

IIAV 2026 PARTNER PROGRAM GUIDE



Connecting Virginia Agencies and Company Partners, since 1898

BY THE NUMBERS

Member Agencies

> **300**

Member Agents

> **4000**

Young Agents

> **900**

Convention Attendees Annually

> **350**

Combined Social Media Following

> **4000**



The IIAV Partners Program was created for companies, wholesalers, and vendors seeking to connect with IIAV members while offering continued support to the association.

As an IIAV Partner, you will get high visibility, consistent branding, name recognition, and year-round exposure to IIAV members and prospects.



Boost Your Brand

Get more consistent branding and name recognition throughout the year.



Show Your Commitment

Support education, technical information and legislative advocacy.



Be an Industry Leader

Invest in the future of the independent agency system as a supporter & advocate.



BOOST YOUR BRAND!

Brand recognition opportunities throughout the year

As a partner, we provide opportunities and events yearly to promote your business through sponsorships and social media recognition, enhancing visibility among Agents and decision-makers.

Advertise in IIAV Publications

The IIAV Partner program provides the opportunity to be seen in IIAV Publications that are sent to more than 5,000 highly targeted decision makers, both members and prospects.

IIAV Partners receive a 10% advertising discount in the IIAV Quarterly Magazine!



Exhibit & Sponsor IIAV Events

Meeting face-to-face is one of the most effective ways to achieve your goals! IIAV events connect you with key decision-makers and future leaders, offering valuable networking options and maximum exposure to your target markets.

- ▶▶▶ **IIAV Day on the Hill**
February 11, 2026 | Richmond Marriott
 - Providing an opportunity for agents to experience advocacy in action
 - Brings Agents to the Virginia Legislature to meet with their representatives

- ▶▶▶ **VAIA Women’s Conference**
March 2026
 - This conference is about celebrating the women in insurance
 - Participants learn from outstanding speakers while networking with other professionals in the industry

- ▶▶▶ **IIAV Young Agents Conference**
October 2026
 - Helps young agents increase their knowledge and expertise and become future owners and leaders

- ▶▶▶ **IIAV 2026 Convention & Tradeshow**
June 28-30, 2026 | Virginia Beach Marriott
 - IIAV's premier event to network with peers and receive updates on the industry's hottest topics and trends.
 - Attracts decision-makers within the best agencies
 - Features one of the mid-atlantic’s largest industry tradeshows
 - Best attended and energetic industry event in Virginia

- ▶▶▶ **IIAV Education Programs**
 - Providing classes throughout the state of Virginia
 - Covering a variety of topics, including but not limited to: Commercial Lines, Designation Programs, Ethics, Errors & Omissions, Laws & Regulations, Pre-Licensing Courses, Personal Lines, and Soft Skills
 - Classroom, webinar, and online self-study. We also coordinate in-house classes

Renew or Join by January 15, 2026 to get maximum benefit from the Partners program!

MORE REASONS TO BE AN IIAV PARTNER



Show Your Commitment

IIAV Partners assist Independent Agents by offering expertise, resources, and leadership. This is an opportunity to enhance the association's service to the industry through valuable resources, policy promotion, and member professional development.



Be an Industry Leader

Collaborating with IIAV allows IIAV Partners to influence the insurance industry and provide valuable coverage to customers. The Partner program offers visibility and connections to the sales force while supporting the association and its members.

Now is a great time to become an IIAV Partner!

What's Next?

- ✓ **Select a partnership level** that aligns with your marketing goals in Virginia.
- ✓ **Complete the registration form** or register online at iiaav.com.
- ✓ **Reap the benefits** of your IIAV Partnership!

“ PARTNER TESTIMONIAL

“MMG’s relationship with the Independent Insurance Agents of Virginia began with our entry into Virginia, and the relationship has been vital to both the growth and development of our agency plant as well as being a key component in the establishment of our brand. That continues to be true today. The IIAV provides critical support to both agents and carriers, and MMG is delighted to be a part of the Partner Program both now and into the future.”

- James R. 'Judge' Parker
Regional Director MMG Insurance

IIAV Affiliates



PARTNER BENEFITS 2026

Select the level that meets your goals in connecting with Independent Agents in Virginia!

All levels include Associate Membership @ \$1,000	Platinum \$9,000	Gold \$7,500	Silver \$5,000	Bronze \$4,000
SPECIAL RECOGNITION				
Priority Booth Selection at the IIAV Annual Convention	1st	2nd	3rd	4th
Company Spotlight in one issue of "The Big "I" VA Magazine"	✓			
Quarterly IIAV Board of Directors' Meetings Sponsor Recognition	Logo			
Listing as Sponsor in Legislative Reports (weekly Jan - Mar)	Logo	Logo		
Listing with Hyperlink to your Company website from IIAV website	Logo	Logo	Name	Name
Prominent Display of Partners at IIAV Headquarters	Logo	Logo	Logo	Name
Discounted use of Meeting Spaces at IIAV Headquarters	2 free, then 75% off	1 free, then 75% off	50% off	25% off
Listing in the "The Big "I" VA Magazine" (quarterly circulation of ~4,000)	Logo	Logo	Logo	Name
Discounted Advertising in 'Big I VA' magazine	10%	10%	10%	10%
Scrolling Partnership Recognition on IIAV Website	Logo	Logo	Logo	Name
Company Provided PSA Posting for IIAV Social Media	2	1		
CONVENTION & TRADESHOW				
Representative at IIAV Board of Directors' Dinner	2	1		
Convention Agents Conference Agent Registration(s) - IIAV Non Mem	2	1		
Convention Company Person Registration(s) (Tradeshow personnel)	2	1	1	1
Exhibit Booth at Tradeshow	No Charge	75% off	50% off	25% off
IIAV Annual Convention & Tradeshow Sponsorship Allocation	\$4,500	\$2,500	\$1,500	\$1,000
Company Logo Featured on Convention App	2	1		
YOUNG AGENTS EVENTS				
Young Agents Conference Company Person Registration(s)	2	1		
Young Agents Conference Agent Registration(s)	2	2	1	1
Young Agents Conference Exhibit Booth	No Charge	75% off	50% off	25% off
Young Agents Conference Non-Member Scholarship	\$1,250	\$1,000	\$750	\$250
Young Agents Conference Company Logo featured in Event App	2	1		
Recognition at Young Agents events		Logo	Logo	Name
EDUCATION				
Recognition at Pre-Licensing Classes	Logo	Logo	Logo	Name
US Veterans and Spouse Program Sponsorship on Website	Logo	Logo	Logo	Name
In-House Class Sponsorship Recognition	Logo	Logo	Logo	Name
Discounts on Class Registrations	25%	15%	10%	5%
OTHER EVENTS				
VAIA Education Forum Reserved Table	Logo	Logo		
VAIA Education Forum Company Person Registration(s)	2	1		
VAIA Education Forum scholarships for agents	3	2	1	
VAIA Education Forum sponsorship allocation	\$1,000	\$750	\$500	\$250
Recognition at Insurance Day on the Hill	Logo	Logo	Logo	Name
Quarterly IIAV Social Media Recognition	Logo	Logo	Logo	Name
TOTAL VALUE TO PARTNERS	\$12,000	\$9,500	\$7,000	\$4,500



Independent Insurance
Agents of Virginia

THANK YOU 2025 PARTNERS

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners

Acuity
Amerisafe
Berkshire Hathaway Guard Ins Cos
Central Insurance Companies
Commonwealth Underwriters
Encova
Grange
Harford Mutual Insurance Company
JM Wilson Corp

Keystone
Landin Services
Loudoun Mutual Insurance Co
Main Street America
MarshBerry & Co
Millers Mutual Insurance Grp
National General
Normandy Insurance Co
Openly Insurance

Penn National Insurance
PA Lumbermens Mutual Fire Ins Co
Shenandoah Mutual
Summit Consulting Inc
The Zenith
West Bend Mutual Insurance Co
Westfield
Windsor – Mount Joy Mutual Ins Co



Independent Insurance Agents of Virginia 2026
Partner Program

Partner Pledge Form

January 1, 2026 - December 31, 2026

- Yes, I want to be a participant in the IIAV Partner Program at the following level!
- Platinum - \$9,000 Gold - \$7,500 Silver - \$5,000 Bronze - \$4,000

Company Name _____

Contact Name/Title _____

Company Address _____

Phone _____ Email _____

Company Website _____

Payment Information

- Check (Payable to IIAV) Bill Me Now Bill Me After January 1, 2026
- Credit Card: VISA MasterCard American Express Discover

Card Number _____ CVV Code _____ Exp Date _____

Name on Card _____

Signature _____

Billing Address for Card _____

Partner Program Terms & Conditions

The **PARTNER PROGRAM** operates on a calendar year basis (benefits applicable January 1 - December 31, 2026). Commitments **must be renewed each year to continue as an IIAV PARTNER**. Send commitments via mail: 8600 Mayland Drive, Richmond, VA 23294 | Fax 804-747-6557 | members@iiv.com

IIAV must receive complete payment to be included in the 2026 PARTNER PROGRAM. The **Completed and signed pledge form should be received by December 16, 2025**. Please note that if you choose the 'Bill Me' option, an invoice will be mailed to the company address you list above.

Please send a high-resolution company logo to members@iiv.com for use in promotions.

A portion of IIAV dues may be tax-deductible as an ordinary and necessary business expenses, but dues are not deductible as a charitable contribution. To the extent IIAV and IIABA engage in lobbying, that portion of the dues is not deductible as ordinary and necessary business expense.

Complimentary conference/event registrations include the conference registration fee ONLY. It does not include optional activities or hotel accommodations.

Questions? Contact Stevenson Cocke, Director of Membership, at scocke@iiv.com or 804-747-9300, ext 114.

I, _____, agree to all terms and conditions outlined in this agreement.
(please print)