

The Trusted Choice<sup>®</sup>

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 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 <mark>tools</mark> they need to stay in the running and <mark>finish strong</mark>.

### **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 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. "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

"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."



"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







#### **KEYNOTE**



**Meridith Elliott Powell** 

#### CHANGE REDEFINED: STRATEGIES TO TURN UNCERTAINTY INTO COMPETITIVE ADVANTAGE

Competitive, challenging and constantly shifting – that is today's marketplace! To grow and compete you need a new set of strategies, a new approach. You need to see the big picture. Understand external trends. Implement strategy with one-hand tied behind your back.

Success belongs to the professional who is ready to buck the status quo. One who sees change as opportunity rather than a threat. The professional who can balance razor like focus with the flexibility to leverage uncertainty. It's time - Courageously ask the hard questions. Increase your agility. Redefine then claim your position in the marketplace.

This high-powered keynote will cover:

- The innovative secrets to thriving in uncertainty
- Powerful strategies to anticipate change and create opportunity
- Cutting-edge tactics to increase your value in the marketplace
- Proven strategies for accelerating growth and gaining competitive advantage
- Vigorous plan for flawless execution

This program is specifically designed to meet the needs of independent agents, no matter your role, organization, or experience level. All members of the agency team as well as those on the company side will walk away with more knowledge and insight than we can possibly say.

### **CONVENTION AGENDA**

#### SUNDAY, OCTOBER 24, 2021

8:00pm - 10:00pm Welcome Reception

#### MONDAY, OCTOBER 25, 2021

8:00am - 9:30am	First Time Attendee Breakfast
8:00am - 9:30am	Breakfast available
9:30am - 11:00am	<b>KEYNOTE: Change Redefined: Strategies to Turn Uncertainty into Competitive Advantage</b> (see description to the left) <i>Meridith Elliott Powell, Business Growth Expert</i>
11:15am - 12:00pm	<b>Emerging Technology Trends for the Modern Agency</b> Jeff Kite, President & Founder, Kite Technology Mr. Kite's session will start with a brief review of current Cyber events, and a look at how they actually occurred. What did a person do or NOT do. Following that, he will cover specific action steps you can take to be more secure and reduce the possibility of becoming a victim. Terms like SSO, MFA, VPN and others will be explained using easy-to-understand analogies.
12:15pm - 1:30pm	Lunch with Commissioner Scott White – The State of the Industry (1 hr. Ethics CE) IIAV is pleased to welcome back Virginia Commissioner of Insurance, Scott A. White. Over lunch, Commissioner White will share with us his perspective on the state of the insurance industry in Virginia. He will also share his vision for the coming year as well as what he believes are the greatest challenges currently facing Virginia's insurance profession.
1:30pm – 3:00pm	Free Time
Post-Time: 3:00pm Finish-Line: 6:00pm	Trade Show - "A Day at the Races"
6:00pm	Enjoy a night on the town

## Register at www.iiav.com/acinfo



COMMISSIONER SCOTT WHITE

## **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 6.

Call Joe Hudgins: (804) 747-9300

\$3.<u>000 - Gold</u> \$5.000 – Platinum \$2,000 - Silver \$1,000 - Bronze (Number) denotes the number of sponsorships available. X denotes selection no longer available. \$3.000 each \$2,500 each 🔀 Welcome Gift – Beach tote featuring your logo 🔀 Bottled water – featuring your logo (1) **Sponsored drink and cups** featuring your logo at Welcome 🔀 Lanyards - featuring your logo (1) **Onsite Program** – back cover-color advertisement Reception (1) Cube tower featuring your logo placed on Convention Floor X (1) **Pens** featuring your logo in all sessions \$1,000 each \$2.000 each 🔀 First Time Attendee Hospitality Room – NEW! X Attendee Directory featuring your logo 🔀 Agency attendee name badges featuring your logo 🔀 Badge inserts – ad, logo, or message behind name badges Beverage napkins featuring your logo for entire event (size: 3"W x 4"H) 🔀 Exclusive breakfast sponsor – your logo at each table – Mon. 🔀 Awards Banquet grand prize 🔀 Exclusive breakfast sponsor – your logo at each table – Tues. Session: State of the Industry w/Commissioner – your logo on 🔀 Wi-fi host – includes a dedicated password and signage at slides & verbal recognition. registration table and in onsite program 🔀 Photo booth 🔀 Awards Banquet Dinner – your logo at each table & verbal 🔀 Coffee sleeves - Monday recognition at dinner Coffee sleeves - Tuesday (3) Entertainment tollowing Awards Danges. Education note pads – your logo on note pads at session seats (3) Entertainment following Awards Banquet (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. (3) **Trade Show reception** – your logo at Trade Show food tables List item here: (3) **Trade Show beverages** – your logo at Trade Show bars (Limit: 2 paper inserts, not to exceed 8.5"x11") (1) Keynote: Meredith Powell – Monday Hotel key sleeves featuring your logo (2) Keynote: Steve Robinson, RPS – Tuesday Cell phone card pockets featuring your logo Pocket agenda featuring your logo (1) Mobile charging station – choose location by circling one: (2) **Registration envelopes** featuring your logo Education session, Your exhibit booth, or In Trade Show 🔀 (2) Hotel room door hangers featuring your logo (1) Lunch Sponsor – Tuesday with Lorraine D'Angelo (2) Online Registration – Logo & hyperlink on event registration page (3) **Registration refreshments** – Sunday \$500 each (1) **Registration refreshments** – Monday (3) Registration refreshments – Tuesday 🔀 Registration amenity - your logo on the label, provided at (3) Attendee Self-Parking for duration of Convention registration table to all attendees X Trade Show floor plan poster & floor plan in onsite program X Trade Show grand prize & passport featuring your logo (6) Agent Convention registration - this option covers the cost of \$250 each a registration for an agent of your choosing (3) **First Timers Breakfast room sponsor** – your logo on 3 table **Session:** Jeff Kite – Monday signs (1) Session: Dave Tralka - Tuesday 🔀 Trade Show prize board – your logo on prize board (1) Session: Mike Beavers - Tuesday (1) **Product Line reference board** – your logo on electronic board (1) **Session:** Ron Berg-Tuesday at registration Coffee Break - Signage at coffee cart Session Refreshments – your logo at refreshments area Have a sponsorship idea? Give us a call!

7

## **SPONSOR CONTRACT**

8

Order options to add up to your desired sponsorship level from page 7. **Return pages 8-9 for processing.** (Trade Show Contract – page 10.)

Sponsor Levels:		
	mplete payment section at bottom	n.
<ul> <li>Platinum: \$5,000</li> <li>Gold: \$3,000</li> <li>Silver: \$2,000</li> <li>Bronze: \$1,000</li> <li>Copper: \$500</li> <li>A La Carte: \$250 (or any high</li> <li>Already signed up through the signed up the signed u</li></ul>	ner increment not listed)	sponsorship choices from page 7
> Payment Informati	ion:	
PLEASE PRINT		
Company Name:		
Full Address:		
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Invoice me Check (Please make check payable to Credit Card Card #:		lease also attach a copy of this contract to check.* Security Code:
Name on Card:		
 Total: Signa		
This contract, including the Terms & Conditi	ions on page 8, embodies the whole ag	greement of the parties hereto. There are no ned herein. This contract shall supersede all
previous communications, repres	sentations and agreements, whether ve	erbal or written between parties. communication sent by or on behalf of the
previous communications, repres	sentations and agreements, whether ve	communication sent by or on behalf of the
previous communications, repres I understand that by providing my e-mail Independent Insurance A I have read, understood and agree to the ab	sentations and agreements, whether ve address, I give my consent to receive c Agents of Virginia (and its subsidiaries o	communication sent by or on behalf of the and affiliates) via e-mail. nditions, as they appear on page 8, governing
previous communications, repres I understand that by providing my e-mail Independent Insurance A I have read, understood and agree to the ab	sentations and agreements, whether ve address, I give my consent to receive o Agents of Virginia (and its subsidiaries o pove-stated terms and the Terms & Con authorized by my company or organizat	communication sent by or on behalf of the and affiliates) via e-mail. Inditions, as they appear on page 8, governing ion to sign this contract.

### **2021 TRADE SHOW CONTRACT**

		<b>AA</b> = ===	bers:	Nov AA	embers:
2021 Booth Selection	on	By 8/31	After 8/31	By 8/31	After 8/31
	sure to traffic on 1 side)	\$ 725.00	\$ 775.00	\$ 825.00	\$ 875.00
, i	sure to traffic on at least 2 sides)		\$ 800.00	\$ 850.00	\$ 900.00
	permits <b>after</b> booths are sold out)	1	\$ 750.00	\$ 800.00	\$ 850.00
	permits <b>after</b> booths are sold out) connection at booth)	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
	abels (Per set. Select below)		\$ 35.00	\$ 35.00	\$ 35.00
Pre-event labels (r	mailed two weeks prior to ev (mailed the week after the e	ent)	000	\$ 55.00	
Booth Infor	mation.		<u>Please se</u>	e Trade Show Fl	<u>oorplan</u>
	ed on a first-come, first-serve	on page 9 for available space.			
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l Address:					•
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Invoice me Check (Please make) Credit Card	e check payable to IIAV and note II/				
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e no promises, terms, condit all previous comm have read, understood and governing this	erms & Conditions on the reve ions, understandings or obligo unications, representations ar agree to the above-stated te s contract and I am authorized	ations other than nd agreements, erms and the Ter d by my compan	n those contained whether verbal or ms & Conditions, y or organization Date	l herein. This con written betweer as they appear to sign this cont	tract shall supersed n parties. on the reverse side ract.
	<b>Return fo</b> <u>dbragg@iiav.com</u>   P: 8	orm to Don B 304-747-9300	~~	57	
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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. <u>Others cannot rotate in/out during the show without an event registration.</u>

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, 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 bocoth 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.



**1.Kemper Specialty Auto** 

- 2. Podium
- 3. Affinity HR Group
- 4. Big | Hires
- 5. Evolve
- 6. Bureau of Insurance
- 7. Philadelphia Insurance
- Companies
- 9. Little Dog Social Media
- 10. Commonwealth Under-
- writers Ltd
- 11. ePayPolicy
- **12. Jencap Insurance**
- 13. West Bend Mutual
- 14. ICW Group Insurance
- Companies **15. Progressive**

**20. Peoples Premium Finance 21. Pie Insurance** 22. Harford Mutual Ins Group

17. Main Mutual Group

18. Berkley Mid Atlantic

19. Goodville Mutual

16. Mercury

- 23. Leavitt Group
- 8. Liberty Mutual & Safeco Ins.24. Pennsylvania Lumbermen's
  - **Mutual Insurance Group**
  - 25. Victor Insurance Managers
  - 26. Johnson & Johnson
  - 27. Savvi Insurance
  - 28. Hippo Insurance
  - 29. The National Registry of
  - **Cyber Liability Specialists**
  - **30. Neptune Flood**

- 32. Nationwide Insurance
- 33. Donegal Insurance Group
- 34. Xpress-pay
- 35. Aflac Broker Solutions
- 36. Jackson Sumner & Assoc.
- **37. VFSC**
- 38. Risk Placement Services
- 39. Watney Insights Network Inc. 54. First Benefits Ins Mutual Inc.
- 40. Imperial Finance
- 41. Applied Underwriters
- 42. Imperial Finance
- 43. Shenandoah Mutual Fire
- Insurance Co.
- 44. Falls Lake Insurance
- 45. Brethren Mutual Insurance

- 47. Tapco Underwriters
- 48. Summit Consulting
- 49. Wunderite
- 50. SageSure
- 51. Berkshire Hathaway Guard
- **52. Acuity Insurance**
- 53. US Assurance
- 55. Landin Services, LLC
- 56. Amwins
- 57. Stillwater Insurance Services
- 58. Kite Technology Group
- 59. CRC Group
- 60. ServPro of Virginia Beach

- 61. Pathpoint
- 62. Westfield Insurance
- **63. Skyward Specialty Insurance**
- 64. Capital Premium Finance
- 65. MSP Design
- 66. Non-Profit Insurance Alliance
- 67. Selective Flood
- 68. Grange Insurance
- 69. Markel
- 70. Smart Choice Agents
- 71. Narragansett Bay Ins Co.
- 72. Amerisafe
- 73. Aspera Insurance Services
- 74. AIS Network 75. Method Insurance
- 76. Bass Underwriters

# Marriott Virginia Beach Oceanfront

12



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 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 <u>www.iiav.com/ACinfo</u>. 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**