

Out of the Gate

October 24-26, 2021

Marriott Virginia Beach Oceanfront

IIAV CONVENTION & TRADE SHOW
Exhibitor & Sponsorship Opportunities



BE A FRONT RUNNER.

Insurance professionals from across of the industry attend this event. Best of all, IIAV's Convention attracts the real decision-makers from around the state. This is your opportunity to meet with the people who make and influence buying decisions.



THE AGENTS WHO SELL YOUR PRODUCTS ARE HERE

- 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 are also invited to attend

*Give them the **tools** they need to stay in the running and **finish strong**.*

HOW YOU BENEFIT:

- 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



*3 hours of **face-to-face** interaction with agents in our Trade Show.*

WHY EXHIBIT?

"I am sure everyone agrees that 2020 was a unique year. Despite holding the 2020 Convention and Trade Show virtually for the first time ever, IIAV ensured that Aspera Insurance had opportunities to get our message to independent agents and engage with our audience. We can't wait to participate in person this year!"

Steven Yavorsky



"The Trade Show is the reason our agency will be returning to the entire convention with multiple attendees. We found the networking and youthful energy very engaging last year. We made some very good connections as well as reaffirming some current relationships with carriers and agents too. In addition to all this, it was fun!"

**John W. Atkins, III, CIC,
Lewis Insurance Associates**

"The 2019 IIAV Convention was such a great experience for our agency! As a new IIAV member, we loved networking with other independent agents, meeting representatives that we have done business with over the years, and making new connections with new companies and vendors was very exciting! As a new independent agent, coming from a direct writer background, we love being a part of this professional and supportive organization who is there to support us and help us grow in every step of our new path!"

**Lynn Cary-Wheeler
Cary-Wheeler & Associates, Inc.**

"I've been attending the IIAV conventions for over 30 years. This is the event to attend for sharing new knowledge, opportunities, and strengthening business relationships! They are always fun, informative, and valued."

Ted Hoover, CIC
 Leavitt Group

"It is a great way to connect with our valued partners and meet new potential customers. We do not have many avenues to showcase something new, promote an innovation or product, or brand our value proposition with the independent agency channel. This has been a great event for our industry! We look forward to this event every year."

Jamey T Walthall, AISM, CPIA



THE MAIN STREET AMERICA GROUP

SPONSOR OPPORTUNITIES

Choose your level based on your desired exposure to attendees.

Platinum 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
- Reserved table for eight (8) at Awards Dinner
- Recognition of sponsorship with name badge ribbon
- Select items that add up to \$5,000 on page 5

Gold Level – \$3,000

- 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
- Recognition of sponsorship with name badge ribbon
- Select items that add up to \$3,000 on page 5

Silver 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 that add up to \$2,000 on page 5

Bronze Level – \$1,000

- Listing on website, in event promotions, & displayed on the sponsor slides before sessions
- Recognition of sponsorship with name badge ribbon
- Select items that add up to \$1,000 on page 5

Copper Level – \$500

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

SPONSOR OPPORTUNITY SELECTIONS

Select options below to add up to your desired sponsorship level from page 4.

\$5,000 - Platinum

\$3,000 - Gold

\$2,000 - Silver

\$1,000 - Bronze

(Number) denotes the number of sponsorships available. **X** denotes selection no longer available.

\$3,000 each

- ☒ (1) **Welcome Gift - Beach tote** featuring your logo
- ☐ (1) **Sponsored drink and cups** featuring your logo at Welcome Reception
- ☐ ☒ (1) **Cube tower** featuring your logo placed on Convention Floor
- ☐

\$2,500 each

- ☒ (1) **Bottled water** featuring your logo
- ☒ (1) **Lanyards** - lanyard featuring your logo
- ☐ (1) **Onsite Program** - back cover-color advertisement

\$2,000 each

- ☒ (1) **Agency attendee name badges** featuring your logo
- ☒ (1) **Beverage napkins** featuring your logo for entire event
- ☒ (1) **Exclusive breakfast sponsor** - your logo at each table - Mon.
- ☒ (1) **Exclusive breakfast sponsor** - your logo at each table - Tues.
- ☒ (1) **Wi-fi host** - includes a dedicated password and signage at registration table and in onsite program
- ☐ ☒ (1) **Awards Banquet Dinner** - your logo at each table & verbal recognition at dinner
- ☐ (3) **Entertainment** following Awards Banquet
- ☒ (1) **Education note pads** - your logo on note pads at session seats
- ☐ (4) **Trade Show reception** - your logo at Trade Show food tables
- ☐ ☒ (3) **Trade Show beverages** - your logo at Trade Show bars
- ☐ ☒ (1) **Keynote: Meredith Powell** - Monday
- ☐ (2) **Keynote: Steve Robinson, RPS** - Tuesday
- ☒ (1) **Pocket agenda** featuring your logo
- ☐ (2) **Registration envelopes** featuring your logo
- ☐ (2) **Hotel room door hangers** featuring your logo

\$1,000 each

- ☒ (2) **First Time Attendee Hospitality Room** - **NEW!**
- ☒ (1) **Attendee Directory** featuring your logo
- ☒ (2) **Badge inserts** - ad, logo, or message behind name badges (size: 3"W x 4"H)
- ☒ (1) **Awards Banquet grand prize**
- ☒ (2) **Session: State of the Industry w/ Commissioner** - your logo on slides & verbal recognition.
- ☒ (1) **Photo booth**
- ☒ (1) **Coffee sleeves** - Monday
- ☒ (1) **Coffee sleeves** - Tuesday
- ☐ ☒ (3) **Trade Show tote insert** - Have a promo item inserted into the first 200 attendee totes. Item must be received by IIAV by **Oct. 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
- ☐ ☒ (3) **Mobile charging station** - choose location by circling one: Education session, Your exhibit booth, or In Trade Show
- ☐ ☒ (2) **Lunch Sponsor** - Tuesday with Lorraine D'Angelo
- ☐ ☒ (2) **Online Registration** - Logo & hyperlink on event registration page
- ☐ (3) **Registration refreshments** - Sunday
- ☐ (3) **Registration refreshments** - Monday
- ☐ (3) **Registration refreshments** - Tuesday
- ☐ (4) **Attendee Self-Parking** for duration of Convention

\$500 each

- ☒ (4) **Registration amenity** - your logo on the label, provided at registration table to all attendees
- ☐ ☒ (2) **Trade Show floor plan poster** & floorplan in onsite program
- ☒ (2) **Trade Show grand prize & passport** featuring your logo
- ☐ (6) **Agent Convention registration** - this option covers the cost of a registration for an agent of your choosing
- ☐ ☒ (2) **Session: Kite Technology** - Monday
- ☐ ☒ (2) **Session: Dave Tralka** - Tuesday
- ☐ ☒ (1) **Session: Mike Beavers** - Tuesday
- ☐ ☒ (2) **Session: Ron Berg** - Tuesday

\$250 each

- ☐ ☒ (4) **First Timers Breakfast room sponsor** - your logo on 3 table signs
- ☐ ☒ (2) **Trade Show prize board** - your logo on prize board
- ☐ ☒ (3) **Product Line reference board** - your logo on electronic board at registration
- ☒ (4) **Coffee Break** - Signage at coffee cart
- ☒ (2) **Session Refreshments** - your logo at refreshments area

Have a sponsorship idea? Give us a call!

Call Joe Hudgins: (804) 747-9300

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:

Indicate your chosen level and complete payment section at bottom.

- ☐ **Platinum:** \$5,000
- ☐ **Gold:** \$3,000
- ☐ **Silver:** \$2,000
- ☐ **Bronze:** \$1,000
- ☐ **Copper:** \$500
- ☐ **A La Carte:** \$250 (or any higher increment not listed)
- ☐ **Already signed up through the 2021 Partner Program.**

➤ Payment Information:

PLEASE PRINT

Company Name: _____ (as it should be promoted)

Full Address: _____

Contact Name: _____

Phone: (____) _____ **Email:** _____

➤ Payment Type:

- ☐ **Invoice me**
- ☐ **Check** (Please make check payable to IIAV and note IIAV Convention in the memo. ***Please also attach a copy of this contract to check.***)
- ☐ **Credit Card**

Card #: _____ **Exp. Date:** _____ **Security Code:** _____

Name on Card: _____ **Billing Zip:** _____

Total: _____ **Signature:** _____

This contract, including the Terms & Conditions on page 8, 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 page 8, governing this contract and I am authorized by my company or organization to sign this contract.

Signature _____ Date _____

Return form to Don Bragg

Email your company logo in a high resolution JPEG, GIF OR EPS format

dbragg@iiaav.com | P: 804-747-9300 | F: 804-747-6557

IIAV, 8600 Mayland Dr. Richmond, VA 23294

2021 TRADE SHOW CONTRACT

2021 Booth Selection	Members:		Non-Members:	
	By 8/31	After 8/31	By 8/31	After 8/31
Aisle booth (exposure to traffic on 1 side)	\$ 725.00	\$ 775.00	\$ 825.00	\$ 875.00
Premium booth (exposure to traffic on at least 2 sides)	\$ 750.00	\$ 800.00	\$ 850.00	\$ 900.00
Foyer Table (as space permits after booths are sold out)	\$ 700.00	\$ 750.00	\$ 800.00	\$ 850.00
Electricity (120v connection at booth)	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Attendee Mailing Labels (Per set. Select below)	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00

☐ Pre-event labels (mailed two weeks prior to event)

☐ Post-event labels (mailed the week after the event)

Booth Information:

NOTE: Space assigned on a first-come, first-served basis.

Please see Trade Show Floorplan
on page 9 for available space.

Indicate placement preference: 1st _____ 2nd choice _____ 3rd choice _____

Electricity? Yes

Do NOT place me near: _____

*Upon receipt of contract, IIAV will send additional communication in regards to booth representatives. Each exhibiting organization may send up to three representatives per booth.

Payment Information:

PLEASE PRINT

Company Name: _____ (as it should be promoted)

Full Address: _____

Contact Name: _____

Phone: (_____) _____ Email: _____

Payment Type:

☐ Invoice me

☐ Check (Please make check payable to IIAV and note IIAV Convention in the memo. *Please also attach a copy of this contract to check.*)

☐ Credit Card

Card #: _____ Exp. Date: _____ Security Code: _____

Name on Card: _____ Billing Zip: _____

Total: _____ Signature: _____

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 _____ Date _____

Return form to Don Bragg

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IIAV, 8600 Mayland Dr. Richmond, VA 23294



October 2021 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 Convention Committee reserves the right to relocate display areas for the benefit of the exhibitor, or for the betterment of the Convention.
2. **PAYMENT AND CANCELLATION POLICY:** Exhibit fees must be paid prior to the event cancellation date. Cancellations received by September 24 will receive a 50% refund and must be in writing. NO refunds after 9/24/21.
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 July. All entertainment within a booth must have prior approval of the Exhibit Manager no later than July. Alterations to the present booth layout must have prior approval of the Exhibit Manager no later than July. Maximum occupants per booth not to exceed 3 persons. **Others cannot 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 no later than July.
5. **LIABILITY:** The exhibitor agrees to protect, save, and keep the Independent Insurance Agents of Virginia, the Marriott, 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 Marriott 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 Marriott, 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 Marriott, 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 by **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. (Times are subject to change.)
9. **DISMANTLING HOURS:** Displays must be dismantled at the close of the Exhibition, **NO SOONER** than **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 Marriott during the Convention. 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 Independent Insurance Agents of Virginia. IIAV 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 Convention.



2021 Trade Show

Monday, October 25

Booths: 6'D x 10'W **Tables:** 6'x2' foyer table

Exhibit Space Includes:

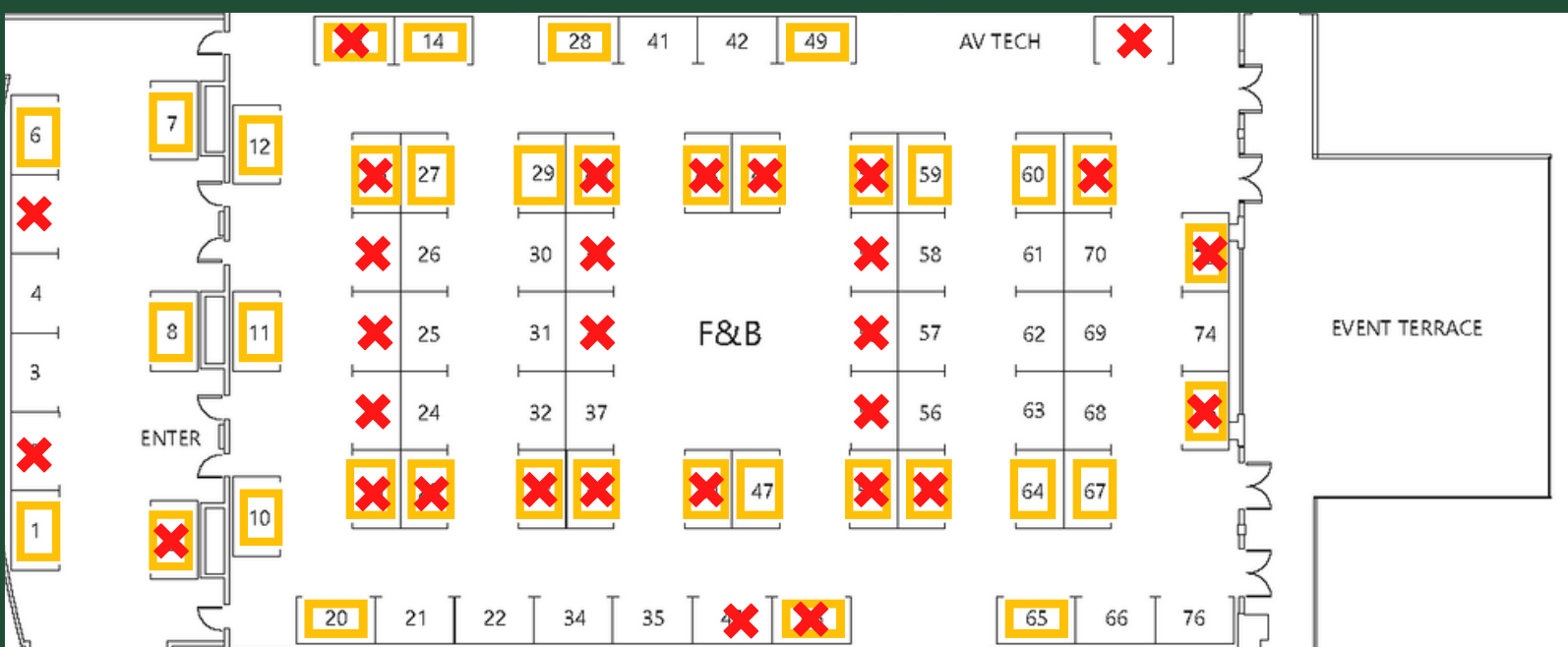
- One (1) 6'x2' custom draped table
- Two (2) chairs
- One (1) sign
- One (1) wastebasket
- The entire exhibit area is carpeted

Important Times:

- Hall Set-up: 12:30pm-2:30pm
- Exhibitor Meeting: 2:30pm
- Exhibit Hall Open: 3:00pm - 6:00pm
- Exhibitor Prize Drawings: 5:30pm
- Exhibitor Breakdown: 6:00pm

Any additional equipment, special lighting or decorations should be arranged through **Exhibits, Inc.**, the official Trade Show decorator.

Updated 5/20/21



 = Premium Booth X = Sold ★ = IIAV Endorsed Vendor

- 1.
2. Synergy Select
- 3.
- 4.
5. Evolve
- 6.
- 7.
- 8.
9. Little Dog
- 10.
- 11.
- 12.
13. West Bend Mutual
- 14.
15. Progressive

16. Mercury
17. Main Mutual Group
18. Berkley Mid Atlantic
19. Goodville Mutual
- 20.
- 21.
- 22.
23. Leavitt Group
- 24.
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.

- 31.
- 32.
33. Donegal Insurance Group
- 34.
- 35.
36. Jackson Sumner & Assoc.
- 37.
38. Risk Placement Services
39. Watney Insights Network Inc.
40. Imperial Finance
- 41.
- 42.
43. Shenandoah Mutual Fire Insurance Co.
44. Falls Lake Insurance
- 45 Brethren Mutual Insurance

46. Iroquois Group
- 47.
48. Summit Consulting
- 49.
50. SageSure
51. Berkshire Hathaway Guard
52. Acuity Insurance
53. US Assurance
54. First Benefits Ins Mutual Inc.
55. Landin Services, LLC
- 56.
- 57.
- 58.
- 59.
- 60.

- 61.
- 62.
- 63.
- 64.
- 65.
- 66.
- 67.
- 68.
- 69.
- 70.
71. Narragansett Bay Ins Co.
72. Amerisafe
73. Aspera Insurance Services
- 74
75. Method Insurance
- 76.

Marriott Virginia Beach Oceanfront



4201 Atlantic Avenue
Virginia Beach, Virginia 23451
(757) 937-4200

Marriott Resort Virginia Beach Oceanfront is located just off the north end of the famous Virginia Beach boardwalk and is a part of The Cavalier Resort, with The Historic Cavalier Hotel and its famed Tarnished Truth Distillery and SeaHill Spa just across the street. Enjoy exceptional amenities including adjacent indoor/outdoor swimming pools, a large 24-hour fitness center and spacious landscaped grounds with bocce ball, fire pits and terraces. Relax in the modern luxury of our hotel's 305 guest rooms and suites, all with sweeping ocean views. Treat yourself to the rooftop wok station and sushi bar at Orion's Roof, or enjoy the salty sea air and scratch cooking with a priority on healthy, mindful eating at Tulu Seaside Bar & Grill.

Deadline for room reservations is Friday, October 1, 2021.

After this deadline, rooms are available on a space and rate available basis.

Reservations may be made via the link below, or online at www.iiav.com/ACinfo.

You may also call (757) 937-4200. Please identify yourself as a member of IIAV 2021 Annual Convention in order to receive the block rate.

Rates are \$179 - \$199, Wednesday through Saturday, October 20 - 30, 2021

[RESERVE YOUR ROOM](#)