



2024 Exhibitor Packet

Join us in celebrating our 125-year anniversary at our annual convention, InsurCon, a once-in-a-lifetime extravaganza set against the breathtaking backdrop of Lambeau Field. As Lambeau Field opens its doors exclusively for our 125th anniversary on May 15-16, 2024, you'll experience its legendary aura like never before. With cheers of the past, the energy of the present and the promise of the future - all converge in this unforgettable celebration.

WHAT'S INCLUDED IN OUR EXHIBITOR PACKET:

To ensure a successful Exhibitor Showcase, we have prepared an informational packet for our exhibitors. Included you will find the following:

- Exhibitor Information
- InsurCon2024 Schedule
- Exhibitor Booth Layout
- Sponsorship Opportunities
- Exhibitor FAQs

EXCITING UPDATES TO INSURCON2024:

- **Location:** We are thrilled to unveil that the iconic Lambeau Field in Green Bay will be our new location for InsurCon2024, as we celebrate 125 years of excellence. Prepare to be a part of a truly memorable experience as we gather at this legendary venue to commemorate our association's journey and achievements.
- **125th Celebration:** This year's annual convention surpasses our past events by offering an extraordinary array of experiences and opportunities, commemorating our 125-year anniversary with an unparalleled lineup of activities and speakers for attendees and exhibitors alike. See all that's included with registration on page 2.
- **Exhibitor Registration Selection:** Exhibitors can choose to register as a Rookie or Veteran exhibitor. Both levels include two full convention passes. The **Veteran** registration provides an opportunity to participate in Blackout Bingo. See page 2 for more information about the exhibitor levels available.

If you have any questions about exhibiting, please email diana@iiaw.com.

We look forward to seeing you at InsurCon2024!

REGISTER NOW: [IIAW.COM/INSURCON](https://www.iiaw.com/insurcon)

EXHIBITOR INFORMATION

EXHIBITOR KIT INCLUDED WITH ALL EXHIBITOR LEVELS:

- Booth: 8' booth
 - ✓ 8'x 24" skirted table
 - ✓ 3' side drape
 - ✓ 2 chairs
- The above items will be placed in your booth. If other furnishings are needed, please reach out to Diana for the Price List and available furnishings.
- Map of exhibitors and exhibitor showcase
- **ROOKIE:** (Member: \$1200 Non-member: \$1600)
 - ✓ Exhibitor Kit
 - ✓ 2 Free Full Convention Registrations
 - ✓ Convention Attendee List (*sent one week prior to event*)
- **VETERAN:** (Member: \$1400 Non-member: \$1900)
 - ✓ Exhibitor Kit
 - ✓ 2 Free Full Convention Registrations
 - ✓ Convention Attendee List (*sent one week prior to event*)
 - ✓ Blackout Bingo Participation (Includes a balloon identifying participating vendors)
 - ✓ Social Media Recognition Upon Registration (must register before May 1 to guarantee post prior to the event)

INCLUDED WITH YOUR CONVENTION REGISTRATION

- **An Evening With Charles Woodson**
 - ✓ Includes access to Past Presidents' Cocktail Hour, Charles Woodson Keynote Presentation, complimentary bottle of Charles Woodson whiskey or wine and photo opportunity led by a professional photographer.
- **Meet Green Bay Packers Head Coach Matt LaFleur**
 - ✓ Includes Meet and Greet with Green Bay Packers Head Coach Matt LaFleur, cornhole tournament and ultimate tailgate dinner
- **E&O Risk Management Course (3 Ethics CE Credits)**
- **Insightful Panel Discussions**
 - ✓ IIAW Past Presidents Panel
 - ✓ Green Bay Packers Risk Management Panel
 - ✓ CEO Panel
- **Exceptional Dining Experience**
 - ✓ Ultimate Tailgate Cuisine During Tailgate Party
 - ✓ Continental Breakfast
 - ✓ Gourmet Lunch Overlooking Lambeau Field
 - ✓ Evening Celebration Dinner in Lambeau Field Atrium
- **Guided Lambeau Field Stadium Tour and Hall of Fame Tour**
 - ✓ Wrapping up our annual convention with a memorable finale, join us on Friday, May 17th to redeem your guided Lambeau Field Stadium Tour and self-led Hall of Fame Tour (included with your registration)! Closer to the event you'll receive a separate registration to select your tour time slot, should you want to attend!



REGISTRATION OPENS SEPT. 25:
IIAW.COM/INSURCON

BLACKOUT BINGO

WHAT IS BLACKOUT BINGO?

Back again for InsurCon2024, Blackout Bingo drives more agent traffic through the Exhibitor Showcase by providing agency attendees a cash incentive for visiting your exhibitor booth.

HOW DO I PARTICIPATE?

Upgrade your Exhibitor Registration to **Veteran** level and you will automatically be added to the Blackout Bingo game card. During the Exhibitor Showcase on May 16th, you'll find a Blackout Bingo balloon located at your booth as well as a bingo stickers to mark off participating visitors' game cards. Have your own stamp or stickers you would like to use? Feel free to bring your own!

WHAT IS THE SUPER DOOR PRIZE?

In addition to participating in Blackout Bingo, we invite all of our exhibitors to offer a Super Door Prize at their booth. Super Door Prizes are typically valued at \$100 or higher and displayed at the booth during the Exhibitor Showcase. Please indicate Super Door Prize participation when completing your exhibitor registration, and then collect business cards from agency attendees throughout the day. Select your winner's business card and coordinate directly with the winner to collect the Door Prize following the Exhibitor Showcase. Exhibitors are encouraged to get cell phone numbers from attendees so Exhibitors can text selected winners. You will be responsible for contacting your Door Prize Winner. As a reminder, please refrain from bringing alcohol onto the premises for your giveaway.

CAN I PLAY BLACKOUT BINGO AND HAVE A SUPER DOOR PRIZE FOR THE GIVEAWAY?

Absolutely, we want you to take advantage of this opportunity to put your product and services in front of as many of our valued agency owners and employees as you can.



EVENT SCHEDULE

INSURCON2024 · MAY 15-16, 2024 · LAMBEAU FIELD, GREEN BAY

WEDNESDAY, MAY 15TH

10:30AM-12:30PM

Champions Club Room

AGENCY APPRECIATION LUNCHEON

*Aaron Popkey, Green Bay Packers
Margeaux Giles, Irys*

**This event is open to agency personnel and those receiving a special invite.* Limited space available on a first-come, first-serve basis.*

*Our exclusive Agency Appreciation Luncheon is a gathering dedicated to recognizing our valued agency personnel and esteemed invitees. Hear how the Packers prepare for the 2025 Draft, their marketing strategy and how they respond to challenging events from **Green Bay Packers Director of Public Affairs, Aaron Popkey**. We'll also feature a fast-paced CEO Q&A with Irys Founder and CEO, Margeau Giles.*

1PM-4PM

Legends Club Room

E&O RISK MANAGEMENT (ETHICS)

Mallory Cornell, IIAW Vice President

Earn 3 Ethics CE credits during Mallory's Less Risk. More Reward. E&O Risk Management course. This course will be full of storytelling, statistics and E&O risk mitigation tips and it is premium credit approved by Swiss Re.

4:30PM-9PM

*Johnsonville Tailgate
Village*

MEET GREEN BAY PACKERS HEAD COACH

Matt LaFleur, Packers Head Coach

*Gear up for an exciting tailgate party, featuring an exclusive Meet and Greet with Packers Head Coach, **Matt LaFleur**, an exhilarating cornhole tournament, tailgate games and dinner!*

THURSDAY, MAY 16TH

8:15AM-9:00AM

Legends Club Room

IIAW PAST PRESIDENTS' PANEL

*Mary Hosmer, Paul Leitch,
Darrel Zaleski and Marc Petersen*

We'll engage in insightful discussions with our four esteemed former presidents of the IIAW, delving into their experiences and perspectives on the industry's evolution.

9:10AM-10:10AM

Legends Club Room

WISCONSIN CEO PERSPECTIVES

To Be Announced

Gain unique perspectives from top CEOs who lead companies within the state. Discover how these local leaders navigate emerging trends, address challenges and implement innovative strategies to shape the future of Wisconsin's insurance industry.

10:20AM-11:20AM

Legends Club Room

RISK MANAGEMENT PANEL

*Local Green Bay Leaders of
Risk and Crisis Management*

Join us as we listen to local leaders in risk management and crisis management and how they mitigate their exposures. Hear how professionals plan for Packer game day events and other potential hazards that face the city and events in Green Bay.

11:30AM-12:30PM

Legends Club Room

CEO PANEL

To Be Announced

Gain valuable insights into the insurance industry's future trajectory from top CEOs in our CEO Panel, as they discuss emerging trends, challenges and innovative strategies shaping the landscape.

12PM-1:30PM

Pre-Function Area

GOURMET LUNCH

Join us for a gourmet lunch prior to our Exhibitor Showcase

12:30PM-3:30PM

*North Balcony and
Pre-Function Area*

EXHIBITOR SHOWCASE

Network and connect during our Exhibitor Showcase on the North Balcony, overlooking the Lambeau Field Atrium. Agency attendees can win big prizes from Super Door Prizes and by playing Blackout Bingo.

5PM-6PM

Atrium Floor

COCKTAIL RECEPTION HONORING IIAW PAST PRESIDENTS

Open to Everyone

Join us for a cocktail hour preceding the evening's celebration as we set the stage for a spectacular night with a photo opportunity overlooking Lambeau Field.

6PM-9PM

Atrium Floor

EVENING CELEBRATION

*Charles Woodson, Former NFL
Defensive MVP, Heisman Trophy
Winner and ESPN Analyst*

*Our Evening Celebration will feature a ceremony honoring this year's award winners, and we'll pay tribute to outgoing West Bend Mutual CEO, Kevin Steiner, and Church Mutual CEO, Rich Poirier as they receive the IIAW E.J. Tapping Award. Charles Symington, IIBA CEO will lead a presentation, and we'll enjoy a delicious dinner as we journey through the rich history of the IIAW over the last 125 years. **Charles Woodson** will lead a keynote presentation that promises to leave a lasting impact. Cap off the night with an exclusive Meet & Greet session, offering the chance to connect with Woodson.*

FRIDAY, MAY 17TH

9AM-NOON

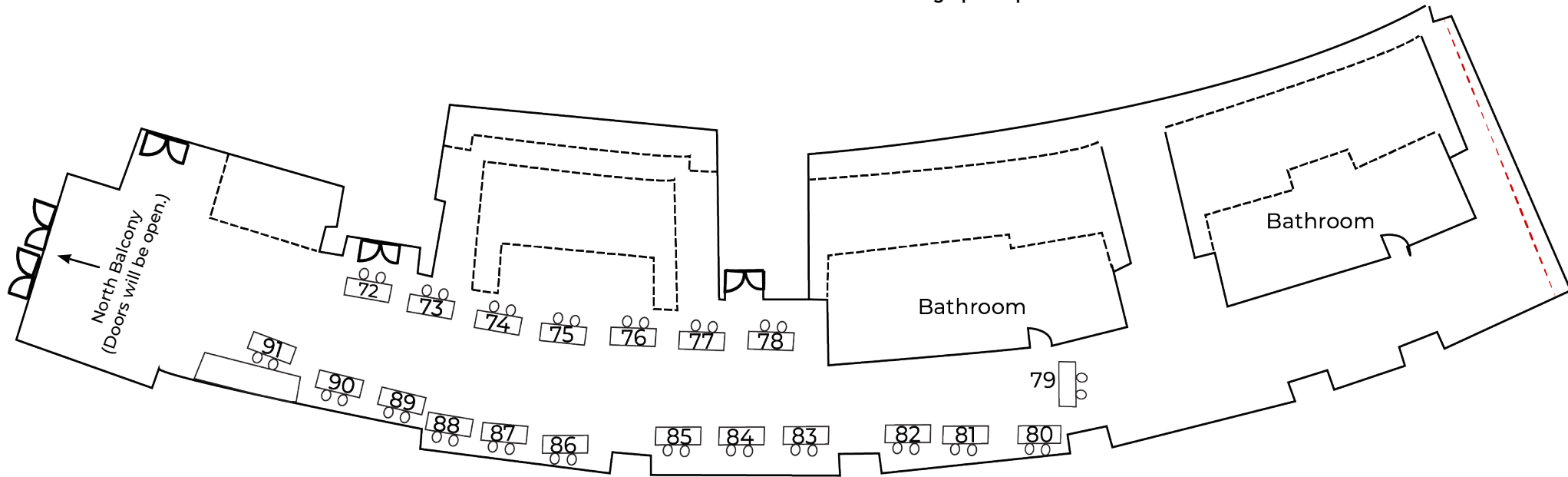
HALL OF FAME/STADIUM TOURS

Enjoy your Guided Lambeau Field Stadium Tours and Hall of Fame Tours (included w/ registration) during this time!

BOOTH CHART - 4TH FLOOR INDOOR CLUBS

Booths are assigned on a first-come, first-serve basis. If you require electrical service at your booth, you will need to select a booth between 80-91, as those are the only booths that have access to electrical. Blackout Bingo cards will be submitted near booth 79, ensuring agent traffic through the 4th Floor Indoor Clubs!

Stars next to exhibitor names indicate Blackout Bingo participants.



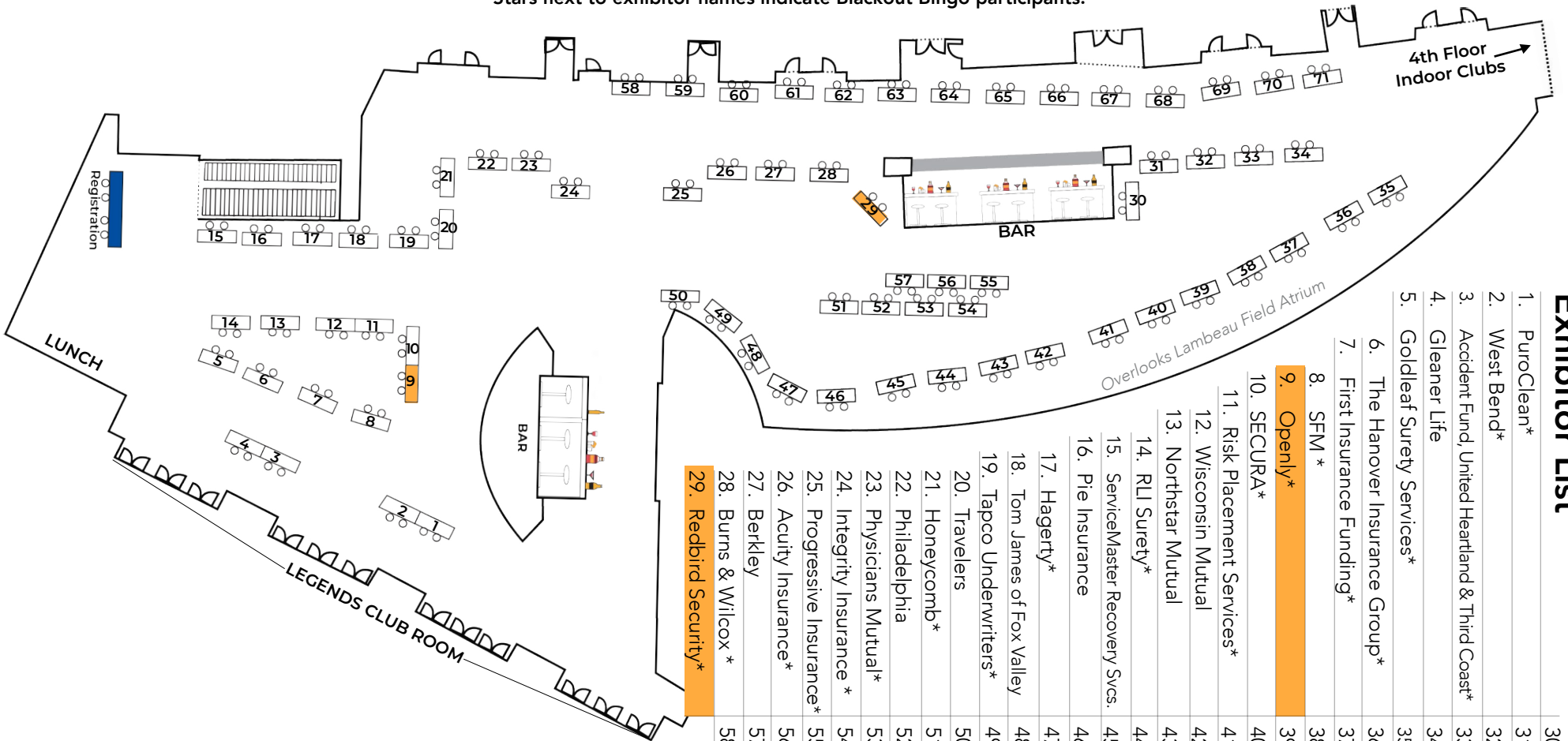
Exhibitor List

72. Sentry Insurance	82.
73. Great American Insurance Group	83. Loadsure
74. American Senior Benefits *	84. IRYS
75. LeClair Group *	85. Grinnell Mutual Reinsurance Co.
76. Fremont Insurance	86. Selective *
77. Hawksoft	87. ePayPolicy *
78. MarshBerry/FirstChoice	88. Western Star Insurance Services, Inc. *
79. IIAW Emerging Leaders - Bingo Card Submission	89. Brightway Insurance *
80. Forge Insurance *	90. Aegis General Insurance Agency
81.	91. HSB *

BOOTH CHART - NORTH BALCONY

Booths are assigned on a first-come, first-serve basis. If you require electrical service at your booth, you will need to select a booth around the perimeter of the space, as those are the only booths that have access to electrical. **The booths highlighted in orange are reserved for our Exhibitor Showcase Beverage Sponsors.**

Stars next to exhibitor names indicate Blackout Bingo participants.



Exhibitor List

1. PuroClean*	30. Venture Programs
2. West Bend*	31. UFG*
3. Accident Fund, United Heartland & Third Coast*	32. Encova Insurance
4. Gleaner Life	33. Arlington/Roe
5. Goldleaf Surety Services*	34. Amerisafe*
6. The Hanover Insurance Group*	35. WI DNR - Floodplain & Dam Safety
7. First Insurance Funding*	36. Wisconsin OCI
8. SFM *	37. Safeco Insurance
9. Openly*	38. Liberty Mutual Insurance*
10. SECURA*	39. State Auto Insurance
11. Risk Placement Services*	40. Badger Mutual
12. Wisconsin Mutual	41. IMT*
13. Northstar Mutual	42. Berkshire Hathaway GUARD
14. RLI Surety*	43. Society Insurance*
15. Servicemaster Recovery Svcs.	44. The Peoples Community Bank*
16. Pie Insurance	45. Western National*
17. Hagerly*	46. ICW Group*
18. Tom James of Fox Valley	47. Auto-Owners*
19. Tapco Underwriters*	48. J.M. Wilson
20. Travelers	49. NorthStar Restoration Services*
21. Honeycomb*	50. Rockford Mutual*
22. Philadelphia	51. Westfield
23. Physicians Mutual*	52. National General
24. Integrity Insurance *	53. EMC*
25. Progressive Insurance*	54. Specialty Insurance Solutions
26. Acuity Insurance*	55. Penn National *
27. Berkeley	56. AAA*
28. Burns & Wilcox *	57. Security Financial Bank*
29. Redbird Security*	58. Chubb
	59. Roush Insurance Svcs*
	60. Foremost Insurance Group*
	61. Charity First Insurance Svcs. Inc.
	62. Illinois Mutual
	63. Nova Medical Centers
	64. Servpro
	65. Pennsylvania Lumbermans
	66. Nationwide*
	67. Amwins Group
	68. Spriska
	69. WPS*
	70. The Hartford
	71. Applied General Agency



SPONSORSHIP OPPORTUNITIES FOR INSURCON2024

(All Main Stage Speakers will be "sponsored" by our Exclusive and Partner level supporters)

Commit today for your sponsorship and you won't have to pay until 2024! Invoices will be sent in January.

- **Hall of Fame and Stadium Tour Sponsor: \$2,500 (1 of 2 Available)* Thank you, SECURA!**
Maximize exposure with your brand showcased on signage and marketing materials during the exclusive tours connecting directly with attendees for a lasting impact. All InsurCon registrations include free access to the Stadium and Hall of Fame Tours on Friday, May 17th.
- **Lanyard Sponsor: \$2,500* Thank you, IMT!**
Have your logo co-branded with the IIAW on every attendee and exhibitor lanyard. Must be purchased by March 15th, 2024.
- **Agency Appreciation Luncheon: \$3,000** Thank you, Ansay & Associates**
Elevate your brand's visibility with signage at this prestigious invite-only event, attended by agency personnel, Exclusive Supporting Company Members and select InsurCon2024 sponsors. The event will be hosted in the renowned Champions Club, the unofficial stadium penthouse, offering an unrivaled view of Lambeau Field and a unique chance to connect with agents.
- **Past Presidents' Cocktail Hour: \$2,500* Thank you, R&R Insurance Services!**
This sponsorship puts your logo in front of attendees during our Past Presidents' Cocktail Hour in the Lambeau Field Atrium.
- **Blackout Bingo Sponsor: \$2,500* Thank you, UFG!**
All attendees will receive Blackout Bingo cards for the Exhibitor Showcase on Thursday, May 16th. Select exhibitors will participate in the Blackout Bingo game where attending agency owners and employees can complete a Blackout Bingo card and be entered to win a prize. You will be recognized as the sponsor on all versions of the Blackout Bingo cards.
- **Former Packer Player Meet & Greet Sponsorship: \$5,000** Thank you, Godfrey & Kahn**
This sponsorship puts your logo on a step and repeat Banner, set up for photo opportunities with a former Packers player (TBA). Must be purchased by March 15th, 2024.
- **Coach LaFleur Meet & Greet Sponsorship: \$10,000** Thank you, Irys!**
Showcase your brand during our Johnsonville Tailgate Party's Coach LaFleur Meet & Greet! As the sponsor, you'll receive your logo on a step and repeat banner which will serve as a backdrop for attendee photos with Coach LaFleur. With a professional photographer capturing the event's highlights and Meet & Greet photos, you'll receive direct access to the photo gallery. Additionally, this sponsor will also receive a seat on Thursday's CEO Panel. Must be purchased by March 15th, 2024.

* The Agency Appreciation Luncheon is an invite-only event for agency employees and designated sponsorships. Sponsorships designated with an asterisk(s) indicate which sponsorships include an invitation for one (*) or two (**) individuals to attend the Agency Appreciation Luncheon. Exclusive Supporting Company Members will receive an invitation for one individual to attend the Agency Appreciation Luncheon.



SPONSORSHIP OPPORTUNITIES FOR INSURCON2024 (CONTINUED)

○ **Tailgate Beverage Sponsor: ~~\$1,500~~ Thank you, Rockford Mutual and Robertson Ryan Insurance!**

This sponsorship puts your logo in front of attendees during the Johnsonville Tailgate Party on Wednesday, May 15th. Your logo will be featured on marketing materials and on signage around the event's bars.

○ **Continental Breakfast Sponsor: ~~\$500~~ Thank you, Auto-Owners and Keystone!**

As a Continental Breakfast Sponsor, your brand will be in front of each attendee as they grab their breakfast before Thursday's sessions begin. Each sponsorship includes signage on the breakfast tables.

○ **Gourmet Lunch Sponsor: \$1,000 (2 of 3 Available) Thank you, Progressive!**

As a Gourmet Lunch Sponsor, your brand will be in front of each attendee as they grab their lunch on Thursday. This sponsorship includes signage on the lunch tables.

○ **Past Presidents' and Risk Management Panel Sponsor: Thank you, Irys and SFM!**

Your sponsorship will be recognized during the event and your logo will be featured on signage during on our Past Presidents' Panel or Risk Management Panel.

○ **Past Presidents' Cocktail Hour Selfie Station Sponsor: Thank you, First Onsite!**

Showcase your brand inside Lambeau Field and across social media during InsurCon! Bring your branded photo props to the selfie station during Thursday evening's cocktail hour. Attendees will have the opportunity to join you inside the bowl of Lambeau Field where they'll get the perfect selfie featuring a backdrop of the iconic stadium.

○ **Exhibitor Showcase Beverage Sponsor: Thank you, Redbird Security and Openly!**

This sponsorship puts your logo in front of attendees during the Exhibitor Showcase! In addition to your logo being featured on the marketing materials and on signage around the Exhibitor Showcase, you'll also receive priority booth placement near one of the bars.

○ **Cornhole Sponsor: Thank you Robertson Ryan Insurance, Risk Strategies, Honeycomb Insurance, Kunkel and Associates and Greater Insurance Service Corp!**

Let your brand be the centerpiece of our Tailgate Party by becoming our Cornhole Sponsor, where your logo will shine on custom-made cornhole boards during the cornhole tournament. Plus, leave a lasting impression as attendees will have the opportunity to bring home a board set during an exciting raffle following the tournament. Sponsorship must be purchased by March 15th, 2024.



Click [here](#) to select your sponsorship.

For any questions on our Sponsorship Opportunities, please contact Diana Banaszynski, diana@iiaw.com.

INSURCON2024 EXHIBITOR FAQs

What does my exhibitor registration include?

Your registration includes 8' booth, 8'x24 draped/skirted table, 3' sidewall drapes and two chairs. For a full list of what's included with your convention registration such as included events and meals, please visit page 2.

What is the exhibitor move in process?

Exhibitors will work with Diana Banaszynski, IIAW Events Coordinator, on an estimated timeframe for your exhibitor load in due to the number of total exhibitors, amount of cargo, event start time, etc. No carts of any kind will be allowed through the Main Atrium doors (Miller Lite Gate, American Family Insurance Gate and Oneida Nation Gate. Exhibitors will be loading in, based on the Exhibitor Load in Schedule (Diana Banaszynski, IIAW Events Coordinator will communicate your move in time prior to the event) at the Bus Bay. The Green Bay Packers setup staff will assist you with carts at your designated time. When finished unloading your vehicle, please move your vehicle to a parking location away from the Bus Bay entrance. Your cart must be unloaded as soon as possible to make sure all exhibitors are loaded in a timely manner. All load-ins needing cart assistance (not able to carry items in), will need to check-in at the security building. To access the security building, please turn on Valley View Road off of Ridge Road or enter Lot 1 off of Oneida Street. Check in at the two-story brick building located next to the loading dock on the south end of the stadium. Upon arrival to the security building, park in the temporary 15-minute parking area and enter to check in. If the security building door is locked, please press the intercom for assistance. Security will need to know that you're here for InsurCon2024 and the event space that you are loading in for (your event space will depend on the booth you select).

What is the exhibitor move out process?

When your booth is completely packed up, please see a representative from the Green Bay Packers setup staff for your name to be put on a list. When the next cart(s) are available, the cart(s) will be brought to your booth with staff to assist you with the Bus Bay. If your booth is not completely torn down when the cart(s) arrive, your name will be moved to the bottom of the move out list.

What are super door prizes and am I required to participate?

Exhibitors and companies are invited to award door prizes for registered and in-attendance agents. Door prizes will be presented during the InsurCon2024 Exhibitor Showcase. You may select your own winner(s) from business cards deposited at your booth. Exhibitors are encouraged to get cell phone numbers from attendees so Exhibitors can contact selected winners. You will be responsible for contacting your Door Prize Winner following the Exhibitor Showcase. We welcome and encourage all of our exhibitors to participate, but it is not a requirement.

Can I upgrade my registration from a Rookie Exhibitor to Veteran Exhibitor?

Those looking to upgrade their existing registration can do so at any time before May 1st, 2024.

I have items I'd like to ship directly to Lambeau Field. How do I do so?

All exhibitor shipments must be delivered to the GBES Warehouse prior to May 2, 2024. Lambeau Field does not have space available for storage. Please click [here](#) for more information about shipping including the shipping address and pricing information.

Am I able to receive electrical connection at my booth?

If you will require electrical connection, please reach out to diana@iiaw.com for more information. Electrical service is an additional charge, and payment will be the responsibility of each exhibitor. During booth selection, you will need to select a booth around the perimeter of the booth chart, as those are the only booths with access to electrical.

**ADDITIONAL QUESTIONS? SEND EXHIBITOR QUESTIONS TO
DIANA@IIAW.COM.**