



Independent Insurance  
Agents of Virginia

# 2024 CONVENTION & TRADE SHOW

*Climbing New Heights - Cresting Steep Waves*

**JUNE 23-25, 2024**

VIRGINIA BEACH OCEANFRONT MARRIOTT

**EXHIBITOR &  
SPONSORSHIP  
OPPORTUNITIES**

***Meet Face-to-Face with Influential Insurance  
Professionals from Across the State!***

# Why Participate in the IIAV Convention?

## To Meet the Agents Who Make and Influence Buying Decisions

Our business is all about relationships. The IIAV Annual Convention & Tradeshow puts you face-to-face with Influential insurance professionals from across the industry to build those relationships. Meet with agency decision-makers from across the state to get your message heard.

### Meet the Agents that Sell YOUR Products

- 95% of agency attendees are decision-makers
- The independent agency system represents over 80% of today's commercial market and 40% of the residential market in Virginia
- IIAV's membership outreach is to over 5,000 agency professionals
- Non-members are also invited to attend

### How Does Attending Help You?

- It demonstrates your commitment to the agent community and insurance industry as a whole
- You will develop solid leads and expand target markets
- You can analyze your competitive position
- You will expand your database of prospects
- You will Increase sales and boost your profits
- You can Introduce new products and services
- You will strengthen relationships with your current insurance partners

**The IIAV Trade Show has sold out for the past 10 years!**

**88% of past exhibitors rate the IIAV Trade Show as 'excellent'**

**99% of past exhibitors rate the Trade Show Venue at the Marriott as 'excellent'**

### Here's What our Agents Have to Say about the IIAV Convention!

*"The quality of insurance company and agency services representatives at the IIAV Convention Trade Show was as impactful as a year's worth of meetings in the office. Next time I will bring our agency's marketing manager since I could not see everyone I needed to by myself."*

Bob Iocco  
AssuredPartners  
Roanoke, VA

*"I have gained so much personally and professionally from attending the IIAV conventions and trade shows over the years and I am looking forward to this year's convention in June. The IIAV conventions have always exceeded my expectations."*

Priscilla Hottle  
Hottle and Associates  
Warrenton, VA

*"Are you looking for a great trade show, compelling keynote speakers, educational opportunities and, of course, lots of fun? That has been my experience at every IIAV convention. I am sure this year's convention will once again deliver an excellent and rewarding experience."*

Forest Wagner  
F A Wagner Insurance Agency, Inc  
Daleville, VA

# 2024 CONVENTION SCHEDULE

## SUNDAY, JUNE 23

7:30 am - 2:00 pm  
Registration Desk Open

8:00 pm - 10:00 pm  
Opening Reception - **It's Casino Night!**

## MONDAY, JUNE 24

7:45 am - 6:30 pm  
Registration Desk Open

7:45 am - 8:45 am  
Breakfast Buffet

9:00 am - 10:30 am  
Keynote Speaker | Manley Feinberg Managing Teams with Increased Commitment, Laser Focus and Breakthrough Momentum.

10:45 am - 11:45 am  
Mid-Morning Session | Commissioner Scott White | The State of the Industry

11:45 am - 12:15 pm  
Lunch Buffet

12:15 pm - 1:15 pm  
Breakout Sessions  
Consumer Expectations in the Virtual World with Carey Wallace  
OR  
What's YOUR Secret Sauce? with Robert Houghton

1:30 pm - 2:30 pm  
Breakout Sessions  
Managing Remote Employees & Associates with Jason Sabo  
OR  
Trusted Choice - Hard Market Toolkit and Other Trusted Choice Benefits with Joseph Cox

**3:00 pm - 6:00 pm**

**Trade Show**

**Exhibitor Prize Drawings at 5:30 pm**

**Exhibitor Breakdown at 6:00 pm**

## TUESDAY, JUNE 25

7:30 am - 2:00 pm  
Registration Desk Open

8:00 am - 9:15 am  
Breakfast Buffet

9:30 am - 10:30 am  
Keynote Speaker | Matt McHatten, CEO of MMG | The Hard Market from the Carrier's Perspective

10:45 am - 11:45 am  
Mid-Morning Session | Brian Ambrosia, Marsh Berry | Perpetuation from Within

12:00 noon - 1:00 pm  
Lunch 'N Learn | Mark O'Connor, Inspirations Group | An Insider's Guide to Improving Your Security Posture

6:00 pm - 7:00 pm  
Reception & VAIA Silent Auction with Special Guest

7:00 pm - 9:30 pm  
Awards Dinner and Entertainment featuring David Gerard

We're Doing a Las Vegas-Themed Trade Show!

Come decked out in your best casino attire & booth decorations and be eligible for a great prize (and bragging rights)!



Complete the registration form and mail payment to IIAV at 8600 Mayland Drive | Richmond, VA 23294

# SPONSORSHIP OPTIONS AVAILABLE

## \$3,500

Drink Cups - Tradeshow - Featuring Your Logo  
Lanyards - Featuring Your Logo  
Name Badges - Featuring Your Logo  
Welcome Gift/Beach Tote - Featuring Your Logo  
Bottled Water

## \$2,500

Beverage Napkins  
Breakfast Sponsor - Monday (exclusive)  
Breakfast Sponsor - Tuesday (exclusive)  
Notepads - Featuring Your Logo  
Onsite Program Back Cover - Color Advertisement  
Pens - Featuring Your Logo  
Tradeshow Caricature Artist  
Wi-fi Host

## \$2,000

Sunday Welcome Dessert & Casino  
Awards Banquet Grand Prize  
Hotel Key Sleeves  
Hotel Room Door Hangers (2)  
Keynote Speaker (2) - Monday  
Keynote Speaker (2) - Tuesday  
Photo Booth  
Pocket Agenda  
Registration Envelopes - Featuring Your Logo  
Tradeshow Savory Snacks - Your Logo Featured (4)

## \$1,500

Attendee Directory (2)  
Tradeshow Bar - Your Logo Featured at Bar (4)  
Awards Cocktail Reception - Tuesday (2)  
Awards Dessert Reception - Tuesday (2)  
Welcome Reception - Spirits - Sunday (2)  
Monday Lunch Sponsor (2)

## \$1,000

Coffee Sleeves - Monday  
Coffee Sleeves - Tuesday  
Lunch-N-Learn - Tuesday (2)  
Mobile Charging Station (5)  
Name Badge Insert (Sponsor Provided)  
Speaker - Monday (2)  
    Manley Feinberg  
    Commissioner Scott White  
Gaming Table Sponsorships (4)

## \$750

Registration Desk Treat - Sunday (2)  
Registration Desk Treat - Monday (2)  
Registration Desk Treat - Tuesday (2)  
Trade Show - Grand Prize & Passport (2)

## \$500

Breakout Session 1 with Carey Wallace (3)  
Breakout Session 1 with Robert Houghton (3)  
Breakout Session 2 with Jason Sabo (3)  
Breakout Session 2 with Joseph Cox (3)  
Registration Envelope Insert (sponsor provided) (4)  
Session 1 & 2 - Refreshments - Monday (2)  
    (with Carey Wallace & Robert Houghton)  
Session 1 & 2 - Refreshments - Tuesday (2)  
    (with Matt McHatten and Brian Ambrosia)  
Tradeshow Flooplan Poster (3)  
Welcome Gift (sponsor provided) (5)

## \$250

Coffee Breaks (4)  
Company Sponsored Agent Registration (5)  
    (for non-IIAV member agents only)  
Product Line Reference Board (4)  
Trade Show Prize Board (6)  
Contact IIAV for Casino Swag Items (Sunday)  
Casino Night Winner Rewards (4)

**[Visit iiav.com/sponsor](http://iiav.com/sponsor) to see what sponsorship options remain available.**



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# EXHIBIT BOOTH OPTIONS & INFORMATION

Exhibit Hall Open Monday, June 24 from 3:00 pm - 6:00 pm

## Exhibit Booth Information

Each exhibiting organization may send up to **TWO** representatives per booth. Booth attendees can participate in tradeshow activities, including food and drinks provided at the show. Participation at other convention events require convention registration. Pre-Event email list will be sent two weeks prior to convention

*Instructions on how to obtain additional equipment, special lighting, or decorations will be provided in your event confirmation.*

## Booth Space Includes

6' x 10' area

One 6'x2' draped table

Two chairs

1 sign

*No price increase since 2022*

## Booth Pricing

	Member	Non Member
Aisle Booth exposure to traffic on one side	\$850	\$1,000
Premium Booth exposure to traffic on two sides	\$880	\$1,100

## Important Exhibitor Times



Exhibit Hall Open: Monday, June 24 from 3:00 pm - 6:00 pm  
Exhibitor Prize Drawings: Monday, June 24 at 5:30 pm  
Exhibitor Breakdown: Monday, June 24 at 6:00 pm

*Exhibitor Check-in and Set up times will be provided with your event confirmation*

## We're Doing a Las Vegas-Themed Trade Show!

Come decked out in your best casino attire and booth decorations and be eligible for a great prize (and bragging rights)!



## HOTEL INFORMATION



Marriott Resort Virginia Beach Oceanfront is located just off the north end of the famous Virginia Beach boardwalk.

The hotel is part of The Cavalier Resort, with The Historic Cavalier Hotel and its famed Tarnished Truth Distillery and SeaHill Spa just across the street.

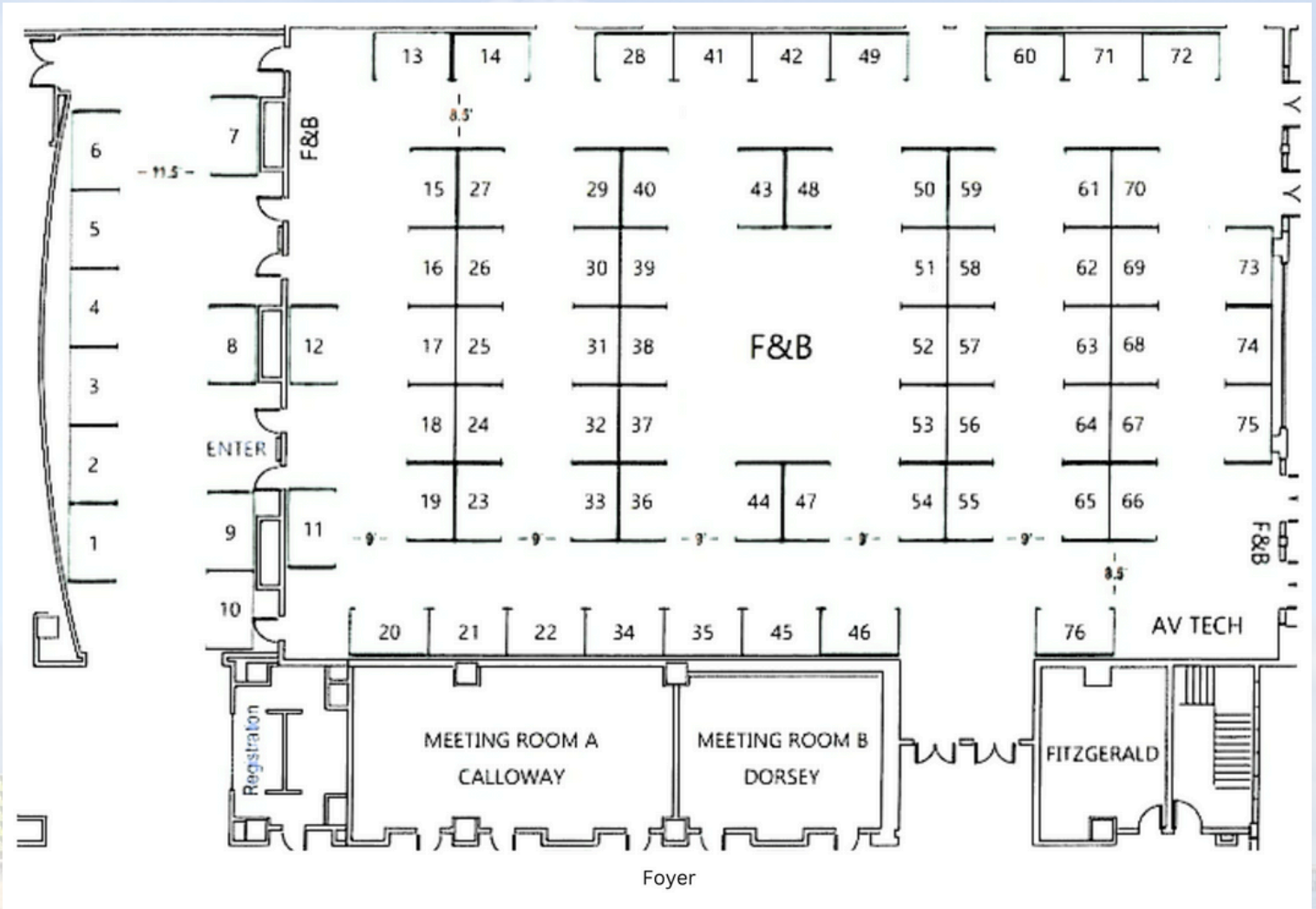
Enjoy exceptional amenities including adjacent indoor/outdoor swimming pools, a large 24-hour fitness center and spacious landscaped grounds with bocce ball, fire pits and terraces.

Information regarding the IIAV room block and room rates and directions for making reservations will accompany your Sponsor/Exhibitor Confirmation.



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# Tradeshow Floor Plan



All booths 10 ft wide and 6 feet deep

**[Visit iav.com/sponsor](http://iav.com/sponsor) to see what exhibit booths remain available.**



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# Sponsor/Exhibitor Registration 2024 IIAV Convention

### Company Information (please print)

Company Name \_\_\_\_\_  
Business Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Office Phone \_\_\_\_\_

### Primary Company Contact (please print)

Name \_\_\_\_\_ Email \_\_\_\_\_  
Phone \_\_\_\_\_

### Booth Selection:

Space assigned in the order in which they are received.

Indicate Placement Preference by Booth Number:

1st Choice: \_\_\_\_\_

2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_

Exhibit Booth Total: \$ \_\_\_\_\_

### Sponsorship Selection:

Indicate Sponsorship Selections Below:

Item: \_\_\_\_\_ Value: \$ \_\_\_\_\_

Item: \_\_\_\_\_ Value: \$ \_\_\_\_\_

Item: \_\_\_\_\_ Value: \$ \_\_\_\_\_

Sponsorship Total: \$ \_\_\_\_\_

### Booth Attendee #1 (please print)

Name \_\_\_\_\_

Email \_\_\_\_\_

Cell Phone \_\_\_\_\_

### Booth Attendee #2 (please print)

Name \_\_\_\_\_

Email \_\_\_\_\_

Cell Phone \_\_\_\_\_

### Important Reminder:

Individuals from companies that are sponsoring and or exhibiting at the convention that wish to participate in all of the convention sessions (aside from exhibiting), must complete a full convention registration in addition to this registration at [www.iiav.com](http://www.iiav.com).

Total Due to IIAV:		Payment Information	
Exhibit Booth Total	\$ _____	(Circle one) Check, MC, VISA, DISCOVER, AmEx	
Sponsorship Total	\$ _____	CC# _____	
Subtotal	\$ _____	Exp _____ Sec Code _____	
(Partner Convention Allocation)	\$ (_____)	Billing Address _____	
Total Due	\$ _____	Name _____	
		Signature _____	

This contract, including the Terms & Conditions that follow, embodies the whole agreement of the parties hereto. There are no promises, terms, conditions, understandings or obligations other than those contained herein. This contract shall supersede all previous communications, representations and agreements, whether verbal or written between parties.

I have read, understood and agree to the above-stated terms and the Terms & Conditions, as they appear on the next page, governing this contract and I am authorized by my company or organization to sign this contract.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# JUNE 2024 TRADE SHOW 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 22nd will receive a 50% refund and must be in writing. NO refunds after May 22nd.
- 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 6:00 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 an 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.





Independent Insurance  
Agents of Virginia

# THANK YOU 2024 PARTNERS

## Platinum



## Gold



## Silver



## Bronze

Acuity  
Amerisafe  
Berkley Mid-Atlantic  
Berkshire Hathaway  
Central Insurance  
Commonwealth Underwriters  
Encova

Goodville Mutual  
Jencap Ins Services  
JM Wilson  
Landin Services  
Leavitt Group  
Loudoun Mutual  
Main Street America  
Millers Mutual

National General  
Normandy Ins Co  
Openly Insurance  
Penn National  
Summit Consulting  
West Bend Mutual  
The Zenith