

Association Events *at Risk*

Do your events...

Provide essential revenue and member engagement?



Revenue at risk: planners indicate that, on average, the largest percentage of their revenue (36%) comes from their conventions, exhibits, and meetings, followed by sales (30%), then publications, advertising, and sponsorships (29%)¹



Attendance on the rise: more than half of respondents (53%) report that attendance at their largest 2015 meeting increased compared to 2014, and 49% expect 2016 attendance to increase yet again¹

Require significant upfront, non-refundable expenditures?



Rising costs increase exposure: overall spend on meetings will increase 1.6%, and meeting prices are projected to increase by 4.1% overall²

Are they held in locations susceptible to severe weather conditions?

50%+



Weather cancellations: over 50% of the claims for Aon's Showstoppers event cancellation insurance program are a result of a weather related issue – hurricane, winter weather, flooding, etc.

Event Cancellation

is coverage for the “unexpected”
... advance preparation is key

50%



Covering multiple events: 50% of associations purchasing Event Cancellation insurance purchase it for multiple events within an annual schedule as opposed to purchasing for single events

Experience

Counts

2K+



Coverage for all types of meetings: the Showstoppers Event Cancellation program provides cancellation insurance coverage to more than 2,000 events annually – including tradeshows, meetings, conventions, conferences, etc.³

One cancelled event could potentially cost your association hundreds of thousands of dollars!

ASAE-Endorsed Association Business Insurance Solutions
asae-aon.com | 800.432.7465 | asaeinsurance@aon.com



Sources

1. PCMA Convene's Annual Meetings Market Survey, 2015
2. MPI, Meetings Outlook, 2016 Winter Edition
3. Aon Association Services Showstoppers Event Cancellation Program

The licensed broker for the ASAE-Endorsed Association Business Insurance Solutions program is Affinity Insurance Services, Inc. (TX 13695); (AR 100106022); in CA & MN, AIS Affinity Insurance Agency, Inc. (CA 0795465); in OK, AIS Affinity Insurance Services, Inc.; in CA, Aon Affinity Insurance Services, Inc. (CA 0G94493), Aon Direct Insurance Administrators and Berkeley Insurance Agency and in NY, AIS Affinity Insurance Agency.

