

Independent Insurance Agents of Virginia



PARTNER PROGRAM FOR 2010-2011

You are cordially invited to become a “Partner” of the Independent Insurance Agents of Virginia. We created this program at the request of IIAV Associate Members who support the Association on an on-going basis. Becoming an IIAV Partner provides the vehicle for a high-profile, year-long exposure to members of the Independent Insurance Agents of Virginia—the oldest and largest association of independent agents. If you’re looking for independent insurance agency decision makers, they’re a member of IIAV!

You can choose from various sponsorship levels that fit your needs and budget. The chart below illustrates the benefits for each level of participation.

IIAV MONTHLY NEWSLETTER ADVERTISING

IIAV's newsletter is emailed to all agency and company member individuals—over 5,100 people.

Please indicate which month(s) you will be submitting ad(s) and submit to mkjar@iav.com in .pdf format by the 15th of the month prior.

<input type="checkbox"/> \$3,600 > Twelve full-page color ads (8.5" x 11")	<input type="checkbox"/> \$1,800 > Six full-page color ads (8.5" x 11")	<input type="checkbox"/> \$1,200 > Four full-page color ads (8.5" x 11")	<input type="checkbox"/> \$600 > Two full-page color ads (8.5" x 11")	<input type="checkbox"/> \$300 > One full-page color ad (8.5" x 11")	
<input type="checkbox"/> \$2,400 > Twelve half-page color ads (7.5" x 5")	<input type="checkbox"/> \$1,200 > Six half-page color ads (7.5" x 5")	<input type="checkbox"/> \$800 > Four half-page color ads (7.5" x 5")	<input type="checkbox"/> \$400 > Two half-page color ads (7.5" x 5")	<input type="checkbox"/> \$200 > One half-page color ad (7.5" x 5")	
<input type="checkbox"/> \$1,800 > Twelve quarter-page color ads (7.5" x 2.5")	<input type="checkbox"/> \$900 > Six quarter-page color ads (7.5" x 2.5")	<input type="checkbox"/> \$600 > Four quarter-page color ads (7.5" x 2.5")	<input type="checkbox"/> \$300 > Two quarter-page color ads (7.5" x 2.5")	<input type="checkbox"/> \$150 > One quarter-page color ad (7.5" x 2.5")	
<input type="radio"/> January <input type="radio"/> July	<input type="radio"/> February <input type="radio"/> August	<input type="radio"/> March <input type="radio"/> September	<input type="radio"/> April <input type="radio"/> October	<input type="radio"/> May <input type="radio"/> November	<input type="radio"/> June <input type="radio"/> December

IIAV.com BANNER ADVERTISING

Ads will be posted on the homepage beginning on the 15th of each month and will be displayed until the 15th of the next month.

Please indicate which month(s) you will be submitting ad(s) and submit to mkjar@iav.com by the 25th of the month prior.

<input type="checkbox"/> \$500 > One animated banner ad (430 x 50 px), displayed for one month	<input type="checkbox"/> \$250 > One static banner ad (430 x 50 px), displayed for one month				
<input type="radio"/> January <input type="radio"/> July	<input type="radio"/> February <input type="radio"/> August	<input type="radio"/> March <input type="radio"/> September	<input type="radio"/> April <input type="radio"/> October	<input type="radio"/> May <input type="radio"/> November	<input type="radio"/> June <input type="radio"/> December

CAREER OPPORTUNITY BOARD

By posting careers and internships at www.InsuranceCareerInstitute.com you are helping the Virginia Association of Insurance Agents (VAIA) recruit the next generation into the insurance industry.

<input type="checkbox"/> \$50 > One Full-time New Hire Posting > Expires after 90 days	<input type="checkbox"/> \$25 > One Internship Posting > Expires after six months
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INSURANCE DAY ON THE HILL —February 2-3, 2011

Premier legislative event with focus on proposed legislation during current General Assembly. This is a joint legislative event with NAIFA-Virginia, NAIW, and the Greater Richmond CPCU Society.

<input type="checkbox"/> \$1,000 > Listing, with logo , as IIAV sponsor at event, on web and in promotional materials > Two comp registrations > Full-page ad in program	<input type="checkbox"/> \$750 > Listing as IIAV sponsor at event, on web and in promotional materials > One comp registration > Half-page ad in program	<input type="checkbox"/> \$500 > Listing as IIAV sponsor at event, on web and in promotional materials
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PARTNER PROGRAM FOR 2010-2011 (Continued)

ACSR TRIBUTE DAY —Richmond, September 17, 2010

Annual education and networking day for account managers and CSR's in an agency.
Recognition of new ACSR graduates along with ACSR of the Year.

<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Three comp registrations ➤ Full-page ad in program 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations ➤ Half-page ad in program 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration

YOUNG AGENT CONFERENCE (YAC) —Wintergreen, October 21-22, 2010

Two day event focused on leadership, networking and education.
Young Agent of the Year awarded.

<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	<input type="checkbox"/> \$150
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations ➤ Full-page ad in program ➤ Exhibit booth or sponsored event 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration ➤ Half-page ad in program ➤ Exhibit booth or sponsored event 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials ➤ Half-page ad in program 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials 	<ul style="list-style-type: none"> ➤ One exhibit booth at trade show

YOUNG AGENT SOCIALS

Imagine being able to network with young agents from various agencies around the state in a relaxed and fun environment.
Great opportunity for agency and company reps to begin new relationships and build upon those already established.

Annual Ski Trip — Winter, 2011		Annual Colonial Downs Trip — Summer, 2011	
<input type="checkbox"/> \$500	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials 	<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials

YOUNG AGENT LUNCH-N-LEARNS — Regionally throughout 2010 & 2011

Regional seminars on various topics are combined with networking lunch.
The IIAV Education Dept. will contact you to select a specific day and topic.

<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500
<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ Two comp registrations for <u>two</u> sponsored days ➤ Recognition by speaker 	<ul style="list-style-type: none"> ➤ Listing, with logo, as IIAV sponsor at event, on web and in promotional materials ➤ One comp registration for <u>one</u> sponsored day 	<ul style="list-style-type: none"> ➤ Listing as IIAV sponsor at event, on web and in promotional materials for <u>one</u> sponsored day

BUILDING FUND

There are two ways to show your company's support for the independent agency system and that's through the Dwight L. Dillon Wall of Honor or the Vernell H. Hogan Memorial Gardens. Make a permanent statement of your support for the independent agent – contact IIAV's President & CEO Bob Bradshaw today at rbradshaw@iiaav.com. Contributions can be paid over a 5-year period. As the largest provider of continuing professional education in the state, company name exposure at the IIAV headquarters is significant.

<input type="checkbox"/> \$50,000	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$10,000
<ul style="list-style-type: none"> ➤ 'Patron' recognition, with logo, on the Wall of Honor ➤ Access to IIAV's education & board rooms, at no additional charge ➤ Story & photo recognition in the Big "I" quarterly magazine & monthly newsletter 	<ul style="list-style-type: none"> ➤ 'Benefactor' recognition, with logo, on the Wall of Honor ➤ Access to IIAV's education & board rooms, at no additional charge ➤ Story & photo recognition in the Big "I" quarterly magazine & monthly newsletter 	<ul style="list-style-type: none"> ➤ 'Friend' recognition on the Wall of Honor ➤ Access to IIAV's education & board rooms, at no additional charge ➤ Story & photo recognition in the Big "I" quarterly magazine & monthly newsletter
<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500
<ul style="list-style-type: none"> ➤ 'Backer' recognition on the Wall of Honor 	<ul style="list-style-type: none"> ➤ 'Contributor' recognition on the Wall of Honor 	<ul style="list-style-type: none"> ➤ Paver recognition in the Memorial Gardens

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PARTNER PROGRAM FOR 2010-2011 (Continued)

SUPPORT VAIA (Virginia Association of Insurance Agents)

VAIA is a 501 (c)(3) education foundation committed to providing insurance education and training resources to Virginia communities. Your donations and support allow VAIA to help the next generation become more aware of insurance basics and careers within the industry. Gifts to VAIA are tax deductible.

<input type="checkbox"/> \$2,500+ > Honorary scholarship fund created in your name > 'Benefactor' recognition on web	<input type="checkbox"/> \$1,000 > 'Patron' recognition on web	<input type="checkbox"/> \$500 > 'Contributor' recognition on web	<input type="checkbox"/> \$250 > 'Supporter' recognition on web	<input type="checkbox"/> \$100 > 'Friend' recognition on web
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ANNUAL CONVENTION — Hot Springs, June 19-22, 2011

IIV's premier event focusing on networking, education, and fun for agency members. See list below for sponsorship choices (selections will be honored on a first come, first served basis).

<input type="checkbox"/> \$7,500 > Listing, with logo , as IIV sponsor at event, on web and in promotional materials > Two comp registrations > Full-page ad in program > Significant name exposure throughout event > Sponsorship Choice*	<input type="checkbox"/> \$5,000 > Listing, with logo , as IIV sponsor at event, on web and in promotional materials > One comp registration > Half-page ad in program > Sponsorship Choice*	<input type="checkbox"/> \$3,000 > Listing as IIV sponsor at event, on web and in promotional materials > One comp registration > Half-page ad in program > Sponsorship Choice*	<input type="checkbox"/> \$2,500 > Listing as IIV sponsor at event, on web and in promotional materials > One comp registration > Quarter-page ad in program > Sponsorship Choice*
<input type="checkbox"/> \$1,500 > Listing as IIV sponsor at event, on web and in promotional materials > Sponsorship Choice*	<input type="checkbox"/> \$1,000 > Listing as IIV sponsor at event, on web and in promotional materials > Sponsorship Choice*	<input type="checkbox"/> \$500 > Listing as IIV sponsor at event, on web and in promotional materials > Sponsorship Choice*	

ANNUAL CONVENTION SPONSORSHIP CHOICES* — Hot Springs, June 19-22, 2011

If \$5,000 or more is selected, you will be listed as a Diamond Convention Sponsor.
 If between \$4,999 and \$2,500 is selected, you will be listed as a Platinum Convention Sponsor.
 If between \$2,499 and \$1,500 is selected, you will be listed as a Gold Convention Sponsor.
 If between \$1,499 and \$500 is selected, you will be listed as a Silver Convention Sponsor.
 If \$500 or less is selected, you will be listed as a Bronze Convention Sponsor.

<input type="checkbox"/> \$2,500 <input type="checkbox"/> Closing Banquet (2) <input type="checkbox"/> Exhibit Hall Panel Signs <input type="checkbox"/> Exhibit Hall Tote Bags <input type="checkbox"/> Golf Box Lunches <input type="checkbox"/> Sunday Hospitality Suite <input type="checkbox"/> Golf Tournament & Beverages <input type="checkbox"/> Convention Program <input type="checkbox"/> Personalized Bottled Water <input type="checkbox"/> Personalized Room Keys <input type="checkbox"/> "Dine Around" (3)	<input type="checkbox"/> \$1,500 <input type="checkbox"/> Awards Banquet Entertainment <input type="checkbox"/> Closing Reception (2) <input type="checkbox"/> Exhibit Hall Breakfast (2) <input type="checkbox"/> Exhibit Hall Lunch (2) <input type="checkbox"/> Keynote Breakfast (3) <input type="checkbox"/> Name Badges <input type="checkbox"/> Breakfast	<input type="checkbox"/> \$1,000 <input type="checkbox"/> Breakout Sessions (3) <input type="checkbox"/> Grand Prize/Awards Banquet <input type="checkbox"/> Pocket Agenda <input type="checkbox"/> Refreshment Breaks (3) <input type="checkbox"/> Registration Envelopes (2)	<input type="checkbox"/> \$675 Exhibit Booth— corner &/or hallway booths (prior to 4/30/11)
<input type="checkbox"/> \$500 <input type="checkbox"/> Attendee Directory <input type="checkbox"/> Awards <input type="checkbox"/> Golf Tournament Snack/Cigar Cart <input type="checkbox"/> Grand Prize/Exhibit Hall <input type="checkbox"/> CE Sessions (2)	<input type="checkbox"/> \$250 <input type="checkbox"/> Audio Visual Equipment (4) <input type="checkbox"/> Golf Hole (18) <input type="checkbox"/> Golf Tournament Practice Range <input type="checkbox"/> Golf Tournament Prizes (2) <input type="checkbox"/> Golf Tournament Putting Contest <input type="checkbox"/> Newspaper Stickers (3) <input type="checkbox"/> Speaker Gift (2)		<input type="checkbox"/> \$650 Exhibit Booth— aisle booth (prior to 4/30/11)

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PARTNER PROGRAM FOR 2010-2011 (Continued)

Notes

- ▶ Big "I" quarterly magazine - for advertising rates, contact BlueWater Publishers, Inc. at 360-805-6474.
- ▶ IIAV Membership Directory - for advertising rates, contact Naylor Publications at 352-332-1252.
- ▶ While you're budgeting, don't forget your membership dues at \$725/year.

Payment Information

<input type="radio"/> Check Enclosed	<input type="radio"/> Credit Card:	Total \$ _____
<input type="radio"/> Bill me now	<input type="checkbox"/> Visa	Card #: _____
<input type="radio"/> Bill me after _____	<input type="checkbox"/> MasterCard	Exp. Date: _____ V-code: _____
	<input type="checkbox"/> Amex	Billing Street Address: _____
		City/State: _____ Zip Code: _____
	<input type="checkbox"/> Discover	Issued To: _____
		Signature: _____

Contact Information

Contact Name: _____	Phone: _____
Company: _____	Fax: _____
Full Company Address: _____	Email: _____

Return To

Independent Insurance Agents of Virginia
8600 Mayland Drive, Richmond, VA 23294

Fax to: 804-747-6557

Questions? Call Danny Mitchell (dmitchell@iiav.com) at 804-747-9300 or 1-800-288-4428.