

INSURTECH EXPRESS PRESENTS



INSURTECH EXPRESS

ITX DERBY

Bet on where insurtech goes next.

April 28–29, 2027 · Kentucky Derby Museum · Louisville, Kentucky

SPONSORSHIP OPPORTUNITIES

The Race Begins

Where Insurtech Leads the Race

April 28–29, 2027
Kentucky Derby Museum
Louisville, Kentucky

The inaugural insurtech conference built for the people who *actually move the industry* — at Churchill Downs, during the 153rd annual Kentucky Derby Week, 2027.

ITX Derby 1 brings **400 industry leaders** from the insurance and insurtech communities together for two days at one of the most iconic venues in the country. Hosted by InsurTech Express, it's deliberately built to be smaller and sharper than the industry's largest shows — close enough that the conversations actually go somewhere, and timed to the energy of Derby Week in Louisville.

One-to-One Meetings

Time with the people you came to meet.

Bold Perspectives

Sessions that push the industry forward.

Live Racing

Derby Week, from the track itself.

White-Glove Hospitality

Every detail handled, start to finish.



Why the Derby?

The industry is at an inflection point: a retiring producer base, shifting distribution, and open questions about who really owns the customer. ITX Derby convenes the people working through those questions in *real time*.

Sponsoring puts your brand in the middle of that conversation — not on the sidelines of it. Your brand shows up somewhere attendees are genuinely glad to be, which is where attention actually lives.

"The room is one people want to be in."

Set on a terrace overlooking the track at Churchill Downs during Derby Week — a setting that's part of why people say yes, and a full, engaged room is exactly what sponsorship is meant to buy.



How You'll Connect

Across two days, sponsors get multiple, structured ways to reach the right people.

1:1 Matchmaking

A meeting program that puts you across the table from the people you actually came to meet — no wandering the floor hoping to bump into them.

The Exhibit Floor

58 tables in a layout built for conversation — designed so foot traffic flows and sponsors stay visible.

Sessions & Panels

Programming that keeps the room engaged and gives sponsors a natural context to be part of the discussion.

Shared Moments

Brunch and Derby Week experiences that create the informal, relationship-building time where real partnerships tend to start.

The Program

The caliber of the room shows up in who's on stage. Meet our panelists.



Diana Greenberg

Partner · Simplicity Group (Los Angeles)

Diana Greenberg is a Partner at Simplicity Los Angeles, a second-generation leader continuing more than 50 years of legacy, innovation, and service within one of the nation's leading independent insurance distribution organizations. She has spent her career in life insurance building lasting relationships, solving complex underwriting challenges, and helping advisors bring protection and peace of mind to their clients. Underwriting has been her focus for over 30 years, with a track record of placing some of the largest and most difficult cases and serving on multiple underwriting committees, most recently the Risk Appraisal Forum. She currently serves as Chairwoman of NAILBA, where she helps shape the future of the industry and grow the brokerage community.



Andy Graves

Chief Revenue Officer · M Financial Group

Andy Graves is Chief Revenue Officer at M Financial Group, where he drives growth by partnering with M team members and stakeholders to help the firm's Member Firms succeed and realize their full potential. He oversees M Financial's Regional Development teams, Member Firm Recruiting and Channel Development, Producer Development, Marketing and Events, Life Product Development, and M's carrier relationships. He stepped into the CRO seat in 2025 after serving as Vice President, Head of Member Firm Development, where he led regional teams across the country focused on advocating for and supporting Member Firm needs.



Mike Sladek

VP of Distribution · F&G

Mike Sladek is Vice President of Distribution for F&G and a seasoned sales, marketing, and operations leader with over 30 years of experience in senior and C-level roles across insurance, financial services, software, and consulting. He has helped both multinational corporations and start-ups drive double-digit sales growth and major cost savings, including rehabilitating a failing software vendor to a sale within 18 months and engineering new electronic submission processes that saved millions, one unique enough to have a patent applied for. He holds a BS in Accounting and Economics from Northeastern Illinois University and a Master of Science from DePaul University.



Christopher Botarro

SVP of Insurance · Valmark Financial Group

Christopher Botarro is Senior Vice President of Insurance at Valmark Financial Group, where he leads the firm's life insurance business lines, responsible for the vision, strategy, and execution of marketing, new business, underwriting, in-force policy management, and life settlements. He brings a technical risk-assessment background, having spent his first 12 years at Lincoln Financial Group in Hartford before joining Valmark in 2015, and since then the firm's life insurance production has doubled. A LIBRA Insurance Partners board member since 2023, he holds a BA in Economics from Brown University and an MBA from the Isenberg School of Management at UMass Amherst.

— More to be Announced —

Why Sponsor?

Sponsoring ITX Derby puts your brand in front of the right room at the right moment. Whether your goal is visibility, qualified leads, or deepening key relationships, packages are built to flex around what you're trying to accomplish.

VISIBILITY

Own the room. Be the brand people remember from the very first Derby.

LEAD GENERATION

Leave with pipeline. Fill your table and your calendar with qualified conversations.

RELATIONSHIP BUILDING

Go deep with the few that matter. Be the convener, not a vendor in the room.



Sponsorship Packages

Choose your level, choose your focus

- 1 Choose Your Level.** Sets your inclusions and how many selections you make.
- 2 Choose Your Focus.** Sets the menu you choose from, so it's built around what you came to do.



Winner's Circle

- ◆ 1 signature selection
- ◆ 2 supporting selections
- ◆ 3 event passes



Secretarial

- ◆ 2 signature selections
- ◆ 3 supporting selections
- ◆ 5 event passes



PREMIER

Rose

- ◆ 3 signature selections
- ◆ 4 supporting selections
- ◆ 7 event passes

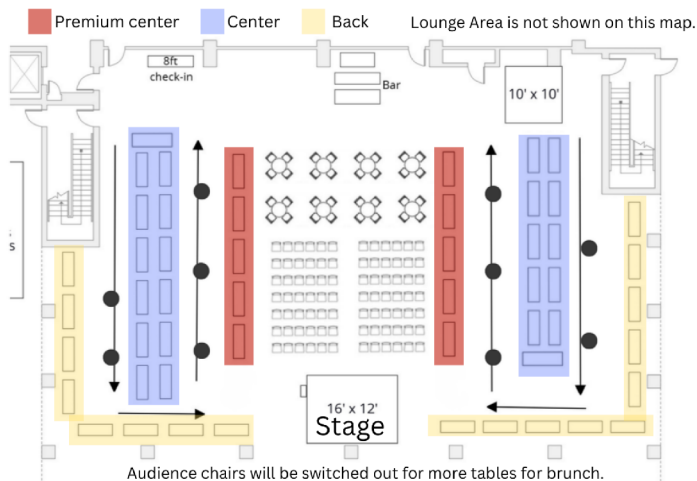
Founder Status · Priority Race-Day Seating · Private Tour ·
Rose Pins

Included in every package

- ◆ Logo & 75-word description on the site and in the program guide
- ◆ A premium center table
- ◆ Recognition on the Post-Event Playback Site
- ◆ Logo on shared signage and rotating sponsor slides
- ◆ A spot in the "Meet the Brands" email
- ◆ Event metrics summary

Standalone Booth Options

Secure your spot in the exhibit hall



One 6 ft × 2.5 ft tabletop

◆ Back Placement

◆ Center Placement

Choose your specific placement within your designated row when you reserve.

◆ Premium Center Placement

Included when you purchase a **sponsorship package**.



Sponsorship Add-Ons

Enhance your brand presence

Floormat Sponsor

Registration Bag Inserts

Charging Station

Lounge Room

Welcome Banner Sponsor

Badge Ribbon Sponsor

Lanyard Sponsor

Biscuits & Bourbon

Wednesday Brunch

Thursday Brunch

Headshot Lounge

Coffee Station Sponsor

Registration Bag Sponsor

Derby Heritage Dinner

À la carte

Prefer to customize? We're happy to tailor a package around your goals and budget.

◆ EARLY BIRD

Founding-sponsor pricing available through *July 31st*.

Every element reinforces one presence — yours, from the first Derby forward.



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Let's build your package. alisa@insurtechexpress.com

HOSTED BY INSURTECH EXPRESS