



Cover-Your-Event (C YE)

VISIT FLORIDA's
Free Supplemental Hurricane Insurance Program



What is CYE?

Free supplemental hurricane insurance fully sponsored by VISIT FLORIDA®.

It is intended to cover costs related to rebooking a meeting that was displaced due to a named hurricane.

Who qualifies for CYE?

- This program is good for meetings that are designed for business purposes only, for organizations based in the USA.
- Sub-limit per insured event of:
\$100,000 if 100-300 room nights;
\$150,000 if 301-500 room nights; and
\$200,000 if over 500 room nights
over a minimum of two nights.
- Available for meetings scheduled to take place during **August, September, and October 2007, 2008 and soon 2009!**
- Meeting move-in date must be in one of the three covered months.

What is covered under this program?

- Loss due to named hurricanes only.
- Coverage will pay for room rate differential and any extra expense of rescheduling the event.
- Must be rescheduled in Florida at same or nearest available venue within 12 months.

Example #1

The Association for Hurricane Watchers' meeting in August has to be rescheduled due to a named hurricane. They can reschedule it in the same venue in January. However, the room rate jumps from \$150 to \$250. They also have to spend \$50,000 on marketing to inform all their attendees that it has been rescheduled.

CYE will cover the difference in room rate (\$100 per room night) as well as the extra marketing cost (\$50K)

Example #2

The Weather Channel's meeting in September has to be rescheduled due to a named hurricane because their hotel is under a mandatory evacuation. They reschedule it for March. They have to spend \$10,000 on air transportation rescheduling fees, because they paid for their attendees' flights.

CYE will cover the rescheduling fees (\$10K). Please Note: If attendees pay for their own airfare, this would NOT be covered: only costs incurred by the organization that plans the meeting are covered!

How do I apply?

Meeting Professionals may apply for the complimentary Cover-Your-Event Insurance at:

www.cye.VISITFLORIDA.com

COVER YOUR EVENT (CYE) INSURANCE

NEW: CYE Applications for August, September and October 2008 are now being accepted.

Just like its nearly ever-present sunshine, Florida welcomes visitors year 'round. The summer and early fall months, however, bring less leisure travel to the Sunshine State – and the perfect opportunity for your group to visit. You'll enjoy reasonably priced group rates, and your attendees will enjoy vacationing with their families during your meeting.

With this in mind, VISIT FLORIDA® has adopted complimentary Cover Your Event (CYE) Insurance. This supplemental insurance is intended to cover any costs directly related to re-booking a meeting should it be displaced due to a named hurricane. CYE ensures that you can plan your meeting with confidence and take full advantage of Florida's unsurpassed venues any time of year, while benefiting from those outstanding summer and fall values.

CYE applications for August, September and October 2007 and 2008 are now being accepted. To apply, carefully review the details and disclaimer below and click Submit.

Supplemental Hurricane Insurance Details

- Sub limit per insured event of \$100,000 if 100-300 room nights; \$150,000 if 301-500 room nights; and \$200,000 if over 500 room nights over a minimum of two nights. Available during August, September and October 2007 and 2008.
- Loss due to named hurricanes only.
- Coverage will pay for room rate differential and any extra expense of rescheduling event. Examples of extra expenses are reprinting of program books, signage, banners, etc.
- Event must be rescheduled in Florida at same or nearest available venue within 12 months.
- If the event is not rescheduled there is no claim.
- Lost profits are not a covered loss.
- VISIT FLORIDA will pay for all premiums.
- Offered by Marsh Affinity Group Services, a service of Seabury and Smith out of Chicago, IL.
- Limited availability and subject to insurance carrier approval.
- Meeting move in date must be in one of the three covered months: August, September, October of 2007 and 2008.
- This offer is good for meetings that are designed for business purposes only.

My Meeting Sign in

Enter Your Username

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Sign in ▶

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▶ [Cover Your Event Insurance](#)

Why does VISIT FLORIDA offer this program?

After the 2004 hurricane season, VISIT FLORIDA conducted research in the meetings industry and found that many meetings planners were uneasy to book their meeting in Florida during the “windy season”.

As a tool to ease their fears, we introduced the CYE program.



How successful has CYE been?

- In 2005 and 2006, VISIT FLORIDA insured **243** meetings with a reported estimated economic impact of **\$97.5** million.
- In 2005, only two claims were filed, Florida Encounter being one of them! In 2006, we did not have any claims!



Questions?

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