for open positions from within the virtual show, as well as to network with each other – and multitask – from the convenience of their computer or tablet browser.

The Business Insurance audience has demonstrated a strong appetite for information delivered via virtual events.

Why Attendees Participate

- To **GATHER** relevant and timely information and insights from online webinars, and through interaction with exhibitors and other attendees.
- To **NETWORK** and share information, including resumes, with prospective employers and peers
- To **LEARN** about professions, employers, opportunities and industry challenges from industry experts.

Key stats from Business Insurance's 2013 virtual conference:

1,360

Total Registrants

2,212
Documents
viewed

873

Total booth
visits

194

1-to-1 chat
participants

1,307

Webcast
views

176

Average
Show Visit
in minutes



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Sponsor Pricing

Sponsorship level	Platinum	Gold	Silver	Bronze
Restrictions	Limit 1	Limit 4	Limit 10	No limit
Net costs	\$40,000	\$25,000	\$12,750	\$5,250
Discount for GIS sponsors - 2013 or 2014 annual conference	5%	5%	5%	5%
EXPOSURE TO STUDENTS/ATTENDEES				
Video keynote webcast by CEO	●			
Booth & logo - choice location	●	●		
Webinar speaking role - career insights panel, hot topics	●	●	●	
Booth in exhibit hall	●	●	●	●
Unlimited reps in booth	●	●	●	●
Video booth greeting/Product demo	●	●	●	●
Booth visitor survey	2	2	2	2
Maximum number of content tabs	8	6	6	5
Maximum number of content pieces	25	23	20	20
ATTENDEE INTERACTION				
Live interaction in booth - chat with attendees, exchange info	●	●	●	●
Resume collection at virtual booth	●	●	●	●
Scheduled Q&A with speakers after webinars	●	●	●	
Job listings in virtual career fair job board	●	●	●	●
Internship listings in virtual career job board	●	●	●	●
Transcript of booth chats and scheduled chats	●	●	●	●
Booth setup training/support, live event tech support	●	●	●	●
LEAD GENERATION BENEFITS				
Leads from video keynote webcast attendees	●			
Leads from sponsored webinar attendees	●	●	●	
Leads from visitors to your booth	●	●	●	●
Leads from engagement with all of your content	●	●	●	●
Leads from all applicants for your job/intern postings	●	●	●	●
Post-show leads report	●	●	●	●
CAREER FAIR BRANDING				
Premium logo in sponsor bar in all virtual environments	●	●		
Premium logo placement on Career Fair landing page	●	●		
Sponsor logo in print, online ads and promotional collateral	●	●	●	
Digital flyer (PDF) in attendee briefcases	●	●	●	
EXTERNAL BRANDING BENEFITS				
Advertisement in Guide to Careers in Business Insurance	Full-page ad	Half-page ad		
Custom digital reprint (PDF) of Guide to Careers	●	●		
BI.com Career Center pack of job postings	20 jobs	10 jobs		
Banner ad sponsorship in weekly Comings & Goings email	3 months	3 months		
Underwrite digital student subscriptions to Business Insurance	6 months	6 months		



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What are the Benefits of Participating in a Virtual Career Fair?

- Reach a wider potential audience than live events/college visits and at lower cost to you and to attendees.
- Leverage the drawing power of content aimed at educating students about professional opportunities and careers to attract an engaged and influential audience of job seekers.
- Sponsors get the added benefit of participating in webinars to present their insights and expertise on career options and the opportunities in their profession.
- Gain a better ROI on your recruitment investment in both time and money. ON24 estimates at least a 20% savings over live events, and as much as 95% less costly than some live trade shows.
- Respond more quickly to job seekers who are qualified and interested in your job openings and internships.
- Get full contact information from engagement with show attendees who visit your booth and download your materials, along with reports detailing their engagement with your content, giving you the ability to follow-up for on-campus visits and interviews.
- Continue to reach the virtual show audience after the live event, including promoting your content and booth for 3 months as an on-demand resource, making the virtual career a lasting online resource in your recruitment toolkit.
- Easily bring your experts and leaders together to connect with students, without the time and expense of travel and interruption of schedules. Also bring more of your professionals to network with prospects throughout the show environment—all from convenience of their computers.

Setting Up your Virtual Exhibit Booth is a Snap

Business Insurance and ON24 provide an easy, turnkey solution for you to build an online exhibit booth that showcases information about your organization and industry, present job and internship information and specific openings and interact with student attendees.

Online training and assistance is provided for selection of materials, creation of a unique online booth and support at every step, along with live technical assistance during the show.

Pick a booth design template from a menu of choices.

1. Customize booth with corporate colors and logos.
2. Decide what digital content to include and upload.
3. Assign staff and plan for audience interaction.
4. Log in and enjoy the show.





Who Should Attend the Virtual Career Fair?

Students and anyone interested in learning about - and identifying - career opportunities in the commercial insurance industry, and learning about the business risks and challenges that they might be called on to address in the future.

Students looking for internship information and job opportunities from leading employers for Spring 2014 and beyond.

Students seeking information about insurance industry scholarships.

Academic advisors and professors looking for ways to connect students with opportunities in insurance.

Senior executives, HR and recruitment specialists from agents & brokers, insurance companies, speciality lines companies, TPAs, reinsurers, and any other commercial insurance employers looking for the talent of tomorrow.

Associations wishing to represent their industry and member professionals.

Colleges, universities and professional development firms looking to support and advance the education of risk management and insurance students.

Actual testimonials and feedback from virtual event attendees

"I think the virtual idea is great. I really appreciate that the sessions are available to download."

"What a great format in today's economy. I was able to participate and learn without the cost of travel and the ability to respond to my everyday responsibilities periodically throughout the day"

"My first virtual experience - well done and look forward to next time!"

"This was a very good format. Easy to follow, lots of useful information. I appreciate all the efforts put into this by the sponsor companies."

"This was a wonderful experience. It was nice that the webinar presentations were spaced so that we could visit other areas, chat with other participants...(or get our own work done during breaks)."

"It's amazing how much it feels like actually being at a conference. I admit I was skeptical"





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