



SITE

WE Gets ETRO

Training that breaks the mold -
and builds the future



AUSTIN, TX

JW MARRIOTT 2026

SITE 2026 Annual Conference**Sponsorship Prospectus****November 18–19, 2026 | JW Marriott, Austin, TX****Why Sponsor SITE 2026?**

The SITE Annual Conference is the **premier gathering for insurance educators**, instructional designers, and professional development leaders from across the industry. In 2026, SITE is proud to partner with the **National Association of Subrogation Professionals (NASP)** to host a dynamic and high-value event that will elevate conversations around training, innovation, and the future of learning in insurance.

As a sponsor, you will:

- **Showcase your brand** to a highly engaged audience of decision-makers and influencers
- **Demonstrate leadership** in insurance education
- **Build relationships** through face-to-face interactions with your insurance educator target audience
- **Increase visibility** through pre-event and on-site recognition
- **Support the mission** of advancing professional excellence across the insurance education community

This Year's Theme: SITE Gets WEIRD

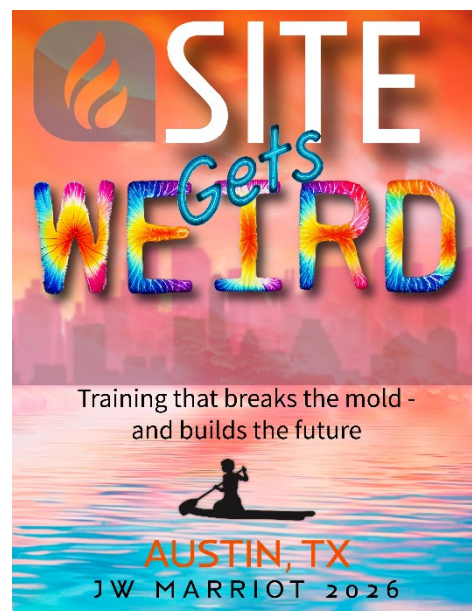
The theme of the 2026 SITE Conference is **SITE Gets Weird**—a bold invitation to reimagine what insurance education can be.

This year, we're spotlighting **training that breaks the mold and builds the future**. From fresh delivery methods to unconventional session formats, we're challenging traditional norms and creating space for experimentation, creativity, and innovation.

As the insurance industry transforms, educators and trainers must evolve alongside it. The 2026 conference is designed to:

- Explore bold, forward-thinking approaches to insurance learning
- Push the boundaries of traditional training models
- Highlight emerging trends, tools, and techniques shaping the future
- Foster a more connected and progressive community of insurance educators

Sponsors help power this transformation—your support fuels a conference that doesn't just inform, but **inspires lasting change** in how we teach, train, and grow.



Where the Weird Turns into What's Next

This year's sessions will dive deep into the ideas and innovations reshaping how we train, teach, and lead in the insurance industry.

Attendees will explore topics such as:

- Cutting-edge strategies for delivering high-impact training
- New tools and technologies transforming the learner experience
- Techniques for improving engagement across diverse learning styles
- Trends in compliance training, certification, and continuing education
- Designing inclusive and relevant content for today's workforce
- The evolving role of trainers as facilitators, coaches, and change agents

These conversations reflect the heart of our 2026 theme, **training that breaks the mold and builds the future**. As a sponsor, your organization will be front and center—aligned with the topics, people, and progress that are shaping the next era of insurance education.

Who You'll Reach

SITE 2026 attendees include:

- Insurance training and education professionals
- Learning and development leaders
- Curriculum designers and facilitators
- Talent development and HR professionals
- Emerging educators and corporate trainers

Your sponsorship directly supports this community while building relationships and expanding your visibility in a targeted and meaningful way.

What Sponsors Receive

All sponsorship levels include:

- **Logo placement** on the SITE website, emails, and printed materials
- **Recognition** on on-site signage and slides during general sessions
- **Verbal acknowledgement** during the conference
- **Opportunities for engagement** through speaking time, exhibit space, or swag
- **Direct access to attendees** via networking and learning sessions
- **20% Early Bird Discount** for sponsorships received by **July 31, 2026**

Sponsorship Opportunities & Inclusions

Keynote Speaker Sponsorship

Investment: \$5,000

Feature your brand during the conference's most visible moment.

Includes:

- 2 full conference registrations

Session Sponsorship**Investment: \$1,500**

Support a breakout or workshop session and position your brand as a partner in professional development.

Includes:

- 1 full conference registration
- Exclusive sponsorship of one session
- Logo and verbal mention during keynote introduction
- 50% discount for 1 attendee in Train-the-Trainer

SWAG Sponsorship**Investment: \$1,000**

Put your brand in attendees' hands—literally.

Includes:

- Logo co-branded on all sponsored swag items
- 5-page promotional insert in attendee packets
- Swag distributed during the conference

Luncheon Sponsorship (2 available)**Investment: \$2,000**

Get visibility during a dedicated sit-down meal.

Includes:

- Speaking opportunity during the luncheon
- Branded signage at tables
- Swag distributed during the conference

Breakfast Sponsorship (shared)**Investment: \$1,000**

Start the day with branded visibility.

Includes:

- Shared signage at breakfast tables
- Swag distributed during the conference

Reception Sponsorship (*shared*)**Investment: \$2,000**

Host the most social event of the conference.

Includes:

- 1 conference registration
- Recognition on all reception signage
- Opportunity to network in a relaxed setting

General Sponsorship**Investment: \$750 or \$1,000**

Show your support with brand presence and conference perks.

Includes:

- Promotional materials and swag distributed at registration
- \$750 level: 25% registration discount
- \$1,000 level: 50% registration discount

Reserve Your Sponsorship Today

Sponsorships are limited and granted on a first-come, first-served basis.

Contact:conference@insurancetrainers.org

Sponsorship Terms and Conditions

Acceptance of a Sponsorship application by The Society of Insurance Trainers and Educators (SITE) constitutes a contract. Sponsorship benefits begin upon receipt of payment.

DeadlinesApplications and payment are due **September 15, 2026** to take full advantage of all available benefits.**Logo Visibility**Depending on your sponsor package selection, your organization's logo may be used in conference materials. In order to take advantage of all logo visibility opportunities, you must provide your organization's logo to the SITE office by **August 15, 2026** in one of the following formats:

- Vector-based file compatible with Adobe Illustrator CS4 (.ai or .eps)
- High-resolution PDF
 - JPG, JPEG, PNG files also accepted

- If your organization does not have its logo in at least one of these formats, contact the SITE office for alternatives.
- You may send your logo by email; however, note that the email system file size limit is 20 MB. If your logo file is larger than 20 MB, please contact the SITE office conference@insurancetrainers.org for alternative methods of transmission.

Use of Sponsors' Logos, Trademarks, and Branding Materials

Sponsors grant the Society of Insurance Trainers and Educators (SITE) a limited, non-exclusive, non-transferable right to use Sponsors' logos, trademarks, and branding materials solely for the purposes of promoting and executing the event. SITE agrees to use these materials in accordance with Sponsor's brand guidelines and to discontinue use upon the termination of this Agreement.

Payment

Payment by check is preferred. Credit card payments are also accepted. Please discuss your preferred payment option with SITE, and SITE will work to accommodate your request.

Payment Mailing Address:

1633 Eden Rose Place
Nolensville, TN 37135

Contract

To ensure clarity, consistency, and a high-quality experience for all participants, all conference sponsors are required to enter into a formal sponsorship agreement contract with the Society of Insurance Trainers and Educators (SITE).

This agreement outlines the rights, responsibilities, deliverables, timelines, and branding guidelines associated with conference sponsorship. It also ensures alignment with SITE's standards for professional conduct, educational integrity, and event operations.

Sponsorship benefits and recognition will begin only after the agreement has been fully executed and all required documentation is received. SITE reserves the right to modify or decline sponsorship participation for organizations that do not complete the contract process within the specified timeframe.

By confirming sponsorship, your organization acknowledges and agrees that a signed sponsorship contract is a mandatory condition of participation in the SITE Annual Conference.

The contract agreement shall be governed by and construed in accordance with any and all applicable contract laws in the state of Georgia. In the case of a conflict of laws issue, the laws of the state of Georgia will govern.

All matters and questions not covered by the Terms and Conditions are subject to the decision of the Society of Insurance Trainers and Educators (SITE). The Terms and Conditions may be amended or supplemented at any time by SITE, and all such amendments or additions shall, upon reasonable notice, be equally binding on all parties affected.