

# What Makes the ALL-IN Program a Game Changer for Exhibitors?

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## 1) The program has no deductible to hit before coverage starts.

- **Without ALL-IN**, exhibitors typically use corporate insurance policies, which have high deductibles to hit (usually \$5,000 and above) before coverage starts. This means they must pay large out-of-pocket expenses *first* before insurance will cover their claim.
- **With ALL-IN**, there is no deductible to hit before coverage starts. This means that exhibitors will pay no out-of-pocket costs if a claim occurs.

## 2) If a claim occurs, their insurance rates won't go up.

- **Without ALL-IN**, if a claim occurs, an exhibitor submits that claim against their own policy. This causes their insurance rates to skyrocket next year – and could even prevent them from getting coverage at all, depending on the severity of their claim.
- **With ALL-IN**, claims get submitted to us, not against an exhibitor's own policy. This means that claims covered by the ALL-IN program will not affect their future insurance rates.

## 3) The program provides compliant insurance automatically, eliminating the time, frustration, and cost of making existing policies compliant.

- **Without ALL-IN**, securing compliant insurance for individual events is a time-consuming, tedious, and frustrating task for exhibitors – especially when they already have their own insurance.
  - First, they need to contact a broker, telling them that they're exhibiting at your event and that a Certificate of Insurance (COI) is required.
  - Next, they need to track down and send all event details and requirements to the broker.
  - Based on this information, the broker sends a COI back to the exhibitor.
  - The exhibitor then forwards this COI to show management.
  - Often, the COI has a mistake, such as missing additional insureds or incorrect coverages, and show management must alert the exhibitor that their policy is non-compliant.
  - The exhibitor gets back in touch with their broker to begin the cycle again, which involves weeks of back-and-forth emails with the broker and show management.
  - Most brokers also charge for this service at a rate of at least \$25 per additional insured.
- **With ALL-IN**, your exhibitors skip this process altogether. Compliant insurance is automatically included with their booth with no effort required.

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## 4) ALL-IN protects small businesses from devastating claims.

- **Without ALL-IN**, small businesses are often vulnerable without them even knowing it. Many mom-and-pop businesses operate out of a home office, and may only carry homeowners insurance – or in many cases, no insurance at all. These exhibitors don't realize that they're coming to your event completely unprotected, and should a claim arise involving this group, the financial consequences could be devastating for them. And, since you wouldn't be listed as an additional insured, the legal and financial responsibility could fall to you.
- **With ALL-IN, everyone gets protected.**



**Achieve 100% compliance with a program that benefits everyone.  
Go ALL-IN and protect your exhibitors at no cost to yourself.**