



HIGH LIMIT EVENT CANCELLATION INTERNATIONAL AUTO SHOW

Client

Promoter responsible for organizing a prestigious and internationally renowned auto show on the east coast.

Situation

The event, drawing over a million attendees and over 100 exhibitors, was one of the first automotive exhibition in North America. With a large-scale event, there was a real concern about the financial consequences if unforeseen circumstances, such as adverse weather, civil commotion, or venue destruction, forced the cancellation of the event.

Assessment

The client had invested heavily in promoting the auto show, with promotional expenses exceeding \$20 million. In the event of a cancellation, all the capital invested in promoting the show would be at risk of being lost, potentially causing severe financial strain and reputation damage.

Solution

To address the client's concerns and mitigate the potential losses, the client collaborated with Exceptional Risk Advisors, and together, they devised and implemented an event cancellation insurance policy tailored to protect the client from the financial ramifications of cancellation, particularly the loss of the substantial promotional investment amounting to over \$20 million.

Result

Thanks to the event cancellation policy, the client gained peace of mind and financial security. In the event of a cancellation due to covered risks, the insurance policy would cover the incurred promotional expenses, shielding the client from severe financial losses. This protection allowed the client to focus more on promoting the auto show and ensuring its success, as well as on generating revenue without the constant worry of potential catastrophic financial consequences.

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