



Independent Insurance
Agents of Virginia

2025 YOUNG AGENTS CONFERENCE

EXHIBITOR & SPONSOR GUIDE

- ◆ Attend
- ◆ Exhibit
- ◆ Sponsor

October 22–24, 2025

The Williamsburg Lodge
Williamsburg, Virginia

In conjunction with

NAAIA

NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION
CENTRAL VIRGINIA



WELCOME

Welcome to the 2025 Young Agents Conference, where young insurance agents are revolutionizing risk!

This conference is jam-packed with industry insights, top-notch tools, and best practices that will help young agents learn, connect and grow.

This is your opportunity to rub elbows with future leaders of independent agents in Virginia.

You will walk away with valuable connections to help you meet your business goals.

At this year's conference you can:

Participate in all the convention activities by **registering for the conference** – giving you direct access to our Young Agents

Be an Exhibitor – show the young agents what programs, products & services you offer. **Reserve your booth now!**

Be a Sponsor – help offset the cost of the event by sponsoring various components of the convention. **Make your sponsorship selections early!**

There are lots of opportunities – Register Now! All registration is online, see the QR codes throughout this Exhibitor & Sponsor Guide.



NATIONAL
AFRICAN AMERICAN
INSURANCE ASSOCIATION

Independent Insurance Agents of Virginia's (IIAV) Young Agents are thrilled to partner with National African American Insurance Association (NAAIA) to host the 2025 Young Agent's Conference and Tradeshow at The Williamsburg Lodge, uniting two influential industry groups for an unforgettable event!

NAAIA members can participate at the IIAV member rate!

This collaboration exemplifies our commitment to fostering innovation and excellence within the Virginia insurance industry.

Together, we are empowering the next generation of industry leaders and shaping the future of our profession.

SCHEDULE

OCTOBER 22 (WEDNESDAY)

8 am – 3 pm	Golf (Optional) – The Green Course
3 pm – 5 pm	Conference Registration
6 pm – 8 pm	Welcome Reception and Mixer

OCTOBER 23 (THURSDAY)

8 am – 9 am	Registration & Breakfast
8 am – 10:45 am	Keynote Speaker – Donna Highfill
11 am – 12 noon	Virginia State Police Insurance Fraud Program (Course# 229111 1 Ethics credit)
12 noon	Lunch with Greg Dean
1:30 pm – 3:00 pm	Interview session with Courtney Hart (Formerly FCCI Insurance) and Mike Crowley (Formerly Markel)
3 pm – 3:30 pm	Break
3:30 pm – 5:30 pm	Trade Show
6:30 pm – 8:30 pm	Reception & Awards Dinner
8:30 pm – 10:30 pm	Visit Williamsburg

OCTOBER 24 (FRIDAY)

7:30-8:00	Yoga (optional)
8:00 –9:00	Breakfast
9:00-11:00	2025 Virginia Assembly Update 2 hrs. Ethics (Course # 228777 2 Ethics credit)
11:00 – 12:00	YAC Committee plans for the coming year
	Get Involved

REGISTER TO ATTEND

Please use the QR Code to register for the conference activities. Please note that Exhibit and Sponsorship Registration does NOT include a full conference registration.



or click [here](#)

HOTEL INFORMATION

The Williamsburg Lodge
310 S. England Street | Williamsburg, VA. 23185
(757) 220-7976

Room Reservations

Room Rate: \$249 per night
Reserve Your Room [Here](#)
Cut-off date for discounted room rate is October 3, 2025



CONFERENCE SESSIONS

Keynote Speaker: Donna Highfill

Empowering Every Voice: Influence and Inspire Across All Levels

This session highlights the significance of leadership at all levels and the capacity to inspire others. It is interactive and concentrates on building self-belief, understanding core values, fostering courageous decision-making, and improving motivational skills.



Guest Speaker: First Sergeant Peter Lazear

Virginia State Police Insurance Fraud Program Overview – HEAT (Help Eliminate Auto Theft) and Insurance Fraud Programs

Join us for an informative session on investigating insurance fraud in the Commonwealth, exploring emerging trends, and enhancing collaboration with law enforcement. Featuring real-world examples, updated statistics, and insights on pending legislation, this session is essential for professionals in insurance, claims, or risk management.



Guest Speaker: Greg Dean

Lunch with Greg Dean

Join us for an engaging lunchtime speaker session featuring Greg Dean, IIAV's 2024 Young Agent of the Year. Greg is a seasoned insurance professional with over 19 years of industry experience. Having owned his own Farmer's agency until 2018, he now serves as a Commercial Producer with Atkinson, bringing valuable insights into the world of insurance and business growth.



Keynote Speaker: Robert N. Bradshaw, Jr., MAM

2025 Session of the VA General Assembly Elections Make a Difference!

With only a few weeks before the state elections, we will learn about issues of importance to agents from the most recent session of the Virginia General Assembly. We will get the good, the bad and the ugly....and the "you won't believe this..." from this past session, along with some "entertaining" videos of the political process in action.



Panel Discussion

Enlightening interview with industry veterans Courtney Hart (formerly FCCI Insurance) and Mike Crowley (formerly Markel)

This discussion will explore the insurance industry's challenges, innovations, and leadership strategies. A Q&A session will follow, allowing attendees to engage directly with these experienced professionals and gain valuable insights. Don't miss this opportunity to learn from respected voices in the field.



Courtney Hart



Mike Crowley

EXHIBIT INFORMATION

Booth Pricing

Member \$450 / | Non Member \$550

Each exhibiting organization can send up to two representatives per exhibit space, who will have access only to the tradeshow. Conference registration is needed for attending other conference events.

Exhibit space includes a 6 ft. x 30 in. x 30 in. draped table and two chairs, with assignments made by IIAV.

Because of limited storage space, Exhibitor may ship items to the Hotel no sooner than 3 days prior to the Show.

The Exhibitor will pay a \$5.00 handling charge per delivered box or item, boxes over 45 lbs and large cases with wheels will incur a \$40 fee. There is a \$200.00 handling fee per pallet.

Shipping Address:

Attn: Exhibitor's Name, IIAV Young Agents Conference

The Williamsburg Lodge

310F South England Street | Williamsburg, VA 23185

The Hotel's Business Center will provide reasonable assistance to Exhibitor when return shipping arrangements are needed.

Click [here](#) for complete hotel exhibitor information.

ACT NOW TO RESERVE YOUR SPACE!

REGISTER TO EXHIBIT

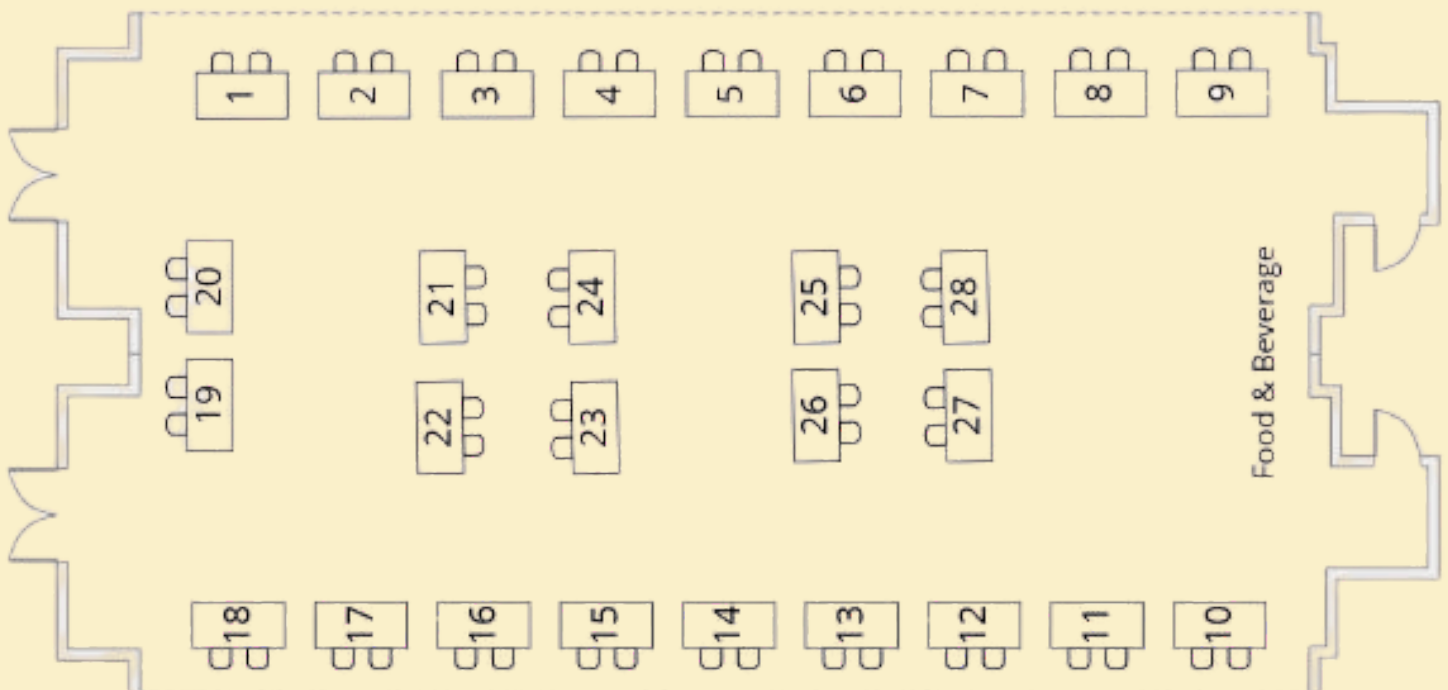
Please note that registering to be an Exhibitor does not grant access to the entire convention. Please use the event registration on the previous page



or click [here](#)

EXHIBIT HALL MAP

There are 28 booths available for this conference and will be reserved on a first come–first serve basis. When registering online, available booth numbers will be provided for your selection.



SPONSORSHIP INFORMATION

Select one or more sponsorships from the groupings below:

- Bottled Water featuring your logo ~~(1)~~ (SOLD)
- Welcome Gift a reusable tote featuring your logo (1)
- Custom Cups featuring your logo used during convention (1)
- Lanyards featuring your logo (1)
- Name Badges featuring your logo (1)
- Keynote Speaker Sponsor–Thursday (1)
- Speaker Sponsor–Friday (1)

\$1250
each

\$1000
each

- Beverage Napkins featuring your logo (1)
- Conference App (1)
- Notepads for all sessions featuring your logo (1)
- Pens for all sessions featuring your logo (1)
- Lunch & Speaker – Thursday (1)
- Mid Morning Session –Thursday (1)
- Afternoon Session – Thursday (1)
- Coffee Breaks and Sleeves featuring your logo (1)

- Registration Envelope featuring your logo (2)
- Award Reception and Dinner Sponsor featuring your logo (3)
- Tradeshow Sponsor special recognition featured throughout tradeshow (2)
- Tradeshow Bar featuring your logo (2)
- Tradeshow Hors D'Oeuvres featuring your logo (2)
- Welcome Reception Sponsor (3)

\$750
each

\$500
each

- Welcome Reception Sponsor recognition featured throughout reception (3)
- Registration Welcome Gift sponsor–provided item for registration bag (4)
- Online Registration Sponsor logo featured on online registration platform (2)

- Break Refreshments featuring your logo on signage (4)
- Breakfast Sponsor: Thursday logo featured on signage (4)
- Breakfast Sponsor: Friday logo featured on signage (4)
- Mobile Charging Station featuring your logo on signage (4)
- Registration Envelope Insert promo not to exceed 8.5 x 11 inches. (4)
- Product Line Reference Board featuring your logo on slides throughout the event (2)
- Yoga: Champion agent wellness

\$250
each

REGISTER TO BE A SPONSOR

Please use the QR Code to select and reserve your sponsorship options.



or click [here](#)

TERMS AND CONDITIONS FOR SPONSORS & EXHIBITORS

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 YA Conference Committee reserves the right to relocate display areas for the benefit of the exhibitor, or for the betterment of the Conference.
2. **PAYMENT AND CANCELLATION POLICY:** Exhibit fees must be paid prior to the event cancellation date. Cancellations received by 9/19/25 will receive a 50% refund and must be in writing. NO refunds after 9/19/25.
3. **DIMENSIONS AND LIMITATIONS:** Exhibits must not exceed 8 feet in height. Exhibits must be constructed so as not to obstruct the view of adjoining exhibit space. Permission to display equipment taller than 8 feet must be obtained from the Exhibit Manager no later than 9/19/25. All entertainment within an exhibit space must have prior approval by IIAV no later than 10/02/24. Maximum occupants per exhibit space not to exceed 2 persons. Others cannot rotate in/out during the show without an event registration. Exhibit space attendees are company representatives that will only be attending the tradeshow. If an exhibit space attendee would like to attend any additional portions of the conference program they will need to register as a full attendee.
4. **SIGNAGE:** Signs, banners, or archways over the aisles will NOT be permitted.
5. **LIABILITY:** The exhibitor agrees to protect, save, and keep the Independent Insurance Agents of Virginia and The Williamsburg Lodge 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 Williamsburg Lodge. 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 and the Williamsburg Lodge, 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 and the Williamsburg Lodge, 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 SET-UP HOURS:** Day of event 1:00 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 exhibit space confirmation (including how to order additional services and shipping info). IIAV reserves the right to make any necessary changes in exhibit space location.
8. **SPACE:** If space is not occupied by 3:15 p.m. on 10/10/25, 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 5:30 p.m. All exhibits must be dismantled and removed from the exhibit area by 6:30 p.m. The Exhibitor authorizes IIAV and/or the Williamsburg Lodge 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 exhibit spaces or a part of an exhibit space is not permitted. Exhibits, signs, or displays are prohibited in any of the public rooms or elsewhere on the premises of the Williamsburg Lodge during the event. 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.