



YOUNG AGENTS'
CONFERENCE 2018

SPONSORSHIP PACKET

OCTOBER 10-12, 2018
STAUNTON, VA



IT STARTS WITH **US.**

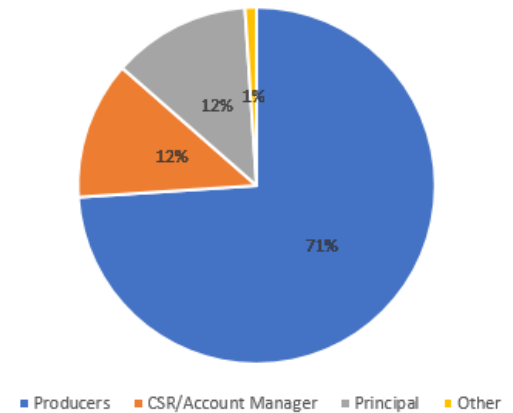
IT STARTS WITH **WHY.**

We are pleased to invite your company to sponsor the IIAV Young Agents' Conference to be held October 10-12, 2018 at the Stonewall Jackson Hotel and Convention Center.

We are a group of **young insurance professionals** under the age of 41 who are **passionate** about insurance, excited to learn, and are the **next generation of industry leaders**.

You will get to meet with 100+ of the top young professionals in Virginia's insurance industry. The Young Agents' Conference is designed to be relevant, educational, and inspirational to these up-and-coming leaders.

2017 Agency Attendees



PARTNER PROGRAM SPONSORS

Platinum

PROGRESSIVE



Gold



Silver



KEYSTONE



Bronze



BENEFITS OF SPONSORSHIP

Connection:

- Personal interaction with future agency leaders
- Develop new relationships with key prospects
- Deepen loyalty with current agents representing you

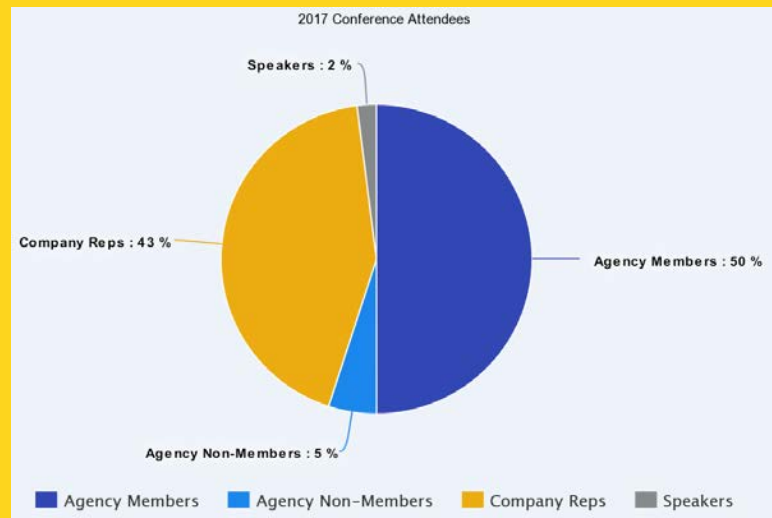
Participation:

- Complimentary Young Agent registration*
- Complimentary company rep registration*
- Presence in the trade show* & throughout the conference

Visibility:

- Targeted audience comprised of up and coming industry leaders
- Recognition in numerous email and social media marketing campaigns
- Your logo and website link on conference webpage
- Prominent signage and printed materials at the conference with your logo

Items marked with (*) are based on certain sponsorship levels.



CONFERENCE AGENDA

Wednesday, October 10, 2018

- 5:30pm-7:00pm Scavenger Hunt - Downtown Staunton
7:00pm-9:00pm Welcome Dinner

Thursday, October 11, 2018

- 8:00am-9:00am Registration (with light breakfast)
9:00am-11:00am How to Humanize Your Brand Through Video - Sydney Roe & Nicholas Ayers
11:00am-12:00pm How to Setup a Video Facebook Ad That will Help You CRUSH Your Competition - Sydney Roe & Nicholas Ayers
12:00pm-12:30pm Lunch
12:30pm-3:30pm Cyber Liability - Why it's Not Just for the IT Department - Renee Stock
3:30pm-5:30pm Tradeshow
5:30pm-6:15pm Break (catch up on email, etc.)
6:15pm-8:00pm Annual Awards Dinner
8:00pm-10:00pm Music Entertainment

Friday, October 12, 2018

- 9:00am-10:00am Breakfast & Cruisin' for a Bruisin' - Danny Mitchell
10:00am-12:00pm IIAV Young Agents Committee Meeting

SPONSORSHIP PACKAGE OPPORTUNITIES

PLATINUM-----\$2,000

- Listing with logo at event, on web, and in event promos
- One complimentary exhibit booth
- Two complimentary company rep. registrations
- One complimentary guest agent registration
- Full page ad in program
- Opportunity to introduce one speaker at event
- Featured Email Promo

GOLD-----\$1,500

- Listing with name at event, on web, and in event promos
- One complimentary exhibit booth
- One complimentary company rep. registration
- 1/2 page ad in program
- Featured Social Media Push

SILVER-----\$1,000

- Listing with name at event, on web, and in event promos
- 1/4 page ad in program

BRONZE-----\$500

- Listing with name at event, on web, and in event promos

NON-PACKAGE OPPORTUNITIES

BREAKFAST SPONSOR----- (1) \$1,000 OR (3) \$400/ea.

- Available for Thursday and/or Friday
- Listing with logo on buffet tables
- Listing on website & in event promos
- Social media push with photos during breakfast

COFFEE SPONSOR----- (1) \$1,000 OR (3) \$400/ea.

- Listing with logo at coffee station
- Listing on website & in event promos
- Social media push with photos during breakfast

LUNCH SPONSOR----- (1) \$2,500 OR (3) \$1,000/ea.

- Listing with logo on buffet tables
- Listing with logo on meal tables
- Verbal recognition
- Listing on website & in event promos
- Social media push with photos during lunch

AWARDS DINNER SPONSOR----- (3) \$1,500/ea.

- Listing with logo on meal tables
- Verbal recognition
- Listing on website & in event promos
- Social media push with photos during dinner

EXHIBIT BOOTH--- (Member) \$150 (Non-Member) \$250

- Booth at tradeshow
- Two attendees can be at booth
- Listing on website & in event promos

RECEPTION SPONSOR----- (3) \$500/ea.

- Listing with logo on cocktail tables
- Listing on website & in all event promos
- Social media push with photos during reception

ENTERTAINMENT SPONSOR----- (1) \$1,250 OR (2) \$750/ea.

- Listing with logo on stage
- Listing on website & in event promos
- Verbal recognition

LANYARD SPONSOR----- (1) \$1,250/ea.

- Lanyard featuring logo for attendees
- Listing on website & in event promos

WIFI SPONSOR----- (1) \$1,500

- Listing with logo on buffet tables
- Listing on website & in event promos
- Verbal recognition

PHOTO BOOTH SPONSOR----- (1) \$1,000

- Logo on photo booth banner
- Listing on website & in event promos

EMAIL SPONSOR----- (2) \$400/ea.

- Logo on top banner of 3 of the 6 emails to promote event
- Listing on website & in event promos

WELCOME DINNER SPONSOR----- (2) \$500/ea.

- Logo with logo at dinner
- Listing on website & in event promos
- Social media push with photos during dinner

OPPORTUNITY TYPE

☐ PLATINUM \$2,000☐ GOLD \$1,500☐ SILVER \$1,000☐ BRONZE \$500☐ MEMBER EXHIBIT
\$150☐ NON-MEMBER EXHIBIT
\$250☐ EXCLUSIVE BREAKFAST
SPONSOR \$1,000☐ BREAKFAST SPONSOR
\$400☐ EXCLUSIVE COFFEE
SPONSOR \$1,000☐ COFFEE SPONSOR
\$400☐ EXCLUSIVE LUNCH
SPONSOR \$2,500☐ LUNCH SPONSOR
\$1,000☐ RECEPTION SPONSOR
\$500☐ AWARDS DINNER
SPONSOR \$1,500☐ EXCLUSIVE DJ SPONSOR
\$1250☐ DJ SPONSOR
\$750☐ WELCOME DINNER
SPONSOR \$500☐ LANYARD SPONSOR
\$1,250☐ PHOTO BOOTH SPONSOR
\$1,000☐ EMAIL SPONSOR
\$400☐ WIFI SPONSOR
\$1,500

*All sponsorships are available on a first-come, first-served basis.
Have an idea for a sponsorship? Contact Carter Lyons at clyons@iiav.com.

YOUR COMPANY INFORMATION

Organization Name

Sponsorship Contact Name

Email Address

Phone

Street Address

City, State, Zip

YOUR REPRESENTATIVE INFORMATION

*Please list names of conference attendees (**registration form to follow for each attendee**)

Exhibitors Only: Will your booth require an electrical outlet? Yes No

PAYMENT INFORMATION

Please indicate: Invoice Check Credit Card

By Check: Please make all checks payable to IIAV and mail with this form to:

IIAV, Attn: Rebecca Arnold, 8600 Mayland Drive, Henrico, VA 23294

By Credit Card:

VISA MC AMEX

Charge: _____

Card #: _____ Expires: _____ CVW Code: _____

Name on Card: _____

Address on Credit Account: _____

Signature _____ Print Name: _____

*I hereby agree to become a sponsor of the 2018 Young Agents Conference. I understand that by signing this agreement, the above total must be paid in full to IIAV by October 5, 2018 to receive recognition as a sponsor.

Authorized Signature

Date

For more information you can call the IIAV office at 804-747-9300 or email Carter Lyons at clyons@iiav.com.
This form can be submitted by email torarnold@iiav.com, by mail or fax to the attention of Rebecca Arnold.
IIAV, 8600 Mayland Dr. Henrico, VA 23294 | fax: 804-747-6557.

WHY SPONSOR?



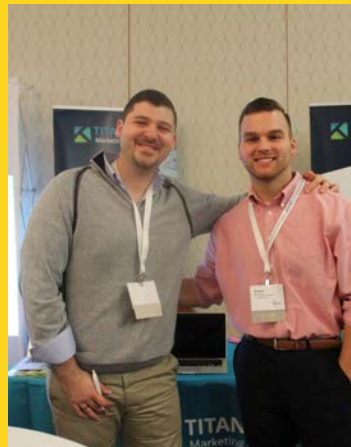
1. Be visible. Our agents – young and experienced – notice who is at this event. This is the perfect opportunity to boost your brand recognition with current and future influencers in the industry.

2. The future is now. It's true that the Young Agents are the leaders of the future, but they're already a highly-engaged, passionate group of individuals. While they are in the early stages of a great career, they are leading now.

3. Make an impact. It's all about the experience. A good experience leaves a lasting impression and your contributions (at any level) offer us the opportunity to do far more than we could alone.

4. Be part of something that matters. A rising tide lifts all boats; not only are you helping others to learn and grow, but this event offers your organization that same opportunity.

5. Get connected. A huge benefit of this event is who you will meet and see while you're there. The right connection – or connections – can take you farther than you imagined.



**MAKE YOUR
SELECTION TODAY -
OPPORTUNITIES ARE LIMITED!**