



CELEBRATING THE PAST AND COMMITTED TO THE FUTURE

EXHIBITOR/SPONSOR BROCHURE
 IIAV'S 125TH CONVENTION AND TRADESHOW
 JUNE 25 - 27, 2023 MARRIOTT VIRGINIA BEACH OCEANFRONT

STEP THROUGH TIME WITH IIAV

Insurance professionals from across the industry attend this event. Best of all, the Independent Insurance Agents of Virginia's annual Convention and Trade Show attracts the real decision-makers from around the state. This is your opportunity to meet with the people who make and influence buying decisions. And this year is bound to be the most exciting year yet, as we are celebrating one hundred and twenty five years!

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



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
- Analyze your competitive position
- 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



CONVENTION SCHEDULE

SUNDAY - JUNE 25

7:00pm - 8:00pm **First Timer & Young Agent Reception**

8:00pm - 10:00pm **Welcome Dessert Reception: *Step Into the Past***

MONDAY - JUNE 26

7:45am - 8:45am **BREAKFAST BUFFET**

9:00am - 10:30am **KEYNOTE: *The Future is Now***
Crystal Washington

10:45am - 11:45am **Midmorning Session: *The State of the Industry***
Commissioner Scott White

11:45am - 12:15pm **LUNCH: Grab n' Go to a Breakout**

12:15pm - 1:15pm **BREAKOUT SESSIONS 1:**

1A: *Regulator Update*
Richard Tozer, Bureau of Insurance

1B: *Cyber Insurance: Where We Have Been and Where We are Going?*
Dillon Behr, RPS

1:30pm - 2:30pm **BREAKOUT SESSIONS 2:**

2A: *Past Mistakes that Lead to Future Lawsuits*
Doug Palais, Esq., JD

2B: *Replacement Cost... Really Isn't what You've Told Them*
Chris Boggs, IIABA

3:00pm - 6:30pm **TRADESHOW: *A Stroll Through Time***

TUESDAY - JUNE 27

8:00am - 9:15am **BREAKFAST BUFFET**

9:30am - 10:30am **KEYNOTE: *Insurance Trends for the Future***
Doug Smith, Erie

10:45am - 11:45am **Midmorning Session: *The Future for the Independent Agent***
Jon Jensen, Correll Insurance Group, Past President IIABA

12:00pm - 1:00pm **LUNCH N' LEARN: *Tips & Tricks for Recruiting Today***
Lisa Ritchie, The Affinity HR Group

6:30pm **Awards Banquet: *Slipping into the Future***
Reception & VAIA Silent Auction
Dinner & Dessert Reception



HERE'S A TIP!

SEVERAL OF OUR EVENTS THIS YEAR ARE THEMED! OUR OPENING DESSERT RECEPTION IS INSPIRED BY THE ROARING TWENTIES, AND OUR TRADE SHOW IS A WALK THROUGH THE DECADES... AND EVEN A STEP INTO THE FUTURE.

FEELING EXTRA FESTIVE? BE SURE TO DRESS FOR THE TIME!

A LOOK AT OUR SPEAKERS



Crystal Washington

The Future is Now

Infusing humor, Crystal is known for her ability to take complex technology topics and make them easy to understand and accessible for everyday professionals and small business owners, across generations. Whether talking about her crazy technology missteps or how to combine online with offline customer interactions to build relationships, audiences relate to her practical, non-tech jargon approach to using tech to make us all more efficient, effective, and connected.



Dillon Behr

Cyber Insurance: Where We Have Been and Where We are Going?



Chris Boggs

Replacement Cost... Isn't Really What You've Told Them



Jon Jensen

The Future for the Independent Agent



Doug Palais Esq., JD

Past Mistakes that Lead to Future Lawsuits



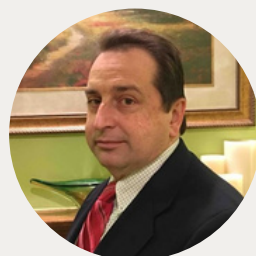
Lisa Ritchie

Tips & Tricks for Recruiting Today



Doug Smith

Insurance Trends for the Future



Richard Tozer

Regulator Update



Commissioner Scott White

The State of the Industry

The opportunity to hear from industry leaders and experts is one that is hard to pass up. To have your thoughts challenged and to have the opportunity to expand your knowledge is a great privilege, and we have chosen an awesome and diverse lineup.

SPONSORSHIP LEVELS

THE INDEPENDENT INSURANCE AGENTS OF VIRGINIA'S 2023 CONVENTION & TRADE SHOW

Choose your company's level of sponsorship as a package below or by selecting specific opportunities from the available options on the following page

Platinum Level - \$4,500

- Logo on website, in event promotions, & displayed on the sponsor slides before sessions
- Large logo displayed at the exhibit hall entrance
- One (1) representative at IIAV Board Dinner
- Full-page color ad in onsite program
- Two (2) complimentary convention registrations
- Recognition of sponsorship with name badge ribbon
- Select items that add up to \$4,500 from the following page

Gold 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
- Half-page color ad in onsite program
- One (1) complimentary convention registrations
- Recognition of sponsorship with name badge ribbon
- Select items that add up to \$2,500 from the following page

Silver Level - \$1,500

- 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
- Recognition of sponsorship with name badge ribbon
- Select items that add up to \$1,500 on from the following page

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 from the following page

Copper Level - \$500

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

SPONSORSHIP OPPORTUNITIES

\$3,500

- ☐ Drink Cups - Tradeshow - Featuring sponsor logo
- ☒ Drink Cups - Receptions - Featuring Sponsor Logo
- ☒ Lanyards featuring your logo
- ☒ Name Badges - Featuring your logo on all badges
- ☒ Water
- ☒ Welcome Gift/Beach Tote featuring your logo

\$1,000

- ☒ Coffee Sleeves - Monday
- ☒ Coffee Sleeves - Tuesday
- ☒ (2)Lunch-N-Learn - Tuesday
- ☒ (5)Mobile Charging Station
- ☒ Name Badge Insert
- ☒ (3)Speaker- Commissioner White - Monday
- ☒ (3)Speaker- Jon Jensen - Tuesday

\$2,500

- ☒ Beverage Napkins
- ☒ Onsite Program back cover-color advertisement
- ☒ Tradeshow Artist
- ☐ Welcome Dessert Reception - Entertainment - Casino
- ☐ Wi-fi Host

\$750

- ☒ (2) Registration Desk Treat - Sunday
- ☒ (2) Registration Desk Treat - Monday
- ☒ (3) Trade Show - Grand Prize & Passport

\$2,000

- ☐ (4)Awards Banquet - Dinner & Entertainment
- ☐ Awards Banquet Grand Prize
- ☒ Hotel Key Sleeves
- ☐ (2)Hotel Room Door Hangers
- ☐ Note Pads for Sessions
- ☐ Pens for Sessions
- ☒ Photo Booth
- ☐ Pocket Agenda
- ☐ (2)Registration Envelopes
- ☐ (2)Keynote: Crystal Washington - Monday
- ☐ (2)Keynote: Doug Smith - Tuesday
- ☐ (4)Tradeshow Bar logo featured at bars
- ☐ (4)Tradeshow Savory Nibbles logo featured

\$500

- ☒ (3)Breakout Session 1A - Richard Tozer
- ☒ (3)Breakout Session 1B - Dillon Behr
- ☐ (3)Breakout Session 2A - Doug Palais
- ☐ (3)Breakout Session 2B - Chris Boggs
- ☒ (2)Breakout Session 1A/2A - Refreshments - Monday
- ☒ (2)Breakout Session 1B/2B - Refreshments - Monday
- ☐ (4)Envelope Insert (sponsor provided)
- ☐ (2)Registration Desk Treat - Tuesday
- ☒ (3)Tradeshow Floorplan Poster
- ☐ (5>Welcome Gift (sponsor provided)

\$1,500

- ☒ (2)Attendee Directory
- ☐ (2)Awards Cocktail Reception - Tuesday
- ☐ (2)Awards Dessert Reception - Tuesday
- ☐ (2)Breakfast Sponsor - Monday
- ☐ (2)Breakfast Sponsor - Tuesday
- ☐ (2)Cube Tower
- ☐ (2)Lunch Sponsor - Monday
- ☐ (3)Online Registration
- ☐ (2)Dessert Reception - Desserts - Sunday
- ☐ (2)Dessert Reception -Spirits - Sunday

\$250

- ☒ (4)Coffee Breaks
- ☐ (6)Company Sponsored Agent Registration
- ☒ (5)First Timers & Young Agents Welcome Reception
- ☒ (5)Product Line Reference Board
- ☒ (6)Trade Show Prize Board

EXHIBIT BOOTH AND SPONSORSHIP SELECTIONS

2022 EXHIBIT BOOTH PRICING:

	<u>MEMBERS</u>		<u>NON-MEMBERS</u>	
	By 4/30	After 4/30	By 4/30	After 4/30
AISLE BOOTH (exposure to traffic on 1 side)	\$750	\$850	\$900	\$1000
PREMIUM BOOTH (exposure to traffic on at least 2 sides)	\$780	\$880	\$1000	\$1100
FOYER TABLE (as space permits after booths are sold out)	\$720	\$820	\$850	\$950

Each exhibiting organization may send up to TWO representatives per booth. Booth representatives who would like to attend additional convention programs will need to register as an attendee. Pre-Event email list will be sent two weeks prior to convention

BOOTHS: 6'D X 10'W TABLES: 6'X2' FOYER TABLE

Booth Space Includes

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

Important Times

- Hall Set-up: **1:30pm-2:30pm**
- Exhibitor Booth Check: **2:30pm**
- Exhibit Hall Open: **3:00pm - 6:30pm**
- Exhibitor Prize Drawings: **6:00pm**
- Exhibitor Breakdown: **6:30pm**

Any additional equipment, special lighting, or decorations should be arranged through **Exhibits, Inc., or The Marriott Virginia Beach Oceanfront.**

BOOTH INFORMATION:

Indicate placement preference by booth number:

1st Choice _____

2nd Choice _____

3rd Choice _____

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

EXHIBIT BOOTH TOTAL: \$ _____



REGISTER ONLINE

INDICATE SPONSORSHIP SELECTIONS BELOW:

Sponsorship Item: _____ Value: \$ _____

Sponsorship Item: _____ Value: \$ _____

Sponsorship Item: _____ Value: \$ _____

Sponsorship Sub-Total: \$ _____

SPONSORSHIP TOTAL: \$ _____

COMPANY NAME: _____

SPONSOR & TRADESHOW CONTRACT

COMPANY CONTACT INFORMATION:

PLEASE PRINT

COMPANY NAME: _____

COMPANY ADDRESS: _____ (AS IT SHOULD BE PROMOTED)

COMPANY CITY: _____ STATE _____ ZIP _____

CONTACT NAME: _____ CONTACT TITLE: _____

PHONE: (____) _____ EMAIL: _____

COMPANY WEBSITE: _____

CELLPHONE: (____) _____

BOOTH ATTENDEE #1 NAME: _____

EMAIL: _____ CELL PHONE _____

BOOTH ATTENDEE #2 NAME: _____

EMAIL: _____ CELL PHONE _____

☐ Invoice Company

☐ Check (Please make check payable to IIAV and note IIAV Convention 2023 in the memo.)

☐ Credit Card

Card #: _____ Exp. Date: _____

Name on Card: _____

Security Code: _____ Billing Zip: _____

Sponsorship Total \$ _____

Exhibit Booth Total \$ _____

TOTAL TO BE PAID \$ _____

I agree for the total amount indicated above to be charged to the provided credit card.

Signature: _____ Date: _____

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.

Print Name: _____ Title: _____

Signature: _____ Date: _____

TRADE SHOW FLOORPLAN



We are doing things a little differently this year. 125 years is no small feat, and we're celebrating our wonderful industry throughout the decades and even into the future! So when choosing your booth this year pay attention to where it is! Participation isn't mandatory... But how could you resist? Especially when the best booth gets a prize!

All booths 10 ft wide and 6 feet deep - pink booths are premium

- | | | | |
|------------------------------|-----------------------------|----------------------------|-------------------------|
| 1. | 22.EMC | 43.Landin Services LLC | 64. |
| 2.Memic | 23.West Bend | 44.Common Underwriters | 65.National General Ins |
| 3.Memic | 24.Frank Winston Crum | 45.Kite Technology | 66.Narragansett |
| 4.VA Bureau of Insurance | 25.Harford | 46.Summit | 67. |
| 5. | 26.Savvi | 47.Amerisafe | 68. |
| 6. | 27.Grange Insurance | 48.Applied Systems | 69.Mercury |
| 7. | 28.Iroquois Mid-Atlantic | 49.Westfield | 70. |
| 8.Erie Insurance | 29.JM Wilson Corp | 50.Imperial PFS | 71. |
| 9. New England Excess Ex | 30. | 51.RPS | 72.PIE |
| 10. | 31. | 52.Travelers | 73.Aspera |
| 11. The Moburg Group | 32. | 53.TAPCO | 74.AmTrust Financial |
| 12.The Zenith | 33.Openly | 54.Selective Ins Co - RVA | 75.JSA |
| 13.Shenandoah Mutual | 34.RT Specialty | 55.Capital Premium Finance | 76.VFSC |
| 14.MMG Insurance | 35.Berkley Mid-Atlantic Grp | 56. | |
| 15.Normandy Ins CO | 36.Leavitt Group | 57.BIIA/Builders Insurance | |
| 16.Donegal Ins Group | 37.First Benefits | 58. | |
| 17.Acuity Insurance | 38.Watney Insights | 59.ICW | |
| 18.Liberty Mutual/Safeco Ins | 39.Berkshire Hathaway | 60.AFCO Credit Corporation | |
| 19.Liberty Mutual/State Auto | 40.Progressive Insurance | 61.Total program mngmt | |
| 20.Goodville Mutual Cas Co | 41.SageSure | 62. | |
| 21.Jencap Ins Services Inc | 42.Amwins | 63. | |

JUNE 2023 TRADE SHOW EXHIBITOR & SPONSOR TERMS AND 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 Independent Insurance Agents of Virginia (IIAV) 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 May 22nd will receive a 50% refund and must be in writing. NO refunds after May 22nd.
- 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 IIAV no later than April 28th. All entertainment within a booth must have prior approval of the IIAV no later than April 28th. Maximum occupants per booth not to exceed 2 persons. ***Others cannot rotate in/out during the show.***
- 4. EXHIBIT INSTALLATION HOURS:** Day of event; all exhibits must be set up for an inspection by IIAV by 2:45 p.m. Set-up schedule will be between 11:00 and 2:00.
- 5. ADVANCE SHIPPING & RENTALS:** Materials can be shipped in advance to the Exhibits Inc. Warehouse or directly to the Venue. Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements. Contact Exhibits Inc. or the Marriott for additional information on shipping and equipment rental.
- 6. 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.
- 7. SPACE:** If space is not occupied by 2:30 p.m., it will be forfeited by the Exhibitor and his/her space may be resold, reassigned, or used by the IIAV without refund.
- 8. DISMANTLING HOURS:** Displays must be dismantled at the close of the Exhibition, NO SOONER than 6:30 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.
- 9. LIABILITY:** The exhibitor agrees to protect, save, and keep the IIAV, 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 IIAV, 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 IIAV, the Marriott, and Exhibits, Inc., their members, directors, officers, agents, representatives, and employees against an 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.
- 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 or food 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 IIAV (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. 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.