The ALL-IN Exhibitor Insurance Program: FAQ

What is the ALL-IN Exhibitor Insurance Program?

Managing exhibitor insurance can be a frustrating experience. The ALL-IN Program is the *only program available* that guarantees 100% compliance from all exhibitors while eliminating the work for everyone. How? The program bundles compliant insurance into every booth.

Exhibitors enjoy automatic compliance without needing to contact a broker, saving them time and money, while organizers no longer need to chase down and collect Certificates of Insurance (COIs). There is no cost to organizers.

Click the button to learn more about the program! ▶ **CLICK TO WATCH VIDEO**

Why should my exhibitors be required to have liability insurance that names my organization and event venue as additional insureds?

When you sign a contract with an event venue, it stipulates that you are responsible for anything that occurs during your event. However, you don't want to be held liable for claims that occur due to an exhibitor's negligence. To mitigate this risk, and shield your own insurance from unwanted claims, your legal team requires you and the venue to be named as "additional insureds" on all exhibitor insurance policies.

By including this requirement, the exhibitor's policy will cover both you and the venue in the event of a claim caused by their actions.

How can my organization ensure that all exhibitors have insurance that names us and the venue as additional insureds?

With ALL-IN, gaining 100% exhibitor compliance is effortless for everyone. All exhibitors automatically receive compliant insurance included with their booth purchase. Every policy is tailored to your event ahead of time, and names both you and your venue as additional insureds.

Why doesn't our current process of collecting compliant insurance work?

Chasing down, reviewing, and verifying all Certificates of Insurance (COIs) from every exhibitor before each show is a tedious and time-consuming task, as we know from years of client feedback and personal experience. No matter how organized you are, the process is extremely cumbersome and drains valuable time and resources during your busiest season. Unfortunately, even with rigorous follow-ups, very few organizers achieve 100% compliance – leaving everyone open to risk.

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Should I allow my exhibitors to use their own insurance if they have it?

If you allow exhibitors to submit their own insurance, you perpetuate the issues of your current insurance management process, such as:

- **Tedious and Manual Tracking:** Since compliance isn't guaranteed, your team remains stuck in the frustrating, repetitive process of chasing, collecting, and verifying all Certificates of Insurance (COIs).
- **Exhibitor Hassle and Cost:** Exhibitors still face the challenge and expense of obtaining compliant insurance themselves, including tracking down show details, contacting brokers, and paying to add additional insureds to their policy.
- **Compliance Risk:** Historically, achieving full compliance before shows is very difficult. Unless your team is relentless, you will likely never get 100% compliance, leaving you exposed to significant risk.
- **Financial and Legal Exposure:** If even *one* non-compliant exhibitor causes a claim, the fallout for you and your venue could be devastating, potentially leading to major financial expenses and legal action.

Our Solution: Automatic Inclusion. By including insurance in every booth, The ALL-IN Program is the only way to guarantee 100% compliance while eliminating all work for both you and your exhibitors.

Some of my exhibitors already have insurance.
Is using ALL-IN a better option than using their own policy?

Exhibitors with insurance actually benefit the most from this program, as it eliminates the time, cost, and frustration associated with making their own policies compliant. It also reduces the risk of submitting claims against their own insurance. ALL-IN:

- **Saves Them Time and Effort:** The program eliminates the time and frustration spent trying to make their own policy compliant, including weeks of back-and-forth communication with brokers.

- **Eliminates Broker Fees:** Brokers often charge for their services, and for adding additional insureds, which can exceed the cost of our entire policy. With ALL-IN, exhibitors avoid these extra fees.

- **Has NO Deductible:** Unlike corporate insurance policies, which typically have high deductibles to hit (usually $5,000 and above) before coverage starts, ALL-IN has no deductible, meaning that exhibitors will pay no out-of-pocket costs for claims.

- **Prevents Rates from Increasing:** Since claims are submitted to ALL-IN, not filed against their own policy, exhibitors' rates will not increase due to any claims made, which can save them thousands.

Your exhibitors will appreciate the cost savings and convenience of having compliant insurance automatically. So will your team.