



YOUNG AGENTS'
CONFERENCE 2018

SPONSORSHIP PACKET

OCTOBER 10-12, 2018
STAUNTON, VA



IT STARTS WITH **US.**

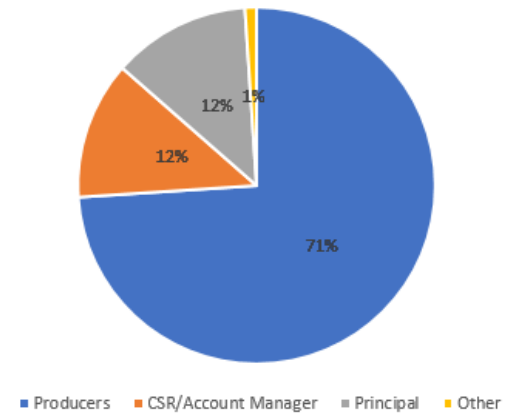
IT STARTS WITH **WHY.**

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

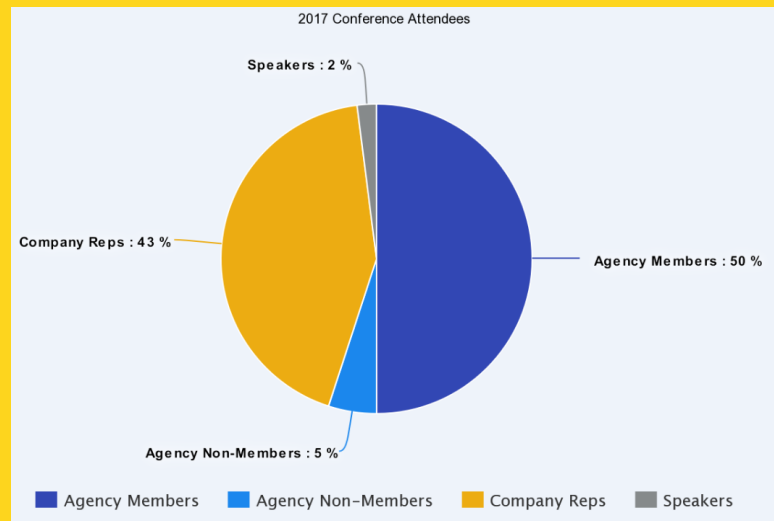
Participation:

- 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@iiaav.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@iiaav.com.
This form can be submitted by email to rarnold@iiaav.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.

Young
AGENTS



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