



October  
11-14,  
2020

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Marriott Virginia  
Beach Oceanfront

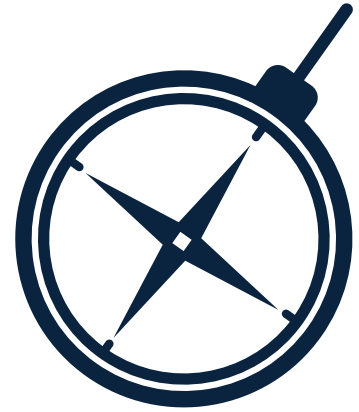
A large, stylized yellow compass rose is centered on the page. It consists of a circular ring with eight sharp, triangular points extending outwards, resembling a compass rose or a star.

NAVIGATING  
THE  
FUTURE

**IIAV CONVENTION & EXPOSITION**  
Exhibitor & Sponsorship Opportunities

# BE THE TRUE NORTH FOR INDEPENDENT AGENTS.

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 welcome to attend

Give them the **tools** they need to  
**navigate** in the coming year **& beyond.**

## 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



dedicated hours of  
face-to-face interaction with  
agents in our  
Resource & Solution Center.

# WHY EXHIBIT?

## ▶ What people are saying

"We love the opportunity to meet new agencies along with engaging with our existing clients!

Nothing is better than the IIAV Trade show for helping us with this!"



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! We can't wait until 2020 IIAV Convention!"

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

"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

EMPLOYERS is committed to the Independent agent and working closely with IIAV is a must! Their convention and trade shows are top notch!!

Beth Ruff

**EMPLOYERS**

America's small business insurance specialist.®

# SPONSOR OPPORTUNITIES

Choose your level based on your desired exposure to attendees.



## PLATINUM LEVEL – \$5,250

- 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
- Reserved table for eight (8) at Awards Dinner
- Recognition of sponsorship with name badge ribbon
- Select items from that add up to \$5,250 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
- One (1) sponsored agent convention registration
- Recognition of sponsorship with name badge ribbon
- Select items from that add up to \$3,000 on page 5



## SILVER LEVEL – \$2,250

- 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 from that add up to \$2,250 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 from 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 OPPORTUNITIES... CONT.

Select options below to add up to your desired sponsorship level from page 5.

**\$5,250 - Platinum**

**\$3,000 - Gold**

**\$2,250 - Silver**

**\$1,000 - Bronze**

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

## \$3,000 each

- X**(1) Welcome Gift - beach towels featuring your logo
- X**(1) Sponsored drink and cups featuring your logo at Welcome Reception
  - o (1) Pens featuring your logo in all education sessions
- X**(1) Cube towers featuring your logo placed on Convention Floor  
**New** - we can show you examples...

## \$2,500 each

- X**(1) Bottled water featuring your logo  
(Previous year's sponsor has first right of refusal.)
- o (1) Lanyards - lanyard featuring your logo  
(Previous year's sponsor has first right of refusal.)
- X**(1) Onsite Program - back cover-color advertisement  
(Previous year's sponsor has first right of refusal.)

## \$2,000 each

- X**(1) Agency attendee name badges featuring your logo
- X**(1) Beverage napkins featuring your logo for entire event
- X**(1) Exclusive breakfast sponsor - your logo on all table signs - Thur.
- X**(1) Exclusive breakfast sponsor - your logo on all table signs - Fri.
- X**(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
- X**(1) Education note pads - your logo at session seats for notes
- o (~~4~~; 3) Resource & Solution Center reception - your logo at R&S Center food tables
- o (4) Resource & Solution Center Beverages - your logo at R&S Center bars
- o (~~2~~; 1) Keynote: Leadership in Crisis - Thursday
- o (2) Keynote: Building a Well-Coordinated Team - Friday
- X**(1) Pocket agenda featuring your logo
- X**(2) Registration envelopes featuring your logo
- X**(2) Hotel room door hangers featuring your logo

## \$1,000 each

- X**(1) Attendee Directory featuring your logo
- X**(2) Badge inserts - ad, logo, or message behind name badges  
(size: 3"Wx4"H)
- X**(1) Awards Banquet grand prize
- X**(2) Session: State of the Industry w Commissioner - Friday- your logo on slides & verbal recognition.
- X**(1) Photo booth
- X**(1) Coffee sleeves - Thursday
- X**(1) Coffee sleeves - Friday
- o (~~4~~; 2) 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")
- X**(1) Hotel key sleeves featuring your logo
- X**(1) Cell phone card pockets featuring your logo
  - o (~~6~~; 1) Mobile charging station -choose location:
    - o Education session,
    - o Your booth, or
    - o In R&S Center
- X**(3) Resource & Solution Center tote featuring your logo  
(canvas or beach tote)
- X**(3) Boxed Lunch Sponsor - Thursday (Logo on food tables)
  - o (~~3~~; 1) Lunch Buffet Sponsor - Friday (Logo on food tables)
  - o (~~3~~; 1) Online Registration (Logo and hyperlink on event reg. page)
  - o (~~3~~; 2) Registration refreshments - Wednesday
  - o (3) Registration refreshments - Thursday
  - o (3) Registration refreshments - Friday
  - o (~~4~~; 3) Attendee Self Parking for duration of convention

## \$500 each

- X**(4) Registration amenity (Your logo on the label, provided at registration table to all attendees.)
- X**(3) R&S Center floorplan poster & floorplan in onsite program
- X**(2) R&S Center grand prize & passport featuring your logo
- X**(3) Breakout: High Performance Culture - Thursday
  - o (~~3~~; 1) Breakout: LinkedIn Basic - Thursday
  - o (3) Breakout: Insuring Watercraft - Thursday
  - o (~~3~~; 2) Breakout: Agency Technology Overview - Thursday
  - o (3) Breakout: Marketing & Branding- Friday
  - o (~~3~~; 2) Breakout: Ethics - Friday
  - o (~~3~~; 2) Breakout: Mergers & Acquisitions - Friday
  - o (3) Breakout: LinkedIn Advanced - Friday
  - o (3) Breakout: CE Law Update - Friday
- X**(3) Breakout: Personal Lines - Friday

## \$250 each

- X**(8) Breakfast sponsor - your logo on 3 table signs - Thursday
- X**(8) Breakfast sponsor - your logo on 3 table signs - Friday
  - o (~~8~~; 2) First Timers Breakfast sponsor - your logo on 3 table signs - Thursday
- X**(6) Resource & Solution Center prize board - your logo on prize board
- X**(6) Product Line reference board - your logo on electronic board at registration

# 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: \$5,250
- Gold: \$3,000
- Silver: \$2,250
- Bronze: \$1,000
- Copper: \$500 and below
- Already signed up through the 2020 Partner Program. (Check this option and return page 5 with your chosen items adding up to your sponsorship level.)

## 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 the reverse side, governing this contract and I am authorized by my company or organization to sign this contract.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Return form to Ally Barbour (within 5 business days)

P: 804-747-9300 | F: 804-747-6557 | abarbour@iiv.com

IIAV, 8600 Mayland Dr. Richmond, VA 23294

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

# 2020 Resource & Solution Center Contract

2020 Booth Selection	Members:		Non-Members:	
	By 5/15	After 5/15	By 5/15	After 5/15
<input type="checkbox"/> Aisle booth (exposure to traffic one side)	\$ 725.00	\$ 775.00	\$ 825.00	\$ 875.00
<input type="checkbox"/> Corner booth (exposure to traffic two sides)	\$ 750.00	\$ 800.00	\$ 850.00	\$ 900.00
<input type="checkbox"/> Foyer Table (as space permits when all booths are sold)	\$ 700.00	\$ 750.00	\$ 800.00	\$ 850.00
<input type="checkbox"/> Electricity (120v connection at booth)	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
<input type="checkbox"/> Attendee Mailing Labels (per set)	\$ 35.00	\$ 35.00	\$ 35.00	\$ 35.00

- Pre-event labels (mailed 2 weeks prior to event)  Post-event labels (mailed week after event)
- I'd like to save \$300 by reserving my booth for Monday, June 28, 2021

## BOOTH INFORMATION:

Please see Resource & Solution Center Floorplan on page 9 for available space.

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

- Indicate placement preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd choice \_\_\_\_\_
- 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 in the memo for IIAV Convention. \*Please also attach a copy of this contract to check.\*)
- Credit Card

Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Billing Zip \_\_\_\_\_  
 Total: \_\_\_\_\_ Signature \_\_\_\_\_

Return form to Rebecca Arnold (within 5 business days)

P: 804-747-9300 | F: 804-747-6557 | rarnold@iiav.com | IIAV, 8600 Mayland Dr. Richmond, VA 23294

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 \_\_\_\_\_



# 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 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.  
2020 - Cancellations received by May 15 will receive a 50% refund and must be in writing. NO refunds after 5/15/20.  
2021 - Cancellations received by May 15 will receive a 50% refund and must be in writing. NO refunds after 5/15/21
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 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 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 March.
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. (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 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 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 Convention.





# 2020 Resource & Solution Center

## Monday, October 12th

Booths: 6'Dx10'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

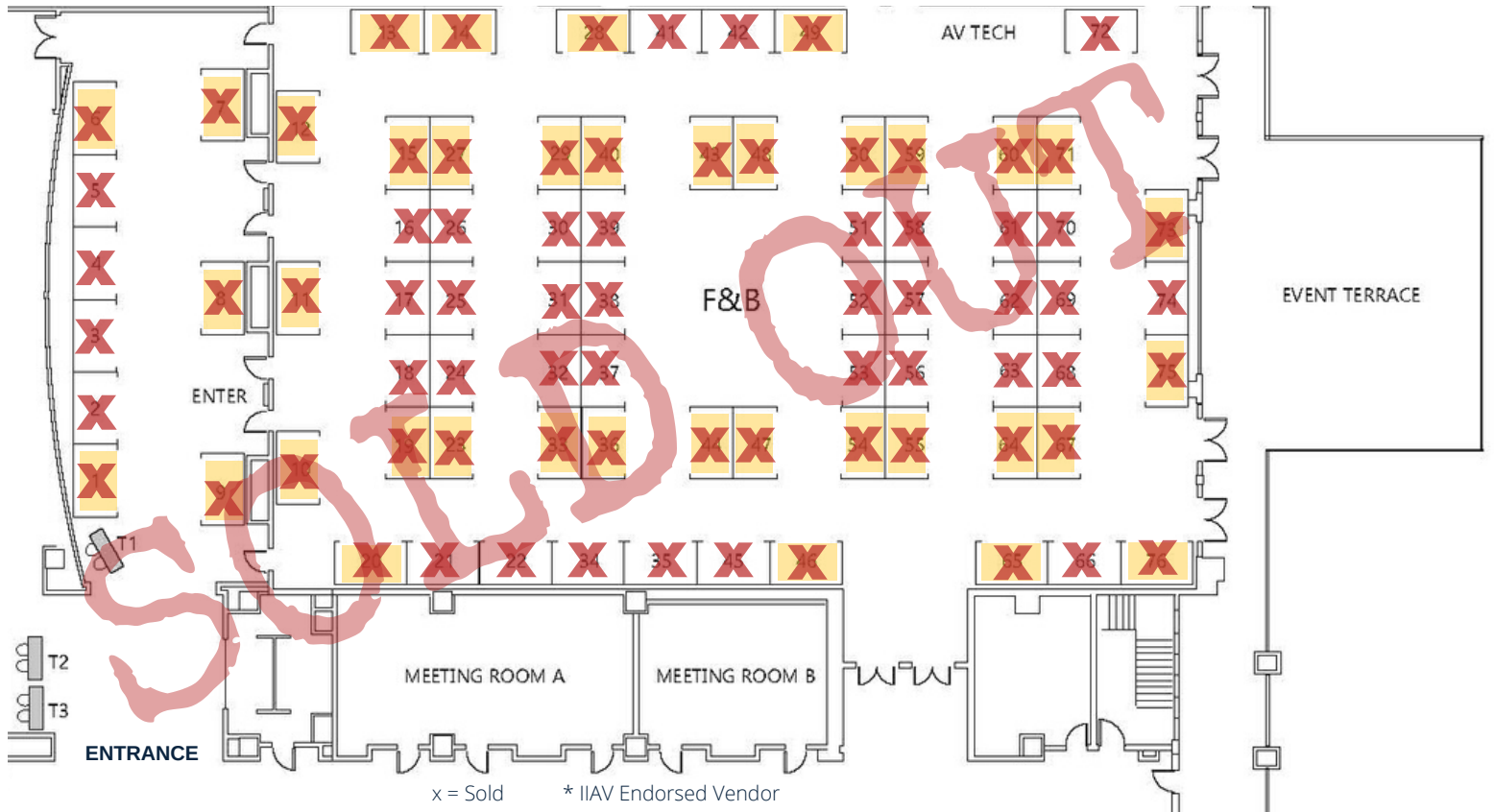
### Important Times:

- Hall Set-up: 12:30pm-2:30pm
- Exhibitor Meeting: 2:30pm-2:45pm
- Exhibitor Prize Drawings: 5:30pm
- Exhibitor Breakdown: 6:00pm

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

 Denotes corner booth pricing  Denotes filled booth

Updated 2/18/2020



x = Sold \* IIAV Endorsed Vendor

- |                               |                                |                                 |                                 |                                |
|-------------------------------|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| 1. Grange Insurance           | 17. Assurant Flood Solutions   | 33. HomeTech                    | 49. Liberty Mutual/Safeco       | 65. Midwestern Ins Alliance    |
| 2. Commonwealth Underwriters  | 18. Harford Mutual Ins         | 34. Brethren Mutual Ins.        | 50. Kite Technology Group       | 66. Houston International Ins. |
| 3. Utica First                | 19. Progressive Ins.           | 35. Orchid Insurance            | 51. Homeowners of America Ins   | 67. Mercury Ins Company        |
| 4. Advisor Evolved            | 20. Acuity Ins.                | 36. Donegal Ins Group           | 52. Zenith Ins Company          | 68. RPS                        |
| 5. Pie Insurance              | 21. TAPCO Underwriters, Inc.   | 37. First Benefits Ins. Mutual  | 53. Berkshire Hathaway Guard    | 69. Hanover Excess & Surplus   |
| 6. Philadelphia Ins Companies | 22. APCO Credit Corp           | 38. Imperial PFS*               | 54. Applied Underwriters        | 70. EZLynx                     |
| 7. Genessee Ins.              | 23. Falls Lake Insurance Co    | 39. Watney Insights Network     | 55. Berkley Mid-Atlantic Group  | 71. Benefinder                 |
| 8. SERVPRO                    | 24. Pennsylvania Lumbermans    | 40. Selective Ins. Flood-PL     | 56. Belfor Property Restoration | 72. Little Dog Social Media    |
| 9. Employers                  | 25. Big I Hires                | 41. State Auto Ins. Companies   | 57. Victor Ins.                 | 73. Aspera Ins. Services       |
| 10. Insurance House           | 26. SouthEast Personal Leasing | 42. Liberty Mutual/Safeco       | 58. Nationwide Ins.             | 74. West Bend Mutual Ins.      |
| 11. Amerisafe                 | 27. Rockingham Ins. Group      | 43. Narragansett Bay Ins.       | 59. Triumph Commercial Finance  | 75. Smart Choice               |
| 12. Leavitt Group             | 28. ICW Group                  | 44. Prime Ins Company           | 60. Goodville                   | 76. UIG                        |
| 13. Main Street America Group | 29. SageSure Ins. Managers     | 45. MEMIC                       | 61. Titan Web Mktg Solutions    | T1. EVOLVE MGA                 |
| 14. Iroquois Mid-Atlantic     | 30. Johnson & Johnson          | 46. MEMIC                       | 62. Markel Specialty            | T2. Bureau of Insurance        |
| 15. Jackson Sumner & Assoc.   | 31. Trusted Flood Brokerage    | 47. ePayPolicy                  | 63. Xanatek                     | T3. VFSC/SwissRE               |
| 16. Xpress-Pay                | 32. AmWINS Group, Inc.         | 48. Shenandoah Mutual Fire Ins. | 64. Landin, Inc.                |                                |