



The Trusted Choice®

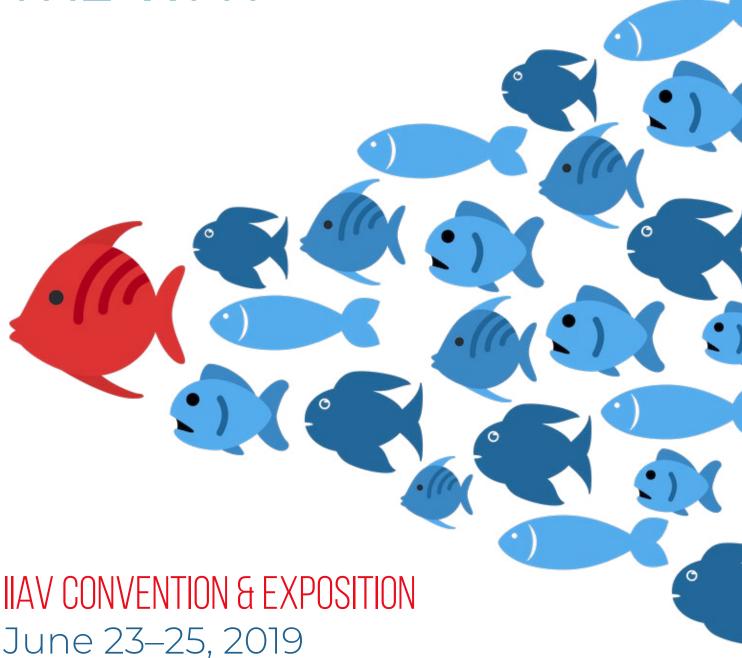


EXHIBIT & SPONSORSHIP OPPORTUNITIES

Hilton Virginia Beach Oceanfront

LEADING THE WAY

CONVENTION AGENDA



SUNDAY, JUNE 23, 2019

8:00pm-10:00pm..... Welcome/Network Reception



MONDAY, JUNE 24, 2019

8:00am-6:00pm...... Registration Open

8:00am-8:45am...... Breakfast

8:00am-8:45am...... Newcomer Breakfast/Orientation

9:00am-10:00am..... Keynote: "Creating Cultures of Excellence"

Darren Woodson, ESPN Analyst, Former Dallas Cowboy, Entrepreneur & Speaker

10:15am-11:15am...... Session: Hiring/Retaining

Claudia St. John, SPHR, SHRM-SCP, President, Affinity HR Group, Inc.

11:30am-12:15pm...... Session: Leadership Panel

12:15pm-2:15pm..... Fun on the Beach - Hospitality Tent Open with boxed lunches

3:00pm-6:00pm..... Resource and Solution Center

6:00pm..... Invite Agents to Dinner



TUESDAY, JUNE 25, 2019

8:00am-6:00pm...... Registration Open

8:00am-8:45am...... Breakfast

9:00am-10:00am..... Keynote: "The Five Secrets to an Unstoppable Memory"

Ron White, Two-Time National Memory Champion

10:15am-11:15am...... Session: An Introduction of Sales Training

Bill Anderson

11:30am-12:30pm...... Session: When Mitigating Risk Meets A Disaster -- What Are the

Unintended Consequences?

Suzanne Novak, Owner & President, ERUdyne

12:45pm-1:45pm...... Breakouts with Lunch:

- Deeper Dive: When Mitigating Risk Meets A Disaster -- A Case Study of

Unintended Consequences (Suzanne Novak, ERUdyne)

- Cyber Risk Management (Candace Funsch & Travis Whitmill, Evolve MGA)

2:00pm-6:00pm..... Fun on the Beach - Hospitality Tent Open

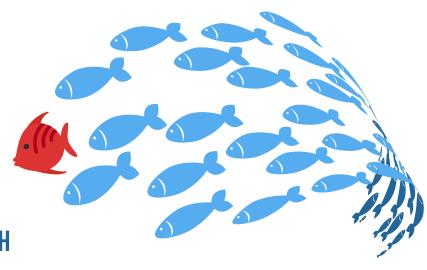
6:00pm-7:00pm..... Reception

7:00pm-10:00pm... IIAV Birthday Celebration Dinner / Awards / Entertainment /

VAIA Silent Auction

BE THE RED FISH

Insurance professionals from all facets of the industry - captives and independents attend this event. Best of all, IIAV's Conference attracts the real decision-makers from around the state. You will have the opportunity to meet with the people who make and influence buying decisions.



WHO YOU'LL CONNECT WITH

- · 95% of agency attendees are decision-makers
- · The independent agency system represents over 80% of today's commercial market and 40% of the residential market in Virginia
- · IIAV's membership outreach is to over 5,000 agency professionals
- Non-members also welcome to attend



dedicated hours of face-to-face interaction with event attendees in our Agent Resource & Solution Center.

BENEFITS TO YOU:

- · Demonstrate your commitment to the agent community and insurance industry as a whole
- · Develop solid leads and expand target markets through face to face contact with agency decision makers
- · Electronic Product Line Reference Board exhibitors will be listed by product line so attendees can quickly locate your booth
- · Evaluate your competition
- · Expand your database of prospects with post-show follow-up
- · Increase sales and boost your profits by showcasing your services
- · Introduce new products and services
- · Strengthen relationships with your current insurance partners

IN OTHER WORDS...

COMPANIES THAT SUPPORT AND ATTEND THIS EVENT STAND OUT.

AGENT RESOURCE & SOLUTION CENTER

WHY EXHIBIT?



WHAT PEOPLE ARE SAYING

The 2018 IIAV convention was, absolutely a solid success in our estimation. We've been involved as a participant and sponsor in the convention every year during my 15 year tenure with The Donegal Group and last year's event was top notch....maybe the best yet. The event was well attended, extremely well organized and featured one of the best speakers ever. As we annually participate in the trade show, we really appreciated the energy in that room and we are looking forward to more of the same at this year's event.

JAMES R. 'JUDGE' PARKER THE DONEGAL GROUP We look forward annually to the IIAV Conventior

I am always happy to connect with our existing business partners who show their support with a sponsorship, exhibit, or both!

It's a wonderful platform for agents to find new and interesting solutions to our needs. We take these back to our teams to implement within our agencies.

PRISCILLA HOTTLE HOTTLE AND ASSOCIATES

The support of our company partners greatly enhances the quality of the convention program. We couldn't put on a first class event without their unwavering support. It means the world to us, and I respect their commitment to our distribution channel and to the IIAV.

MIKE FUNKHOUSER
HAUN-MAGRUDER, INC.

IIAV conventions are always done top notch. The organization, programs, speakers and most of all The networking opportunities are second to none. The speakers that IIAV lines up are relevant, and the networking is upbeat. I've attended numerous conventions both as an agent and as a carrier representative and without fail I have left with actionabale ideas and felt the time was very well spent. If you've never been to the IIAV convention or if it's been several years, you owe it to yourself to attend. You'll be really glad you did!

HAROLD TRACY GRANGE INSURANCE

I just wanted to say a big THANK YOU to IIAV for helping us to have a very successful exhibitor experience! You outdid yourselves with all you do in service and quality. The hall was full, the energy was high and all in attendance felt the power & buzz, great job! EZLynx is looking forward to the next event!

BRUCE OLSEN EZLYNX

I grew up in this industry as my grandfather began this business in 1950. I was fortunate enough to meet lots of great agents and company representatives throughout my childhood. When my brother and I started our agency in Virginia, I quickly realized I didn't know many representatives from here. If it weren't for my involvement in IIAV, I would never have the close relationships I have today. More importantly, I gained access to companies that could guide me in the right direction. I became friends with representatives, allowing me to call on them with urgent matters. I grew our outreach in both offices by learning about different products being offered through word of mouth during breaks in between speakers.

I wouldn't have some of the clients I have today if it weren't for the company relationships I've built through IIAV and specifically through my attendance at the conventions.

JILL ROTH, AAI
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PERKS JUST FOR YOU When you reserve your booth.

- Dedicated exhibitor room block at Hilton Virginia Beach Oceanfront
- When you stay for a minimum of 3 nights, earn 2,019 extra Hilton Honor points
- IIAV block rates begin Friday, June 21, 2019
- Access to Hilton Amenities (Sky Bar, pool, etc.)
- Special exhibitor discounts at Catch 31 Restaurant & Bar

SPONSOR OPPORTUNITIES

Choose your level based on your desired exposure to attendees.



DIAMOND LEVEL - \$5,000

- Logo on website, in event promotions, & displayed on the sponsor slides before sessions
- Large logo displayed at the exhibit hall entrance
- Slideshow displayed logo in exhibit hall
- One (1) representative at IIAV Board Dinner
- Full-page color ad in onsite program
- Three (3) complimentary convention registrations
- Two (2) sponsored agent convention registrations
- Recognition of sponsorship with name badge ribbon
- Select items on page 6 to add up to \$5,000 value



PLATINUM LEVEL - \$2,500

- · Logo on website, in event promotions, & displayed on the sponsor slides before sessions
- Mid-sized logo displayed at the exhibit hall entrance
- Slideshow displayed logo in exhibit hall
- One (1) representative at IIAV Board Dinner
- Half-page color ad in onsite program
- Two (2) complimentary convention registrations
- One (1) sponsored agent convention registration
- Recognition of sponsorship with name badge ribbon
- Select items on page 6 to add up to \$2,500 value



GOLD LEVEL - \$2,000

- Logo on website, in event promotions, & displayed on the sponsor slides before sessions
- Quarter-page color ad in onsite program
- One (1) complimentary convention registration
- One (1) sponsored education note page in onsite program
- Recognition of sponsorship with name badge ribbon
- Select items on page 6 to add up to \$2,000 value



SILVER LEVEL - \$1,000

- Logo on website, in event promotions, & displayed on the sponsor slides before sessions
- Recognition of sponsorship with name badge ribbon
- Select items on page 6 to add up to \$1,000 value



BRONZE LEVEL - \$500 AND BELOW

- · Logo on website, in event promotions, & displayed on the sponsor slides before sessions
- Recognition of sponsorship with name badge ribbon

SPONSOR OPPORTUNITIES...CONTINUED



SELECT OPTIONS BELOW TO ADD UP TO YOUR DESIRED SPONSORSHIP LEVEL FROM PAGE 5.

\$5,000 - Diamond \$2,500 - Platinum \$2,000 - Gold \$1,000 - Silver (Number) denotes the number of sponsorships available. X denotes selection no longer available.

\$2.500 each

- (1) Bottled Water featuring your logo (Previous year's sponsor has first right of refusal.)
- 🗶 (1) Lanyards lanyard featuring your logo (Previous year's sponsor has first right of refusal.)
- (1) Onsite Program (back cover-color advertisement) (Previous year's sponsor has first right of refusal.)
- o (1) Beach Hospitality Tent your logo prominently displayed during free time on the beach Monday (12:15pm-2:15pm)
- o (1) Beach Hospitality Tent your logo prominently displayed during free time on the beach Tuesday (2:00pm-6:00pm)

\$2.000 each

- X (1) Agency Attendee Name Badges featuring your logo
- (1) Beverage Napkins featuring your logo for entire event
- (1) Exclusive Breakfast Sponsor your logo on all table signs Monday
- (1) Exclusive Breakfast Sponsor your logo on all table signs Tuesday
- (1) Wi-Fi Host includes signage and dedicated password.
- o (3) Awards Banquet Dinner your logo at each table and verbal recognition at dinner.
- o (3) Entertainment following Awards Banquet DJ
- X (1) Education Note Pads Your logo at session seats for notes & lists of exhibitors to visit.
- o (4) Resource & Solution Center Reception your logo at Resource & Solution Center food tables Monday
- o (4) Resource & Solution Center Beverages your logo at Resource & Solution Center bars Monday
- o (2, 1) Keynote Monday
- o (2) Keynote-Tuesday
- **X** (1) Pocket Agenda featuring your logo
- o (2, 1) Registration Envelopes featuring your logo
- o (1) Registration Refreshments Monday
- o (1) Registration Refreshments Tuesday

\$1,000 each

- X (1) Attendee Directory featuring your logo
- o_ (2.1) Badge Inserts Place company ad, logo, or message behind name badges (badge size limited to 3"Wx4"H)
- X (1) Awards Banquet Grand Prize
- (2, 1) Session: Hiring/Retaining Monday your logo on slides & verbal recognition.
- o (2, 1) Session: Leadership Panel Monday your logo on slides & verbal recognition.
- o (2,1) Session: An Introduction of Sales Training Tuesday your logo on slides & verbal recognition.
- o (2) Session: When Mitigating Risk Meets A Disaster -- What Are the... Tuesday your logo on slides & verbal recognition.
- X (1) Photo Booth
- ★ (1) Coffee Sleeves Monday
- (1) Coffee Sleeves Tuesday
- o (4,1) Resource & Solution Center Tote Insert Have a promo item inserted into the first 200 attendee totes. Item must be received by IIAV by June 15. List item here: ______(Limit: 2 paper inserts, not to exceed 8.5"x11")
- (1) Hotel key sleeves featuring your logo
- (1) Cell phone card pockets featuring your logo
- o (3, 2) Mobile charging station
 - -choose location: o Education session, o Your booth, or o In Resource & Solution Center

\$500 each

- (3) Registration Amenity (Your logo on the label, provided at registration table to all attendees.)
- o (4, 2) Breakfast Sponsor your logo on 3 table signs Monday
- o (4, 2) Breakfast Sponsor your logo on 3 table signs Tuesday
- o (2,1) Resource & Solution Center Floorplan Poster & Resource & Solution Center Floorplan in onsite program
- **Resource & Solution Center Grand Prize & Passport featuring your logo
- o (4) Resource & Solution Center Prize Board your logo on prize board
- o (4, 2) Product Line Reference Board your logo on electronic board at registration
- o (3, 2) Lunch/CE Session (A Deeper Dive: When Mitigating Risk Meets A Disaster) Tuesday
- o (3, 1) Lunch/CE Session (Cyber Risk Management) Tuesday

(as it should be promoted)

SPONSOR CONTRACT



ORDER OPTIONS TO ADD UP TO YOUR DESIRED SPONSORSHIP LEVEL FROM PAGE 5.

Return pages 6-7 for processing. (Resource & Solution Center Booth Contract - page 8.)

> SPONSOR LEVELS:

PLEASE PRINT

Indicate your chosen level and complete payment section at bottom.

- o Diamond \$5.000
- o Platinum \$2,500
- o Gold \$2,000
- o Silver \$1.000

Company Name:

- o Bronze \$500 and below
- o Already signed up through the 2019 Partner Program. (Check this option and return page 6 with your chosen items adding up to your sponsorship level.)

>	PAYMENT	INFORMA	ATION:
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Total Training		(do it circuita los promissos)
Full Address:		
Contact Name		
Phone ()	Email	
Payment Type:		
o Invoice me		
o Check (Please make check p	ayable to IIAV and note in the memo for IIAV Convention.	*Please also attach a copy of this contract to check.*)
o Credit Card		
Card #:	Exp. Date	Security Code
Name on Card:		Billing Zip
	Ciamatuma	

This contract, including the Terms & Conditions on page 9, embodies the whole agreement of the parties hereto. There are no promises, terms, conditions, understandings or obligations other than those contained herein. This contract shall supersede all previous communications, representations and agreements, whether verbal or written between parties.

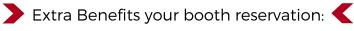
I understand that by providing my e-mail address, I give my consent to receive communication sent by or on behalf of the Independent Insurance Agents of Virginia (and its subsidiaries and affiliates) via e-mail. I have read, understood and agree to the above-stated terms and the Terms & Conditions, as they appear on the reverse side, governing this contract and I am authorized by my company or organization to sign this contract.

Signature	Date	

Return form to Tami Guthrie | IIAV Sponsorship Manager (with in 5 business days) P: 804-249-2232 | F: 804-747-5022 | ACinfo@iiav.com IIAV, 8600 Mayland Dr. Richmond, VA 23294 Email your company logo in a high resolution JPEG, GIF OR EPS format.

2019 RESOURCE & SOLUTIONS CENTER CONTRACT

Thank you for leading the way by supporting our convention!



- Dedicated exhibitor room block at Hilton Virginia Beach Oceanfront
- When you stay for a minimum of 3 nights, earn 2,019 extra Hilton Honor points
- Special Exhibitor discounts at Catch 31 Restaurant & Bar
- SAVE \$300 BY SIGNING A TWO-YEAR TRADESHOW CONTRACT. (Discount provided on invoice/receipt.)

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2019 Booth Selection		By 5/15	After 5/15	By 5/15	After 5/15
o Aisle booth (exposure t	\$ 725.00	\$ 775.00	\$ 825.00	\$ 875.00	
o Corner booth (exposure	\$ 750.00	\$ 800.00	\$ 850.00	\$ 900.00	
o Foyer Table Top (only a	available when all others are sold)	\$ 700.00	\$ 750.00	\$ 800.00	\$ 850.00
o Electricity (120v connec	ction at booth)	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
o Attendee Labels	,				
Marketing Campaign by m	ail (per set)	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00
	iled @ 2 weeks prior to event) o P		•		
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This contract, including the Terms & Conditions on the reverse side, embodies the whole agreement of the parties hereto. There are no promises, terms, conditions, understandings or obligations other than those contained herein. This contract shall supersede all previous communications, representations and agreements, whether verbal or written between parties.

I have read, understood and agree to the above-stated terms and the Terms & Conditions, as they appear on the reverse side,

governing this contract and I am authorized by my company or organization to sign this contract.

Signature



2019-2020 EXHIBIT & SPONSOR TERMS & CONDITIONS

- 1. **RESERVATIONS FOR SPACE** will be made in the order in which signed contracts are received. Availability of space will be on a first-come, first-served basis. The EXPO Committee reserves the right to relocate display areas for the benefit of the exhibitor, or for the betterment of the EXPO.
- 2. PAYMENT AND CANCELLATION POLICY: Exhibit fees must be paid prior to the event cancellation date.
- 2019 Cancellations received by May 15 will receive a 50% refund and must be in writing. NO refunds after 5/15.
- 2020 Cancellations received by May 15 will receive a 50% refund and must be in writing. NO refunds after 5/15.
- 3. **DIMENSIONS AND LIMITATIONS:** Exhibits must not exceed 8 feet in height on the back wall or 3 feet in height on the side walls. Exhibits must be constructed so as not to obstruct the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained from the Exhibit Manager no later than March. All entertainment within a booth must have prior approval of the Exhibit Manager no later than March. Alterations to the present booth layout must have prior approval of the Exhibit Manager no later than March.

Maximum occupants per booth not to exceed 3 persons. Others can not rotate in/out during the show without an event registration.

- 4. **SIGNAGE:** Signs, banners or archways over the aisles will be permitted only with prior approval of the Exhibit Manager by March.
- 5. **LIABILITY:** The exhibitor agrees to protect, save, and keep the Independent Insurance Agents of Virginia, the Hilton, and Exhibits, Inc., their representatives, employees, and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents or employees of the exhibitor or those persons acting under the express or implied authority of the exhibitor. Exhibitor also agrees to comply with all applicable terms, conditions, rules, and regulations of the Hilton and Exhibits, Inc. The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of his/her property, employees, agents, and guests. The Independent Insurance Agents of Virginia, the Hilton, and Exhibits, Inc., any officer, agent, or employee thereof, will not be liable for any loss, damage, or destruction of exhibitor's property for theft, fire, accident, or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives, or employees. The exhibitor will indemnify and hold harmless the Independent Insurance Agents of Virginia, the Hilton, and Exhibits, Inc., their members, directors, officers, agents, representatives, and employees against any and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees, or any other such persons.
- 6. **EXHIBIT INSTALLATION HOURS:** Day of event 12:30-2:30 p.m. All exhibits must be set up for an inspection by the Exhibit Manager at 2:30 p.m. NO EXCEPTIONS. (Times are subject to change.)
- 7. **CONFIRMATION OF SPACE:** Exhibitors will be notified in writing of booth confirmation (including how to order additional services and shipping info). IIAV reserves the right to make any necessary changes in booth location.
- 8. **SPACE:** If space is not occupied by 2:30 p.m. on, it will be forfeited by the Exhibitor and his/her space may be resold, reassigned, or used by the Exhibit Manager without refund. (Time are subject to change.)
- 9. **DISMANTLING HOURS:** Displays must not be dismantled until the close of the Exhibition at 6:00 p.m. All exhibits must be dismantled and removed from the exhibit area by 8:00 p.m. The Exhibitor authorizes IIAV to remove, at the Exhibitor's expense, any material in the exhibit area belonging to said Exhibitor after 8:00 p.m.
- 10. **PROHIBITIONS:** Subleasing or assigning of booths or a part of a booth is not permitted. Exhibits, signs, or displays are prohibited in any of the public rooms or elsewhere on the premises of the Hilton during the EXPO. Absolutely no alcoholic beverages will be served or given away by exhibitors without prior permission. This will be strictly enforced.
- 11. **CONSENT FOR COMMUNICATION:** I understand that by providing my e-mail address, I give my consent to receive communication sent by or on behalf of the Independent Insurance Agents of Virginia (and its subsidiaries and affiliates) via e-mail.
- 12. **SOUND DEVICES:** The use of sound devices, megaphones, loudspeakers, or other amplified methods of attracting attention is prohibited.
- 13. **AMENDMENT TO REGULATIONS:** All matters and questions not covered by these regulations are subject to the decision of IIAV. The Independent Insurance Agents of Virginia shall have sole authority to circulate, interpret and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the EXPO.



2019 RESOURCE & SOLUTIONS CENTER, JUNE 24TH

Booths: 6'Dx10'W Tables: 6'x2' foyer table **Exhibit space Includes:**

One (1) sign with the name of organization and booth ID number

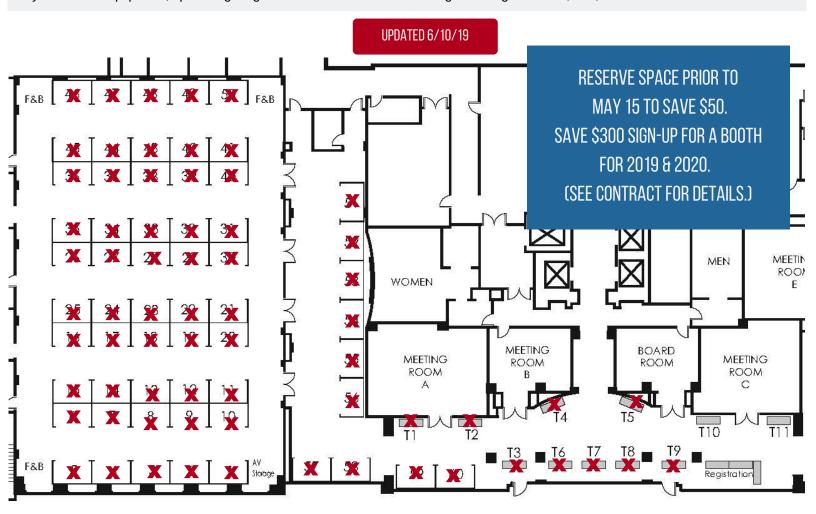
One (1) wastebasket

Two (2) chairs

One (1) 6'x2' custom draped table

The entire exhibit area is carpeted

Any additional equipment, special lighting or decorations should be arranged through Exhibits, Inc., the official R&S Center decorator.



- 1. Prime Ins.
- 2. Insurance House
- 3. Titan Web Marketing
- 4. Watney Insights Network
- 5. Donegal Group
- 6. Hanover Excess & Surplus
- 7. Xpress-Pay
- 8. Trusted Flood Brokerage
- 9. Johnson & Johnson
- 10. AFCO Credit Corp.
- 11. Midwestern Ins. Alliance
- 12. Zenith Insurance Co.
- 13. Safeco/Liberty Mutual
- 14. Applied Underwriters

- 15. First Atlantic Restoration
- 16. Leavitt Group
- 17. Nationwide
- 18. SolePro
- 19. Iroquois Mid-Atlantic
- 20. Harford Mutual Ins.
- 21. Penn Lumbermens Mutual 35. Employers Insurance Grp
- 22. Selective Insurance Co.
- 23. FFVA Mutual
- 24. Sagesure
- 25. Goodville Mutual
- 26. Motorist Insurance Grp.
- 27. Philadelphia Ins. Co.
- 28. Mercury Insurance Grp.

- 29. Houston Int. Insurance Grp. 43. SE Personnel Leasing
 - 30. Jackson Sumner & Assoc. 44. BIIA
 - 31. Xanatek, Inc.
 - 32. Continental Underwriters 46. Commonwealth Undwrt
 - 33. Big "I" National Programs
 - 34. Orchid Insurance

 - 36. Landin, Inc.
 - 37. Narragansett Bay Ins Co.
 - 38. Northern Neck Insurance
 - 39. ICW Group
 - 40. TAPCO Underwriters
 - 41. EZ Lynx
 - 42. Berkshire Hathaway Guard 56. EVOLVE MGA
- 55. Genesee General
 - 57. Grange Insurance

48. Triumph Com. Finance

50. Stonewood Insurance

52. Main St America Group

53. Belfor Restoration

45 ServPro

51. Amerisafe

54. Markel

- 58. Risk Placement Services
- 59. Rider Insurance
- 60. Imperial PFS*
- TI. Rockingham In Co Commercial Elite
- 47. Utica First Ins. Company T2. Assurant Flood Solutions
- 49. Mountain Empire Agency T3. VFSC/SwissRe
 - T4. ePay Policy*

 - T5. Hagerty
 - T6. Acquity Insurance
 - T7. Universal Property & Cas.
 - T8 UGI
 - T9. DRIVESMART Virginia
 - T10. Belpoint Specialty Ins.
 - T11. Bureau of Insuracne

*IIAV Endorsed Vendor X = Sold