



ITX April 28-29, 2027
Churchill Downs- Louisville, Kentucky
Sponsorship Prospectus
www.itxderby.com

Welcome

|On behalf of the ITX leadership team, I'm thrilled to share not only our 2026 ITX Derby 1 conference sponsorship opportunities with you, but also a preliminary event agenda and general admission information. Together, these elements provide a complete look at what awaits you at this landmark gathering.

This event marks the inaugural edition of ITX Derby 1—an industry milestone and the beginning of something extraordinary.

ITX Derby 1 will be the gathering point for the insurance and insurtech community. Not as another conference, but as a defining moment. ITX Derby 1 is where relationships will strengthen into partnerships, conversations will turn into funding, pilots will move forward, and opportunities will accelerate. The entire ecosystem will be represented: BGAs, life insurance carriers, insurtechs, venture capital firms, and influential leaders shaping what comes next.

And unlike traditional conferences, ITX Derby 1 is not an event where you

spend two days rushing between breakout rooms, missing education, or losing time in long hallways. The ITX Derby 1 experience is intentionally limited and designed around one shared space so industry peers can truly connect. This is a place to talk “shop,” exchange ideas, and engage in real, unhurried networking that leads to meaningful business outcomes.

Whether you are a startup or a global organization, there is a place here for your brand and your mission. Sponsorships for ITX Derby 1 range from exhibitor displays to premier opportunities, each crafted to help your company connect, be seen, and move forward.

This first edition of ITX Derby 1 will set the standard for the future of industry gatherings. We look forward to welcoming you and to the powerful connections that will take shape within our community.

Join us. The future of insurance will meet here at ITX Derby 1.

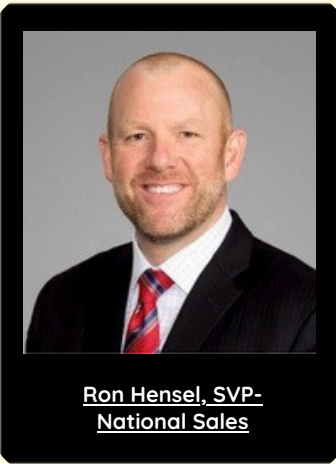
Nichole G.



Ken Leibow
CEO



Nichole Gaines,
CRO



Ron Hensel, SVP-
National Sales



Tandy Falala
Director, IE Capital
Connect



Gina Blanco VP,
Marketing Solutions





General Admission — \$1,500

Experience the energy and excitement of Derby Week with full access to the ITX Derby two-day conference, including:

- All sessions and programming
- Exhibit Hall access and activations
- High-value networking opportunities
- Food and beverage provided throughout the conference

Racing Access: Tickets include one day of live racing. Race coverage on the second day will be available via televisions throughout the Exhibit Hall, allowing attendees to stay fully engaged with both the event and the races.

Leibow Dinner — \$200 per person

An exclusive, ticketed, off-site dining experience at **Ruth's Chris Steak House**, reserved for industry leaders and invited guests.

Complimentary General Admission

Life insurance carriers and BGA executives receive complimentary general admission to the full conference. *Complimentary admission does not include access to the Leibow Dinner.*





For sponsorship inquiries, contact:
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W I N N E R ' S C I R C L E -
S U P P O R T I N G S P O N S O R S H I P

\$45,000 ➤

Experience meaningful brand exposure throughout ITX Derby Week with our introductory sponsorship offering—designed to provide polished, impactful visibility at an accessible investment. This package includes website and onsite logo placement, a booth within the exhibit hall, pre-event promotion to attendees, onsite engagement opportunities, post-event recognition, and staff tickets that include access to one day of racing. A sophisticated and strategic way to showcase your brand to the entire industry.



Brand Visibility

- Logo placement on the official ITX Derby website
- Logo included on shared onsite sponsor signage
- Company description (up to 75 words) featured in the Event App
- Logo included in rotating sponsor slides on secondary event screens
- Recognition on the ITX Post-Event Playback Site

Expo Presence

- One 6 ft x 2.5 ft tabletop or standard booth (location assigned within the general exhibit hall area)
- Direct engagement opportunities with attendees throughout the event

Pre-Event Promotion

- Event App listing featuring your company
- Inclusion in a multi-sponsor “Meet the Brands” email sent to registered attendees

During-Event Exposure

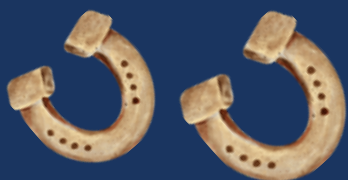
- Optional participation in ITX-curated roundtable discussions or breakout sessions (subject to availability)
- Visibility in secondary rotating sponsor slides

Post-Event Visibility

- Thank-you acknowledgment on the ITX Post-Event Playback Site
- Access to the overall event metrics summary

Tickets

Tickets: Three staff tickets, including one day of live racing at the track and second-day live race coverage via Exhibit Hall television screens.



S e c r e t a r i a t - S i g n a t u r e S p o n s o r s h i p

\$60,000 ➤

The Secretariat Sponsorship is the ideal mid-tier package for brands seeking elevated visibility, meaningful engagement opportunities, and a solid presence throughout ITX Derby Week. It includes everything offered in the Winner's Circle Sponsorship program, plus enhanced branding, onsite exposure, and deeper participation benefits.



Brand Visibility

- Logo placement on the ITX Derby website
- Logo included on shared onsite sponsor signage
- 75-word company description featured in the Event App
- Listing within curated ITX Neighborhoods
- Logo included in rotating sponsor slides on secondary event screens
- Recognition on the ITX Post-Event Playback Site

Expo Presence

- One 6 ft x 2.5 ft tabletop or standard booth positioned near the center of the Exhibit Hall
- Opportunity to engage directly with attendees throughout Derby Week

Pre-Event Promotion

- Event App listing with session and networking recommendations featuring your brand
- One inclusion in a multi-sponsor "Meet the Brands" email sent to registered attendees

During-Event Exposure

- 20 minutes of stage time on Thursday, April 29
- Optional participation in roundtable discussions or breakout sessions curated by ITX (subject to availability)
- Logo included in rotating sponsor slides on secondary event screens

Post-Event Visibility

- Edited recording of your sponsored session (if applicable) included on the ITX Playback Site
- Access to overall event metrics summary

Tickets

Three staff tickets, including live racing access on the first day and second-day live race coverage via television screens throughout the Exhibit Hall.

PREMIER SPONSORSHIP

ROSE

\$75,000 »





The Rose Sponsorship is the most exclusive and prestigious sponsorship opportunity offered at the ITX Derby. This comprehensive package includes every benefit from the Winner's Circle and Secretariat Sponsorships, elevated with premium enhancements only available at this tier.



Exclusive Rose-Level Benefits

- Dedicated press coverage through ITX media channels
- 30-minute LinkedIn Live interview hosted by ITX
- Official Kentucky Derby Rose Pin for all sponsor representatives
- Priority seating for Race Day on Wednesday, April 28
- Rose Sponsors will be recognized as Official ITX Derby 1 Founders

Brand Visibility

Premium logo placement on the ITX Derby website
Inclusion on all onsite sponsor signage
75-word company description in the Event App
Recognition within curated ITX Neighborhoods
Logo featured on Main Stage and secondary rotating screens
Placement on the ITX Post-Event Playback Site
Thought-leadership feature opportunity on the Playback Site
Premium booth positioned toward the center of the Exhibit Hall
Feature in Broker World Magazine

During-Event Exposure

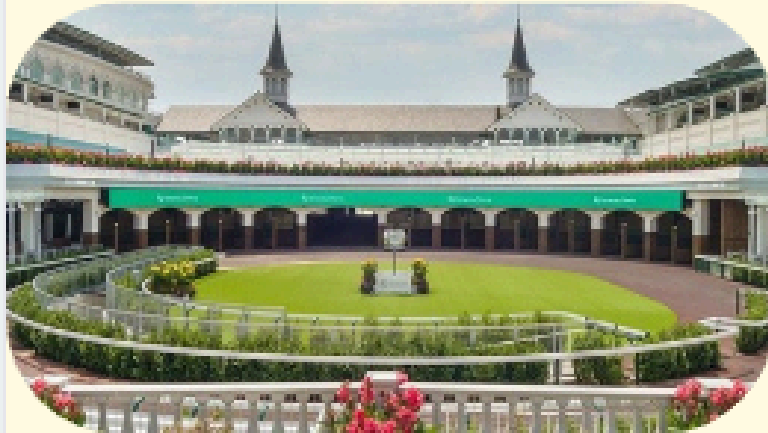
Visibility on Main Stage and secondary screens
Optional participation in roundtable or breakout sessions curated by ITX

Post-Event Visibility

Edited recording of stage sessions included on the ITX Playback Site
Long-tail replay visibility
Access to the overall event metrics summary

Tickets

Five General Admission Staff Tickets
Tw client/prospect General Admission Tickets
All tickets include full access to event and live races on Wednesday April 28th



Sponsorship Opportunities

Headshot Lounge

Price: \$35,000

Inventory: 1

Create one of the most engaging experiences at the conference by sponsoring the Headshot Lounge. This opportunity includes professional photographers and makeup artists, offering attendees complimentary headshots throughout the event. High visibility and continuous foot traffic make this a premier branding experience.

Registration Bags

Price: \$25,000

Inventory: 1

Be the first brand attendees see as they arrive. Your logo will be prominently featured on the official registration bags distributed to every participant—ensuring lasting visibility throughout the conference and beyond.

Wednesday Brunch

Price: \$10,000

Inventory: 1

Sponsor the conference's Wednesday Brunch, covering food and beverage for all attendees. Includes branding on event signage and recognition in the official agenda.

Thursday Brunch

Price: \$10,000

Inventory: 1

Sponsor the Thursday Brunch and receive event signage branding and agenda recognition while supporting a highly attended networking meal.

Registration Bag Inserts

Price: \$1,500

Inventory: TBD

Include a one-page promotional piece or sponsor-provided item in every attendee registration bag. A simple and effective way to ensure your brand reaches all participants.



Exhibit Hall

- Booth Space (6 ft x 2.5 ft) Back of Exhibit Hall — \$5,000
- Booth Space (6 ft x 2.5 ft) — Center of Exhibit Hall — \$7,500
- Booth Space (6 ft x 2.5 ft) Premium Center Placement — \$12,000

Stage & Content Enhancements

- 20-Minute Stage Feature — \$15,000

Onsite Branding & Experience Add-Ons

- Badge Ribbon Sponsor — \$10,000
- Coffee Station Sponsor (near the Main Stage) \$15,000
- Lanyard Sponsor — \$25,000

Digital Engagement Add-On

- 20-Minute On-Site LinkedIn Live with ITX — \$2,000



ITX Derby 1 | Add-ons



ITX

4/28/2027

DAY 1: APRIL 28

Location: Oaks Terrace — All programming in one unified space

8:00 AM

Registration Opens

Attendees arrive, check in, and receive conference materials.

9:00 – 10:00 AM

Exhibitor Setup

9:45 – 10:00 AM

Opening Remarks

A 15-minute welcome address delivered by the ITX Leadership Team.

10:00 AM – 2:00 PM

**Main Program & Exhibit Hall
(Concurrent)**

Attendees remain together in the Oaks Terrace for a seamless, high-energy experience featuring:

Keynote presentations

Panel discussions

Sponsored Spotlight Sessions

Fireside Chats

Brunch service available throughout

Exhibit Hall open for continuous exploration

This unified format encourages organic networking, sustained engagement, and a vibrant shared atmosphere.

2:00 – 2:45 PM

Transition to Churchill Downs & Cocktail Networking Hour

A relaxed, open-bar networking reception leading into the afternoon events.

2:45 – 3:00 PM

Day 1 Closing Session

The ITX Leadership Team shares closing reflections and highlights from the day.

After 3:00 PM

Races Begin

Attendees are invited to enjoy the afternoon racing program at their leisure.

7:00 PM

Annual Leibow Dinner — Ruth’s Chris Steak House

A private, off-site dining experience reserved for ticketed guests.



*Preliminary**

» ITX Derby 1 Agenda

4/29/2027

DAY 2: APRIL 29TH

8:00 AM - 10:00 AM

Registration -
The Oaks Terrace

10:00 AM - 1:45 PM

Main Program & Exhibit Hall
(Concurrent)

Day 2 continues the
immersive Derby Week
experience with keynotes,
panels, sponsored spotlight
sessions, fireside chats,
brunch service throughout,
and the Exhibit Hall open for
exploration.

1:45 PM - 2:45 PM

Cocktail Networking Hour &
Transition to Churchill Downs
For relaxed networking ahead
of the races.

2:45 PM - 3:00 PM

Official Conference Close
ITX Leadership concludes the
conference with 15 minutes
of closing remarks.



*Preliminary**

» ITX Derby 1 Agenda

R e g i s t e r H E R E

» ITX Derby 1

Louisville, KY

2027



For Sponsorship Inquiries Please Contact:
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