



BIG I INDEPENDENT INSURANCE AGENTS OF
MARYLAND

The Independent Insurance Agents of
Virginia & Maryland

CONVENTION & TRADESHOW

*Navigating the Changing Tides:
Charting Insurance for a New Horizon*

June 28 - 30, 2026

EXHIBITOR & SPONSOR GUIDE

Use the QR Codes or
click to access links



GET ACCESS TO AGENCY DECISION MAKERS

The Convention & Tradeshow is your opportunity to engage directly with the independent insurance agents who shape the insurance marketplace. Exhibiting and sponsoring places your brand in front of the professionals who influence purchasing decisions and drive long-term partnerships.

Why Exhibit or Sponsor?

- **Direct access to decision-makers**
 - 95% of agency attendees are decision-makers with purchasing authority.
- **Reach the majority of the market**
 - Independent agencies represent over 80% of Virginia's commercial insurance market and 40% of the residential market.
- **Build meaningful relationships**
 - Meet the agents who can help you achieve your business goals through trusted, face-to-face connections.
- **Expand your visibility**
 - IIAV engages more than 5,000 agency professionals through its membership, with both members and non-members attending the Convention & Tradeshow.

Who You'll Meet

- Independent insurance agency owners
- Principals, Producers, and agency leaders
- Industry influencers and solution-seekers

About the VA MD Partnership

IIAV and Big "I" Maryland support their members through legislative advocacy, technical resources, top group insurance products, sales and leadership training, employee evaluation services, and comprehensive continuing education programs tailored to every stage of an agent's career. This partnership will allow deeper insights and the ability to form broader relationships in the insurance industry.

CONVENTION SCHEDULE

Sunday June 28

11:00 AM - 4:30 PM
8:00 PM - 10:00 PM

Registration Desk Opens
Opening Reception Casino Night at the Beach
Wear your most outrageous Hawaiian Shirt! 🍹

Monday June 29

7:45 AM - 6:30 PM
7:30 AM - 8:30 AM
8:30 AM - 9:30 AM
9:45 AM - 10:30 AM
11:00 AM - 12:00 PM
12:00 PM - 1:00 PM
1:00 PM - 2:30 PM
3:00 PM - 6:00 PM
6:00 PM

Registration Desk Opens
Breakfast
Keynote Speaker | Arel Moodie | Unlock the Power of Customer Loyalty: Turning Buyers into Lifelong Fans
Keynote Speaker | Angela Ripley, IIAA Chair | Future of the Independent Agent and IIAA | CE Pending
Morning Session | First Sergeant Peter Lazear | Virginia State Police Insurance Fraud Unit | CE Pending
Lunch
Afternoon Session | Harrison Brooks | Best Practices with Reagan Consulting | CE Pending
Tradeshow
Free Evening to Network

Tuesday June 30

7:00 AM - 8:00 AM
7:45 AM - 2:00 PM
8:00 AM - 9:15 AM
9:30 AM - 10:30 AM
10:45 AM - 11:45 AM
12:00 PM - 1:00 PM
1:00 PM - 2:00 PM
2:00 PM - 6:00 PM
6:00 PM - 7:00 PM
7:00 PM - 10:00 PM

Morning Walk on the Beach with IIAV
Registration Desk Opens
Breakfast
Keynote Speaker | Kevin Burke | Industry Update with Kevin Burke CEO of Donegal Insurance Group | CE Pending
Morning Session | Dale Steinke with Agents for Future Advisor | Agency Applications of AI | CE Pending
Lunch N Learn | Jim Redeker & Dale Steinke | AI E&O Landmines to Avoid | CE Pending
Afternoon Session | Dale Steinke with Agents for the Future Advisor | AI Hands on Breakout | CE Pending
Beach Time: Join our Young Agents for a round of Bocci Ball
Reception and VAIA Silent Auction
Awards Dinner: Golden Eagle Award & Company Person of the Year
Featuring Entertainment of **Dueling Pianos**



CASINO NIGHT



DUELING PIANOS



TRADESHOW

Make Your Mark on the Tradeshow Floor

The Tradeshow is a high-energy, engaging environment designed to help you connect with agents and agency leaders in a meaningful way. This is your chance to showcase what you do, spark conversations, and create lasting impressions.

We encourage exhibitors to get creative with their booths—interactive games, giveaways, and hands-on activities are highly effective in driving traffic and engagement. The more fun and interactive your space, the more attendees you'll attract.

Tradeshow Details

- Date: Monday, June 29, 2026
- Time: 3:00 PM - 6:00 PM
- Booth Package Includes
 - 6' x 10' exhibit space
 - One 6' x 2' draped table
 - Two chairs
 - Waste bin
 - One identification sign

Instructions for ordering additional equipment will be included in your registration confirmation.

Important Deadline: Booth reservation deadline: June 1, 2026

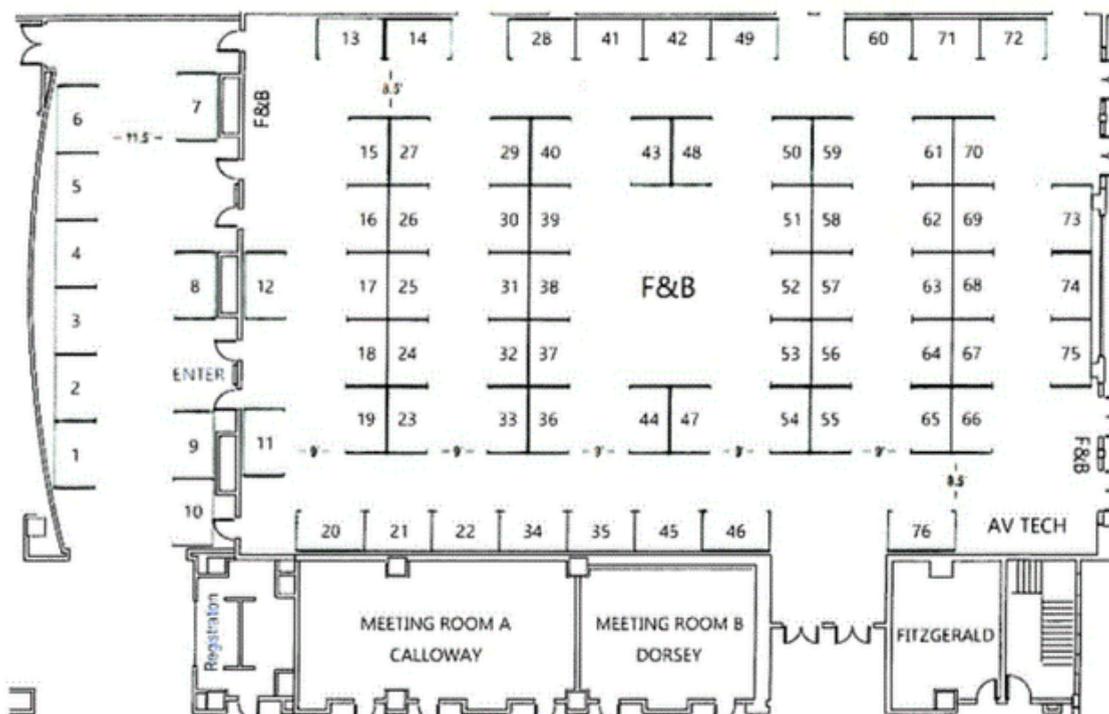
SCAN OR CLICK



EXHIBIT NOW

Why Participate?

Enjoy valuable face-to-face time with independent agents and agency leaders, build relationships, and position your brand as a trusted industry partner.



2026 Booth Pricing - \$1100 per Booth

Exhibit Booth are sold on a first-come, first-served basis, when you register online.

[CLICK HERE TO SECURE YOUR SPOT](#)

Sponsorship Options

More details and descriptions can be found online!

\$3,500

- Bottled Waters - Sold JSA
- Notepads
- Convention Programs
- Tradeshow Drink Cups
- Awards Reception
- Welcome Reception - Casino Night
- Lanyards
- Welcome Tote Bags

\$2,500

- Convention Program - Back Cover Ad
- Coffee Sleeves
- Breakfast Sponsors
- Beverage Napkins
- Lunch Sponsors
- Pens (Sponsor Provided)

\$2,000

- Keynote Speaker Arel Moodie
- Keynote Speaker Angela Ripley
- Keynote Speaker Kevin Burke - Sold Donegal
- Banquet Entertainment
- Tradeshow Snacks
- Photo Booth
- Tradeshow Bar

\$1,500

- Speaker Peter Lazear
- Speaker Dale Steinke
- Speaker Lunch n Learn
- Speaker Harrison Brooks
- Piano Sponsors
- Welcome Reception - Dessert
- Welcome Reception - Spirits
- Awards Reception - Dessert
- Awards Reception - Spirits

\$1,000

- Attendee Directory
- Pocket Agenda
- Convention App
- Name Badges
- Registration Envelopes
- Convention Refreshments

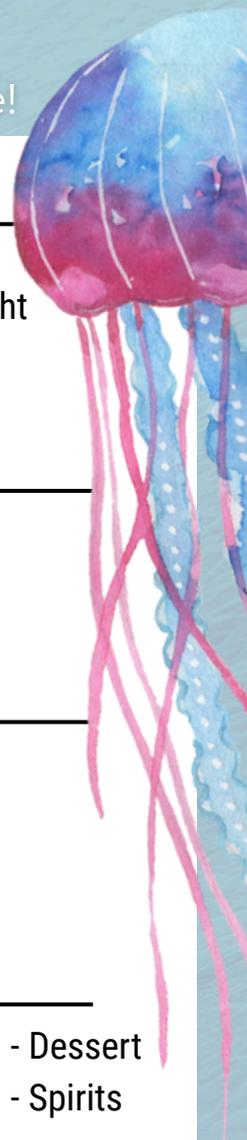
\$500

- Mobile Charging Station
- Tradeshow Map
- Tradeshow Grande Prize & Passport
- Casino Night Prizes

\$250

- Coffee Break
 - Product Line Reference Board
 - Registration Desk Treats
 - Registration Envelope Inserts
 - Tradeshow Prize Board
 - Welcome Gift Sponsor Provided
-

For any assistance or questions please contact
members@iiav.com or 804-747-9300



Exhibitor & Sponsor What to Know

Things to know before you reserve your booth & sponsorship

🐚 Use the QR Codes or visit <https://www.iiav.com/Events/Pages/IIAVConvention/> to start the online application for Sponsorship and Exhibiting.

🐚 **All items are sold on a first-come, first-served basis.**

🐚 **YOUR EXHIBIT/SPONSORSHIP DOES NOT INCLUDE FULL CONFERENCE REGISTRATION.**

You will need to register separately as an attendee if you would like to attend sessions and other events related to the Convention & Tradeshow.

🐚 Hotel reservations can be made online, visit xxxxx.com to claim your rate today!

🐚 Email your company logo to members@iiav.com (.jpg, .png, .pdf, .eps, .svg)

🐚 Spread the word! Encourage Agents and insurance professionals to attend this event!

Exhibitor Registration



Sponsor Registration



Use the QR Codes or click them to access links

Who said a business trip can't be fun!

There's so much more to experience beyond the meeting room—and at Virginia Beach, it's all right outside your door. From the moment you arrive, you're surrounded by sun, sand, and energy. The iconic Oceanfront features a lively 3-mile boardwalk filled with restaurants, bars, live entertainment, and endless ways to unwind after a productive day.

The Marriott Resort Virginia Beach Oceanfront places you in the perfect location at the quieter, northern end of the boardwalk, offering stunning ocean views and easy access to everything the area has to offer. Attendees can enjoy exceptional on-site amenities, including direct beach access, indoor and outdoor pools, a 24-hour fitness center, two on-site restaurants, a rooftop terrace, games, and daily resort activities. It's the ideal setting to balance business with relaxation, networking with fun, and learning with a true coastal escape.

June 2026 TRADESHOW 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 25th will receive a 50% refund and must be in writing. NO refunds after May 25th.
- 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 2:30.
- 5. ADVANCE SHIPPING & RENTALS:** Materials can be shipped in advance to the exhibit company warehouse or directly to the Venue. Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements. Contact the Exhibit company 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 5:30 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 the exhibit company, 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 the exhibit company. 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 the exhibit company, 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 the exhibit company, 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.
- 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.

Register at iiav.com