



Insurance Agents  
& Brokers

# 2020 SPONSORSHIP OPPORTUNITIES

Connect with independent insurance agents in PA, MD, and DE through IA&B events.

<u>Delaware Convention</u>	5
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<u>Young Agents Award</u>	9

# ABOUT IA&B

Insurance Agents & Brokers (IA&B) is a professional trade association that is a driving force behind professional training, advocacy, and support for independent agencies. IA&B is the premier resource and champion for independent insurance agents in Pennsylvania, Maryland, and Delaware.

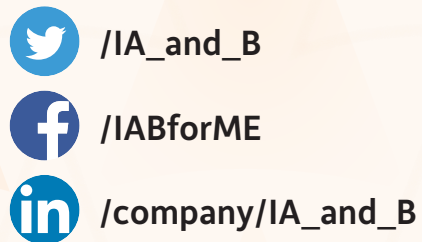
**25**  
DEDICATED STAFF TO  
SUPPORT MEMBERS



IA&B  
TERRITORY



## SOCIAL MEDIA



## CONTACT US



# OUR PUBLICATIONS

Recognition in our publications distributed to 10,000+ insurance professionals.

**AGENT HEADLINES**  
Weekly e-newsletter



**PRIMARY AGENT**  
Monthly magazine



**TRAINING SCHEDULE**  
Semi-annual catalog



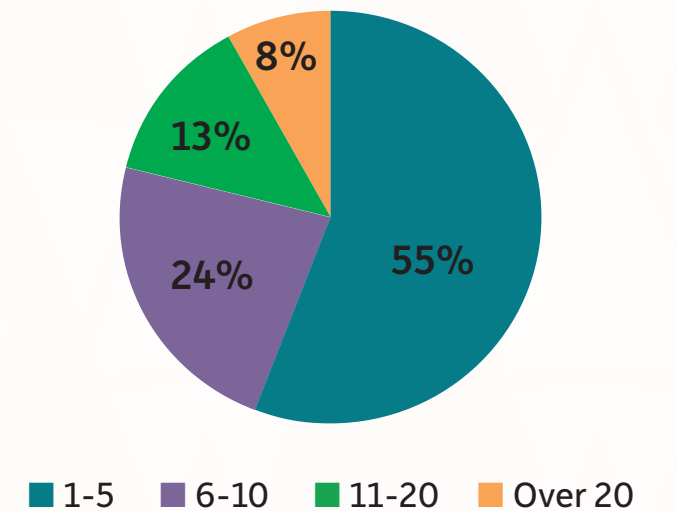
# OUR MEMBERS

IA&B member agency principals and owners have established careers, extensive professional networks, and strong community involvements.

## NUMBER OF MEMBERS



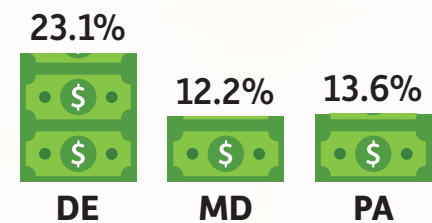
## NUMBER OF EMPLOYEES



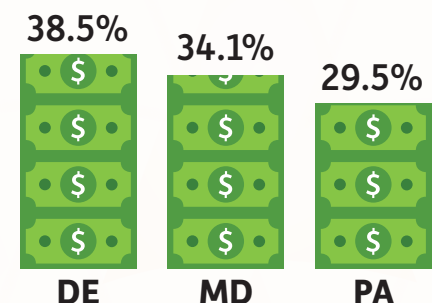
## ANNUAL AGENCY REVENUE

Reach member agencies with solid revenue.

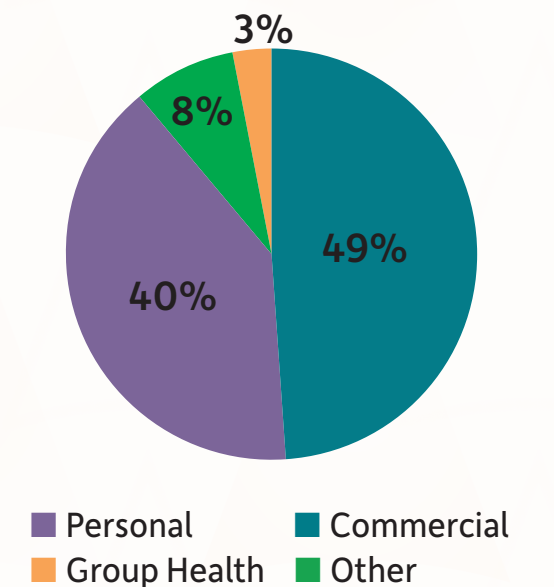
### \$500,000 - \$1,249,000



### \$1,250,000 - \$2,499,000



## LINES OF BUSINESS





# DELAWARE CONVENTION

## EVENT

May 7-8, 2020 | Hyatt Dewey Beach, DE

**NEW** This year the convention will be open to independent agents in DE AND PA and MD.

Connect with 100 independent insurance professionals, which includes agency owners, managers, and producers. This 2-day conference includes golf, education, a reception, and other networking opportunities.

### WHAT MEMBERS ARE SAYING:

"It's a great opportunity for convenient education, to network with fellow agents, and connect with company partners. I've always thought of it as a way to celebrate our profession and the contributions we make to local businesses and families." - John Yasik, CIC – President, Poland & Sullivan Insurance, DE

## GOLD SPONSORSHIPS

- \$3500 **Limited sponsorships available**
- Recognition on all print and digital promotions
- Five minute speaking opportunity to address attendees
- Signage at a golf tee

- Premier exhibit space at convention
- Complimentary registration to golf, luncheon, and reception
- Attendee roster and mailing list

### CHOOSE ONE:

#### ☐ GOLF TOURNAMENT SPONSOR

- All Gold Sponsor benefits
- Company logo on beverage cart & luncheon signage.

#### ☐ SPEAKER SPONSOR

- All Gold Sponsor benefits
- Verbal recognition during sales session for principals and producers.
- Company logo displayed during session.

#### ☐ RECEPTION SPONSOR

- All Gold Sponsor benefits
- Company logo displayed on cocktail napkins & event signage.

#### ☐ TRANSPORTATION SPONSOR

- All Gold Sponsor benefits
- Company logo on signage for the Jolly Trolley between Dewey & Rehoboth.

## SILVER SPONSORSHIP

- \$1000
- Recognition on all print and digital promotions
- Complimentary registration to luncheon and reception

- Exhibit space at convention
- Attendee roster and mailing list
- Golf Tee Signage available for \$100 each

## QUESTIONS?



Contact Events Manager Alane Fagan  
AlaneF@IABforME.com | 800-998-9644, ext. 512



# FUTURES CONFERENCE

## EVENT

October 6-7, 2020 | Wyndham Gettysburg, PA

The premiere conference for young insurance professionals. Nearly 100 up-and-coming agents take part in workshops, roundtable discussions, and other networking opportunities. IA&B Board Members and other industry mentors take part in this conference.

### WHAT MEMBERS ARE SAYING:

“This conference allows you to network and learn what other agents are doing within their offices that you might not otherwise see.”

- Greg Bennett – Producer, Famous & Spang Associates, MD



## FUTURES SPONSORSHIPS

■ \$5000 **Limited sponsorships available**

- Recognition on all print and digital promotions
- Opportunity to address the attendees
- Two complimentary registrations to the conference
- Full Page Ad in conference notebook
- Attendee roster and mailing list



## ADVERTISING

■ \$500

- Full page ads in the conference notebook



## QUESTIONS?



Contact Education & Events Sr. Director Jess McWilliams  
JessicaM@IABforME.com | 800-998-9644, ext. 503

# WHO WILL IT BE?

NEW

# YOUNG AGENTS AWARD



Who will receive the first Young Agent Award?

## AWARD

In 2020, IA&B will launch the Young Agents Award program recognizing rising stars in the independent insurance community in PA, MD, and DE.

The IA&B Board will select three future agents (one from each state) to receive this award. Recipients will be publically announced and recognized at an award ceremony during the 2020 Futures Conference, which is set for October 6-7, 2020 in Gettysburg, PA.

## DETAILS

### RECIPIENTS WILL BE:

- Featured on the cover of IA&B magazine Primary Agent, October edition
- Featured in a video presented during award ceremony and on social media

### SOME CRITERIA INCLUDES:

- Employed for one year or more by an IA&B Member in PA, MD, and DE.
- 39 years old or younger on October 8, 2020.
- Made community contributions through volunteering or service
- Example of becoming an up-and-coming leader in the field
- Participated in IA&B events, education or other happenings

## SPONSORSHIP

■ \$1,500

### COMPANY FEATURED AT FUTURES CONFERENCE: YOUNG AGENTS AWARD CEREMONY

- Logo on ceremony signage
- Logo included in the video featuring winner to air during ceremony
- Recognition during presentation to recipients at ceremony
- Opportunity to attend ceremony

### COMPANY LOGO IN VIDEO FEATURING WINNERS- PROMOTED ON:

- Futures Conference: Young Agents Award Ceremony
- IA&B Social media (Facebook, Twitter, LinkedIn)
- Your company can use and promote the video
- Company recognition and logo in IA&B magazine Primary Agent

## QUESTIONS?



Contact Education & Events Sr. Director Jess McWilliams  
JessicaM@IABforME.com | 800-998-9644, ext. 503

# SPONSORSHIP REGISTRATION FORM

## YOUR INFORMATION

**Company Name** (As it should appear in publications): \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **ST** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**Phone:** (\_\_\_\_\_) \_\_\_\_\_ **Email:** \_\_\_\_\_

## SPONSORSHIP

### Choose one ore more of the opportunities below:

- Delaware Convention
    - Gold Sponsorship: Golf Tournament: \$3500 \$ \_\_\_\_\_
    - Gold Sponsorship: Reception: \$3500 \$ \_\_\_\_\_
    - Gold Sponsorship: Speaker: \$3500 \$ \_\_\_\_\_
    - Gold Sponsorship: Transportation: \$3500 \$ \_\_\_\_\_
    - Silver Sponsorship: \$1000 \$ \_\_\_\_\_
    - Golf Hole Sponsorship: \$100/hole \$ \_\_\_\_\_
  - Futures Conference: \$5000 \$ \_\_\_\_\_
  - Young Agent Award: \$1500 \$ \_\_\_\_\_
- TOTAL \$ \_\_\_\_\_

## PAYMENT

**Method of Payment:**  Check enclosed - payable to IA&B.  Charge my personal credit card.  
 Charge my corporate credit card.

**Credit Card:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_ / \_\_\_\_\_

**Name of Cardholder (PLEASE PRINT):** \_\_\_\_\_

**Card Type:**  Visa  MasterCard  American Exp.

**Signature of Cardholder:** \_\_\_\_\_

Note: Sponsorships may be deductible as ordinary business expenses; however, they may not be considered charitable contributions.

## THANK YOU

Send completed form to: IA&B, 5050 Ritter Road, Mechanicsburg, PA 17055

**QUESTIONS?** Contact Jess McWilliams at [JessicaM@IABforME.com](mailto:JessicaM@IABforME.com) or 800-998-9644, ext. 503