

Nonprofit Events

at Risk

Do your events provide essential revenue?



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



Rising costs increase exposure: overall spend on meetings will increase 1.6%, but prices are projected to increase by 4.1% overall – leading to a 2.5% decrease in buying power on average²

Are they held in locations susceptible to severe weather conditions?

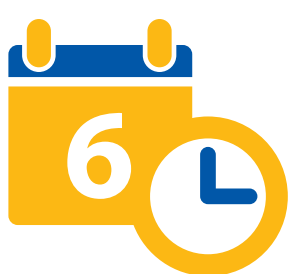
50%+



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”

50%



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

2K+



More coverage for more 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 nonprofit hundreds of thousands of dollars!

Showstoppers Event Cancellation Insurance
affinitynonprofits.com | 800.432.7465

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

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