77th annual IAIP CONVENTION

JUNE 7-9, 2018 · ST. LOUIS, MO



PROSPECTUS



Profiles



WHO IS IAIP?

The International Association of Insurance Professionals (IAIP) is a professional association open to individuals in the insurance and risk management industries. Insurance Professionals is best known for providing insurance education, skills enhancement and leadership development to its members.

WHY PARTICIPATE IN THE 2018 **CONVENTION?**

Align your organization with a community of thousands of insurance professionals. With IAIP, you can showcase your products and services to professionals and influencers from all areas of the insurance and risk management industry. They rely on IAIP as an indispensable resource for education, networking and career development.

The Exhibitor Tradeshow will feature a Welcome Reception on Thursday night and an Exhibitor and Sponsor Luncheon on Friday. In addition, exhibitor and sponsors* will be given the opportunity to address the audience at the Friday Luncheon. *Limited opportunities available.

WHO ATTENDS?

Professionals in attendance include employees of both agencies and companies including:

- Claims professionals
- Underwriters
- Actuaries
- Risk managers
- · Customer service representatives
- · Human resource managers
- · Technology experts
- CPAs
- Attorneys
- · Financial advisors

IAIP MEMBERS HAVE INPUT ON **PURCHASING DECISIONS RELATED TO:**

- Accounting Services
- Actuarial Services
- Appraisers/Valuation Services
- Compliance and Regulatory Services
- Computer Products/Services Restoration
- · Disaster Recovery
- Document Imaging
- Environmental Services
- Litigation/Legal Services
- Premium Finance Services
- Reinsurance

WHERE WILL WE MEET?

Join us for our 2018 convention June 7-9, 2018 at St. Louis Union Station in St. Louis, Missouri.



IAIP IS HERE TO Make Connections

Being successful in business means connecting customers and prospects to your products and services. IAIP is here to help you create a strong network and expand your circle of influence within the Insurance Professionals community with a variety of marketing opportunities at every level.

We have designed a variety of opportunities to meet your needs and will work with you to find a solution that will fit your objectives and increase your connections to the insurance industry.





Sponsorship Opportunities

BENEFITS	5 STAR	4 STAR	3 STAR	2 STAR	1 STAR		
Financial Contribution	\$7,500	\$5,000	\$2,500	\$1,000	\$500		
Full registration for 2018 Convention	3	2	2	1			
Complimentary booth at convention tradeshow	Y	Y	Y	Υ			
Speaking opportunity	1 Available: Opening General Session*	3 Available: Industry Panel Luncheon (Thu)* Exhibitor Luncheon (Fri)* Recognition Luncheon (Sat)*	1 Available: Welcome Reception*				
Logo / listing in program guide	Υ	Υ	Y	Υ	Y		
Recognition on IAIP website as a convention sponsor	Υ	Υ	Y	Υ	Y		
Prominent signage	Y	Y	Y	Υ	Y		
Recognition in <i>Today's</i> Insurance Professionals magazine	Y	Υ	Y	Υ	Y		
MARKETING AND ADVERTISING							
Convention attendee mailing list	Y	Y	Y	Υ	Υ		
Advertisement in Today's Insurance Professionals magazine	Three (3) full-page ads (one ad per issue)	One (1) ad in Convention Recap issue	75% ad discount (Convention Recap issue)	50% ad discount (Convention Recap issue)	25% ad discount (Convention Recap issue)		
Advertisement in 2018 convention program	One (1) full-page ad with Premium placement	One (1) full-page ad	One (1) full-page ad	One (1) half-page ad	One (1) quarter-page ad		
Advertisement in <i>The Connections</i> eNewsletter	Three (3) ads	One (1) ad					
Web banner on convention website	Two (2) 60-day banner ads						
Marketing collateral in the convention goodie bag	Y	Y	Y	Υ	Y		

^{*}Limited opportunities available. Reserved on a first-come basis.





Additional Sponsorship Opportunities

EDUCATIONAL WORKSHOPS*

Take advantage of this opportunity to share your expertise, show off your brand and connect with insurance professionals who are eager to learn and gain valuable information about various knowledge areas. We are seeking presenters that will energize attendees with new topics, be engaging in presentation style and inspire the audience. In exchange for partnering with IAIP to provide an educational workshop, education partners will receive 1 Star benefits.

The educational sessions for IAIP's International Convention follow three educational tracks:

- INDUSTRY TRENDS: Education courses for insurance professionals in all areas of the industry are offered in this track. Sessions will include current industry trends and hot topics relevant to the insurance industry. Courses approved for CE credit are preferred.
- CAREER DEVELOPMENT: Courses in the Career
 Development track will help attendees take their career
 to the next level with developing their leadership and
 professional skills.
- ASSOCIATION LEADERSHIP: This track is designed to
 provide comprehensive training in managing the local
 associations, councils and regions. Learn from association
 management experts and take advantage of the opportunities
 for peer-to-peer interactions. This information will be
 transferable to other aspects of the attendee's involvement
 with other groups as well as their job responsibilities.



*Limited number of Educational Workshops available. Provided on a first-come basis. Session topics are due to IAIP no later than November 1, 2017. To determine availability within each of the education tracks, contact Rebecca Clusserath, Director of Education, education@iaip-ins.org.

ANNUAL AWARD SPONSOR \$2,000 | 8 total

Some of the most popular sponsorship opportunities at the Annual Convention are the Award Sponsorships. With acknowledgment in the program guide, the ability to announce the winner for your award category, and your company name engraved on both the regional plaques and international trophy, you will receive lasting recognition. Award Sponsors will receive 2 Star benefits.

Award categories include:

- · Insurance Professional of the Year
- · Claims Professional of the Year
- Client Service Professional of the Year
- Professional Underwriter of the Year
- · Risk Management Professional of the Year
- · Rookie of the Year
- · Young New Professional of the Year
- · Confidence While Communicating

CHARGING STATION \$2,500 (1 available)

One of the most asked question at any convention is "Do you have a smart phone power cord?" Be the solution by sponsoring the Charging Station. This "Hot Spot" at the 2018 IAIP Convention will have high traffic volume and usage where attendees stop in to recharge and gain exposure to your brand. Charging Station Sponsor will receive 2 Star benefits.

BRANDING SPONSOR \$500

This highly-visible sponsorship will ensure your brand gets in the hands of our coveted attendees. Attendees carry their tote bags, water bottles, name badge lanyards, etc. with them all throughout the convention. If you already have a product with your logo on it, contact us to see how we can showcase it throughout the event! Branding Sponsors will receive 1 Star benefits.







The Exhibitor Tradeshow will be the setting for a variety of networking opportunities throughout the Convention. Attendee's exposure to the exhibitors will be enhanced for the 2018 Convention with additional opportunities in the agenda for the exhibitors to interact with the attendees.

Financial Contribution: \$1,000

Benefits Include:

- Exhibit Space including one (1) 6' draped table and two (2) chairs
- · Company logo and 50-word description in convention program guide
- Two (2) Exhibitor registrations that include full access to all Convention activities
- · Opportunity to address the audience during the Exhibitor and Sponsor Luncheon on Friday
- Recognition on Insurance Professionals' Convention website
- · Post-conference mailing list of all attendees

Interested? Complete the enclosed Contract on page 9, sign and submit with payment. IAIP reserves the right to accept or reject any contract submission.



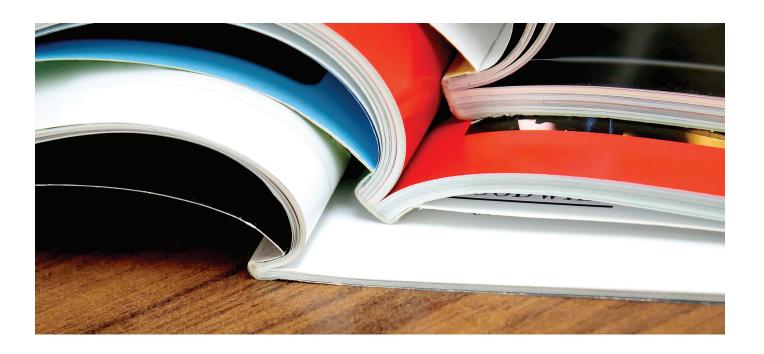






Advertising is available in the Annual Convention Program, which is distributed to all members, exhibitors and corporate partners in attendance.

SPACE	PLACEMENT	DIMENSIONS	RATE
Full Page	Back Cover	7.5"w x 10"h	\$1,500
Full Page	Inside Front Cover	7.5"w x 10"h	\$1,250
Full Page	Inside Back Cover	7.5"w x 10"h	\$1,250
Full Page	Interior	7.5"w x 10"h	\$1,000
Half Page	Interior	7.5"w x 4.875"h	\$500







Convention Agenda-at-a-Glance

WEDNESDAY, JUNE 6, 2018

8:00 am – 4:45 pm Pre-Convention Workshop

4:00 pm – 7:00 pm Registration

THURSDAY, JUNE 7, 2018

6:00 am – 7:00 am FIT Activity: TBA 7:00 am – 5:00 pm Registration

7:00 am – 8:00 am

7:00 am – 8:00 am

Continental Breakfast

7:00 am – 8:00 am

First Timers Breakfast

Opening General Session:

Welcome & Keynote Speaker

9:45 am – 10:00 am Break

10:00 am – 11:30 am CWC Competition

11:30 am – 1:00 pm Industry Panel Luncheon

1:00 pm – 1:15 pm Break

1:15 pm – 3:15 pm Education Session #1: Industry Trends

1:15 pm – 3:15 pm Education Session #1: Career Development / CLP

1:15 pm – 3:15 pm Education Session #1: Association Leadership

1:15 pm – 3:15 pm Community Café

3:15 pm – 3:30 pm Break

3:30 pm – 5:30 pm Education Session #2: Industry Trends

3:30 pm – 5:30 pm Education Session #2: Career Development / CLP

3:30 pm – 5:30 pm Education Session #2: Association Leadership

3:30 pm – 5:30 pm Community Café
3:30 pm – 4:30 pm FIT Activity: TBA
5:00 pm – 8:00 pm Exhibit Hall Open
5:30 pm – 5:45 pm Members-At-Large
Delegate Selection

5:30 pm – 8:00 pm Welcome Reception in Exhibit Hall

FRIDAY. JUNE 8. 2018

6:00 am – 7:00 am FIT Activity: TBA 7:00 am – 4:00 pm Registration

7:00 am – 8:00 am Credentials Desk Open
7:00 am – 8:00 am Continental Breakfast:
Meet the Leaders

8:00 am – 10:00 am Education Session #3: Industry Trends

8:00 am – 10:00 am Education Session #3: Career Development / CLP

8:00 am – 10:00 am Education Session #3: Association Leadership

8:00 am – 10:00 am Community Café

10:00 am - 10:15 am Break

10:15 am – 12:15 pm Education Session #4: Industry Trends

10:15 am – 12:15 pm Education Session #4:

Career Development / CLP

10:15 am – 12:15 pm Education Session #4: Association Leadership

10:15 am – 12:15 pm Community Café
12:15 pm – 1:30 pm Exhibitor/Sponsor
Networking Luncheon

1:15 pm – 1:45 pm Credentials Desk Open 1:45 pm – 5:00 pm Free Time to explore St. Louis

5:00 pm – 6:30 pm Awards & Recognition Reception

6:30 pm – 9:00 pm Regional Dinners

SATURDAY, JUNE 9, 2018

6:30 am – 7:30 am FIT Activity: TBA 7:30 am – 9:00 am Registration

7:30 am – 8:30 am Continental Breakfast

8:30 am – 10:30 am Education Session #5:Industry Trends

8:30 am – 10:30 am Education Session #5: Career Development / CLP

8:30 am – 10:30 am Education Session #5: Association Leadership

8:30 am – 10:30 am Community Café

10:30 am – 10:45 am Break

10:45 am - 12:15 pm Business Meeting &

Closing Keynote: Cheryl Blair

12:15 pm – 12:30 pm Break

12:30 pm – 2:00 pm Recognition Brunch &

Officer Installation

2:00 pm Free time to explore St. Louis





2017 Convention Sponsors & Exhibitors JUNE 7-9, 2018 · ST. LOUIS, MO

GOLD CORPORATE PARTNERS





SILVER CORPORATE PARTNERS





BRONZE CORPORATE PARTNERS









AMBASSADOR CORPORATE PARTNER



COMMUNITY PROJECT PARTNER



ANNUAL CONVENTION 3 STAR SPONSORS



ANNUAL CONVENTION 2 STAR SPONSORS









ANNUAL CONVENTION 1 STAR SPONSORS





CONTINUING EDUCATION SPONSORS















IAIP EXHIBITOR & SPONSORSHIP CONTRACT

Complete all sections of this application and return with full payment to: IAIP, 3525 Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305; Fax: 404.240.0998. If you need additional information, please contact Betsey Blimline at marketing@iaip-ins.org or 800.766.6249 ext. 4. Terms and conditions of booth rental and occupancy are outlined on page 11. Please read these rules and regulations completely before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

Company Name		EXHIBIT SPACE TABLE TOP		
Primary Contact Name		On/Before 4/30/18 \$1,000	After 4/30/18 \$1,250	
Title		CONVENTION SPONSORSHIP OPPORTUNITIES		
	use the Complimentary Registration?	5 STAR - \$7,500		
Yes No		4 STAR - \$5,000		
If no, Attendee Name		3 STAR - \$2,500		
Company Address		2 STAR - \$1,000		
City	State/Province	☐ 1 STAR - \$500		
		ADDITIONAL SPONSORSHIP OPPORTUNITIES		
Zip/Postcal Code	Country	Charging Station Spons	sor - \$2 500	
Phone	Fax	Annual Award Sponsor		
E-mail		Award Preference		
Company Website		Branding Sponsor - \$50	00	
Exhibitors: Products or Services to be Exhibited		Branded Item You Will Pi	rovide	
Name of 2nd Attendee, if applicable		Educational Workshops		
·	• •	Name of Education Work	 shop	







PAYMENT INFORMATION

Return this application with full payment to: IAIP • 3525 Piedmont Road • Building 5, Suite 300 • Atlanta, GA 30305 Attn: IAIP Convention - Betsey Blimline Check (made payable to IAIP) Visa MasterCard American Express (Card payments may be sent via fax to 404.240.0998) Amount Due Credit Card Number **Expiration Date** CSV Cardholder's Name Billing Address Upon signing of this application and contract, the Exhibitor/Sponsor acknowledges that they have read, understand and will abide by the Rules and Regulations for the 2018 IAIP Convention which are part of the contract, and will comply with all conditions under which the event space at the event facility is leased to IAIP. The exhibiting company may not cancel booth after acceptance by IAIP, except for breach of this contract by IAIP. No refunds will be given. A 100% cancellation fee applies. All cancellations must be directed in writing to: IAIP, 3525 Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305. E-mail: marketing@iaip-ins.org Signature (authorizes payment) Date

Questions? Contact Us!

Betsey Blimline

Director of Marketing

International Association of Insurance Professionals

marketing@iaip-ins.org

800-766-6249 ext. 4









- 1. Official Exhibit Schedule: See page 7 for details.
- 2. **Show Management:** The exhibition is organized and managed by the International Association of Insurance Professionals (IAIP). Any matters not covered in these Rules and Regulations are subject to the interpretation of IAIP and their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the St. Louis Union Station procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.
- 3. **Assignment of Tabletops:** Tabletops will be assigned on a first-come, basis, starting with the highest level of sponsorship. General Exhibitors will be assigned by IAIP Show Management. Applications without payment will not be processed.
- 4. **Installation and Dismantle of Exhibit:** Show Management reserves the right to fix the time for the installation of a tabletop prior to the exhibit hall opening and for its removal after the conclusion of the exhibit hall. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during exhibit hall hours. All tabletops must remain intact until the close of the exhibit hall. Installation must occur only during the installation times designated in the official exhibit schedule. Tabletop installation will begin at 3:00 pm on Thursday, June 7, 2018. All tabletops must be properly installed, fully operational and ready no later than 5:00 pm on June 7, 2018. Dismantle may not begin until after 1:30 pm on Friday, June 8, 2018, and must be completed by 3:00 pm on June 8, 2018. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future conventions. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Exhibitors are expected to make travel arrangements in accordance with the schedule published in the convention schedule. Each exhibitor will complete arrangements for removal of his or her material. All material must be packed and ready for shipment by 3:00 pm on June 8, 2018. Any material not called for by said time and date will be shipped at the exhibitor's expense. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.
- 5. **Failure to Occupy Space:** Space not occupied by the time specified in the official exhibit schedule will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.
- 6. Rates, Deposits and Refunds: Space will be rented in accordance with the application form. No application will be processed or space assigned without full payment. Space must be fully paid for by May 16, 2018. The exhibiting company may not cancel tabletop after acceptance by IAIP, except for breach of this contract by IAIP. No refunds will be given. A 100% cancellation fee applies. All cancellations must be directed in writing to: IAIP, 3525 Piedmont Road, Building 5, Suite 300,

- Atlanta, GA 30305. E-mail: marketing@iaip-ins.org. In the event that fire, strike, or other circumstances beyond the control of the management causes the exhibit to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of IAIP's liability for such cancellation.
- 7. **Arrangements of Exhibits:** Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated tabletop space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each tabletop prior to the exhibit hall opening.
- 8. **Tabletop Design:** Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Displays should not exceed 8' in height. Exhibiting companies are responsible for furnishing and cleaning their tabletops. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991(ADA).
- 9. Subleasing of Space: Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.
- 10. **Conduct:** All exhibits will be to serve the interest of the IAIP attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to request the immediate withdrawal of any exhibit that IAIP believes to be injurious to the purpose of IAIP. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by IAIP to be objectionable are expressly prohibited in the exhibition area and in any meeting room.
- 11. **Exhibitor's Personnel:** All exhibitors must wear the official IAIP badge for exhibit hall admission. All personnel representing the exhibitor or his or her agents on the exhibit floor during installation and dismantling must be properly identified. Each exhibit must be fully operational and staffed during the open exhibit hours. Tabletops should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's tabletop. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. However, orders may be taken for fulfillment at the exhibiting company's main distribution center.

