



SIGNING THIS PROPOSAL DOES NOT BIND THE PROPOSER TO COMPLETE THIS INSURANCE

Multimedia Professional Indemnity Insurance Proposal

- 1. (a) Name of Firm(s) _____
- (b) Company registration number: _____
- (c) Address(es) of Firms _____
- (d) When was your Firm established? _____
- (e) Website Address _____

2. Please give the following details of all Partners/Directors/Principals of the Firm.

Name	Qualifications	Years in the Industry	How long a Partner/ Principal/ Director of the Proposer

3. During the past 6 years has the name of the Firm(s) been changed or has any amalgamation take over taken place? Yes No

If "yes", please provide details on a separate sheet.

4. (a) Please categorize staff other than Partners/Directors/Principals and explain the nature of their work:

Categories of Staff	Number	Nature of Work
_____	_____	_____
_____	_____	_____
_____	_____	_____

5) Please state the turnover (\$) for the last 3 complete financial years and your estimated turnover for this year

Year	2004	2005	2006	2007
Geographical split				
Israel				
ROW				
USA & Canada				

6) Please advise % of all the activities of the company

Type of activity	% of activity
The design or creation and placement of advertisements in respect of TV advertising (including the cost of airtime)	
As above, but in respect of all other advertisements (exc. TV) but including cinema, radio and outdoor advertising and the cost of press space	
The design and production of brochures, annual reports and similar advertising and promotional materials	
Market research consultancy	
Public relations consultancy	
Graphic design, e.g. design of brochures, logo etc., where the agency does not arrange production	
Design of games, competitions or special offers	
Other consultancy (please specify)	

If consultancy work is undertaken please supply full details

- If you perform services involving games of chance, please attach a copy of the procedures and controls employed, and complete details of each type of game printed
- Do you engage in the distribution and/ or redemption of coupons, rebates or other promotional game tickets? Yes No

If 'yes' how do you limit your liability

- Do you engage in the design of logos or trademarks for clients?
Yes No

If 'yes' please attach a narrative describing the number designed per year and the procedures followed for trademarks/ copyrights

- Do you engage in the obtaining or providing of mailing lists to clients? Yes No
- Do you require clients to approve and sign off all proof copies before printing? Yes No

7. Do you have standard procedures for regular review of ongoing contracts internally and with clients? Yes No
If "yes", please specify.

8. Please provide details of any major new operations undertaken during the last 12 months or planned for the next 12 months.

9. Does the Firm(s) have any subsidiary or assets within the USA or Canada? _____ Yes No
If "yes", please provide details.

10. Please list on your **headed paper**, with a brief description of each:

- (a) Details of the 5 largest jobs undertaken in the past 3 years, and
- (b) any contracts from which income emanates from USA/Canada

11. (a) Please state what proportion of the Firm's business involves the subcontracting of work to others.....%

- (b) If subcontracting exists, please describe the services undertaken and provide a specimen of the contract terms applicable to this work. Yes No

(c) Do you insist that subcontractors maintain their own defamation and/ or professional indemnity cover?

Yes No

12 (a) Has the Firm(s) sustained any loss through the fraud or dishonesty of any person? Yes No

If "yes", please provide details.

- (b) Is the Firm(s) aware of any allegation or occurrence of fraud or dishonesty at any time committed by any past or present partner, director or employee?

Yes No

If "yes", please give details and state the precautions taken to prevent a reoccurrence.

- (c) Does the Firm(s) always require satisfactory references or only when engaging senior employees?.... Always
Senior Appointments Only

Nature of reference:..... Written
Verbal

- (d) Is any employee allowed to sign cheques on his/her signature alone for values exceeding US\$2,500 ? Yes No

If "yes", please give details on a separate sheet.

- (e) How frequently are checks carried out on all entries in the cash book with paying-books, receipts, counterfoils and vouchers and reconciled with bank statements including the balance of cash and unrepresented cheques, independently of employees receiving or banking monies, in respect of monies belonging to the Firm as well as in trust on behalf of others?

Weekly Monthly Quarterly Other (Please Specify)

Previous Coverage – General Section

13. (a) Please give details of previous defamation and/ or Professional Indemnity Insurance or carried during the past two years (2) years:-

Period	Insurer	Limit	Excess	Premium
_____	_____	_____	_____	_____

- (b) Has any proposal for defamation and/ or Professional Indemnity Insurance made on behalf of the Firm(s) or any predecessors in the business, or present partners/directors or principals ever been declined or has such insurance ever been cancelled or renewal refused or special terms imposed? Yes No
If "yes", please advise reason(s).

14. Please specify:

- (a) the limit(s) of indemnity for which quotations are required:

(b) the excess you would be prepared to carry:

- 15. Is any partner, director or principal after inquiry aware of any claims ever having been made against the Firm(s) or their predecessors in business or any of the present or former partners, directors or principals? Yes No

- 16. Is any partner, director or principal **after inquiry**, aware of any circumstances or occurrences which may give rise to a claim against the Firm or their predecessors in business or any of the present or former partners/directors or principals?

Yes No

If you have answered YES to questions 15 or 16 full details of each matter must be advised before quotation can be considered. We must remind you that it is imperative to answer these questions correctly. **FAILURE TO DO SO COULD WELL PREJUDICE YOUR RIGHTS**, if subsequently a claim should arise.

Declaration

I/We declare that the statements and particulars in this proposal are true and that no material facts have mis-stated or suppressed after enquiry. I agree that this proposal, together with any other information supplied shall form the basis of any contract of insurance effected thereon. I undertake to inform the Insurers of any material alteration to those facts occurring before the completion of the contract of insurance.

Signed

Title
(to be signed by Partner/Director or Principal or equivalent)

.....

Firm(s)

.....

Date

Please enclose the following documents with this Proposal Form

A Brochure (if available).

Copy Standard Contract Terms (if available).
If the company is subject to official regulation or licensing please detail and describe legal compliance process practiced by your organization. Please provide a copy of guidelines issued to employees.