

GALLAGHER ARTHUR J & CO
Form 424B3
May 17, 2011

Filed Pursuant to Rules 424(b)(3) and 424(c)

Registration Number: 333-152710

PROSPECTUS SUPPLEMENT #37

(to prospectus dated August 1, 2008 and to prospectus supplements #1 through #35 dated respectively, November 20, 2008, December 8, 2008, February 11, 18 and 27, 2009, May 7 and 13, 2009, June 2 and 5, 2009, July 31, 2009, September 15 and 17, 2009, October 1 and 30, 2009, November 13 and 20, 2009, December 2 and 18, 2009, February 5 and 24, 2010, March 1, 5, 16 and 24, 2010, May 7 and 14, 2010, June 1 and 17, 2010, July 30, 2010, August 11, 2010, September 1 and 15, 2010, November 12, 2010, December 8 and 17, 2010 and March 15, 2011)

10,000,000 SHARES OF COMMON STOCK

This document supplements the prospectus dated August 1, 2008 relating to the registration of our common stock under our Registration Statement on Form S-4 (SEC Registration No. 333-152710), as amended by previous prospectus supplements. This prospectus supplement is incorporated by reference into the prospectus. The information in this prospectus supplements the information set forth under the heading Resales of Shares in the prospectus dated August 1, 2008, as amended to date.

This prospectus supplement relates to 104,873 shares of our common stock issued as part of an earnout payment made on May 17, 2011 in connection with the acquisition of substantially all of the insurance brokerage business of Providium Consulting Group, LLC. You should read this supplement in conjunction with the prospectus and subsequent supplements.

On March 14, 2008, we entered into Purchase Agreements with Providium Consulting Group, LLC to acquire substantially all of the assets pertaining to its insurance brokerage business. Providium Consulting Group, LLC operated an insurance brokerage business located in Fairpoint New York. Pursuant to the terms of the Purchase Agreement with Providium Consulting Group, LLC, we agreed to pay earnout consideration in 2009, 2010 and 2011 upon the satisfaction of certain financial performance milestones. The 2011 earnout consideration consists of 104,873 shares of our common stock. We entered into this transaction as part of our ongoing program to grow the company through acquisitions that expand our talent pool, enhance our geographic presence and service capabilities, and/or broaden and further diversify our business mix. We accounted for this acquisition as a business combination.

Investing in our common stock involves a high degree of risk. See Risk Factors, on page 4 of the prospectus dated August 1, 2008, and those risk factors contained in the documents we incorporate by reference into such prospectus, to learn about factors you should consider before buying shares of our common stock.

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This prospectus supplement is dated May 17, 2011.