

PLEASE JOIN US!



MAY 7-8, 2025

**AMERICAN FAMILY FIELD
MILWAUKEE, WI**

**REGISTER AT
IIAW.COM/INSURCON**

INSURCON2025 | MAY 7-8

AMERICAN FAMILY FIELD | MILWAUKEE, WI



DON'T MISS OUR KEYNOTE SPEAKER: **BILLY BEANE**

Former Executive VP of Baseball Operations for the Oakland Athletics and inspiration for the best-selling book and Oscar-nominated film, **MONEYBALL**.

INCLUDED WITH YOUR REGISTRATION:

**Wiffle Ball Tournament, Awards, &
Trivia at Broken Bat Brewery**

**Wisconsin's Largest Insurance
Exhibitor Showcase**

Insightful Presentations and Panels

CEO Panel

Generational Selling Workshop

Turning Science into Solutions to Mitigate Property Risk

The Insurance Industry's Climate Crunch

Industry Update from IIAW CEO (1 WI CE Credit)

Optional Add-On: Attend a Brewers Game in the X-Golf Suite

Tickets are limited and offered on a first-come, first-serve basis. Purchase your game day ticket for \$50 within your attendee registration.

Meet & Greet Opportunities

**REGISTER AT
IIAW.COM/INSURCON**

INSURCON2025

KEYNOTE SPEAKER:

BILLY BEANE

The IIAW is excited to announce that Billy Beane, the visionary leader behind the revolutionary "Moneyball" philosophy, will be the keynote speaker at Insur-Con2025!

Beane's innovative, data-driven approach to management and leadership changed the course of baseball—and has inspired industries across the board, from health-care to finance. As General Manager of the Oakland Athletics, Beane used analytics to identify undervalued assets and build a competitive team, leading to seven AL Western Division titles and 10 playoff appearances with one of the lowest payrolls in Major League Baseball.

His journey, which inspired the best-selling book and Oscar-nominated film, *Moneyball*, made Beane an icon in business management. Today, he continues to shape the future of sports as Senior Adviser to Oakland Athletics owner John Fisher.

Beane will bring his unique insights and signature wit to the stage for a moderated conversation with Milwaukee Brewers radio broadcast announcer **Lane Grindle**.

We can't wait to hear from this Forbes "100 Greatest Living Business Minds" and four-time MLB "Executive of the Year" winner. Don't miss the opportunity to hear from one of the most influential minds in sports and business at Insur-Con2025!



Billy Beane



Lane Grindle

EVENT SCHEDULE

InsurCon2025 • May 7-8, 2025



WEDNESDAY, MAY 7TH

8:30AM-10:30AM

Sheraton Milwaukee Brookfield Hotel
375 S Moorland Rd, Brookfield

Registration & Brewers Game Ticket Pickup

Tickets must be picked up at the Sheraton Milwaukee Brookfield Hotel by 10:30AM

9:30AM-10:30AM

Industry Update - Presented by IIAW CEO Matt Banaszynski. **1 WI CE credit**

10:45AM

Bus Departs Sheraton Milwaukee Brookfield Hotel for American Family Field

12:10PM

American Family Field X-Golf Suite
(PNC Club Level)

Brewers Game vs. Astros & X-Golf *Optional Add-On During Registration* -

Experience the excitement with seven state-of-the-art indoor golf simulator bays spread across two floors, including three bays offering spectacular views of the ball park. Lunch & beverages provided. *Tickets are limited and offered on a first-come, first-serve-basis. Purchase your game day ticket for \$50 within your attendee registration.*

3:10PM

Bus Departs American Family Field for Broken Bat Brewery

4:00PM-8:00PM

Broken Bat Brewery
135 E Pittsburgh Ave, Milwaukee

Wiffle Ball Tournament, Trivia, Dinner & Awards - After the Brewers game, we'll head over to Broken Bat Brewery for trivia, dinner, an awards presentation and networking. Wiffle Ball Tournament spots are available on a first-come, first-served basis.

8:00 PM

Bus Departs Broken Bat Brewery for Sheraton Milwaukee Brookfield Hotel

THURSDAY, MAY 8TH

8:00AM-9:00AM

American Family Field - Third Base Ward

Registration & Breakfast

8:00AM-11:00AM

PNC Club Level & SKYY Lounge

Exhibitor Setup

9:00AM-10:00AM

Yount & Aaron Rooms (Terrace Level)

Turning Science into Solutions to Mitigate Property Risk with the Insurance Institute for Business and Home Safety (IBHS) - Jennifer Gardner, IBHS Senior Director for Member and Industry Engagement, will provide a background on IBHS research, perils studied, and solutions developed to bend down the loss curve and mitigate avoidable damage from severe weather events.

10:00AM-11:00AM

Northwestern Mutual Legends Club
(PNC Club Level)

Generational Selling Workshop - This seminar will explore generational selling techniques that will allow you to tailor your approach to different age groups. Learn how to improve and enhance client relationships with people from multiple generations. Presented by Mel Clasen-Renshaw, EVP, Midwest Regional Leader, Personal Risk Services & Karen Jeschke, AVP, Wisconsin Personal Lines Manager at Chubb

10:00AM-11:00AM

Yount & Aaron Rooms (Terrace Level)

The Insurance Industry's Climate Crunch (Willis Towers Watson) - Scott St. George, WTW's Head of Weather & Climate Research, will spell out how climate change has already redrawn the risk landscape for major physical perils, and provide a look ahead to help insurers prepare for a more perilous future.

11:30AM-2:00PM

PNC Club Level & SKYY Lounge

Exhibitor Showcase & Lunch - Network & connect while you visit the exhibitor booths. Agency attendees can win big prizes from Super Door Prizes and by playing Blackout Bingo. Meet & greet with Bernie the Brewer and the Famous Racing Sausages!

2:30PM-2:45PM

Third Baseline Visitor's Dugout

Awards Presentation

2:45PM-3:45PM

Third Baseline Visitor's Dugout

CEO Panel - Gain valuable insights from top CEOs from **Liberty Mutual Insurance**, **Grange Insurance** and **Sentry Insurance** as they share their perspectives on where the industry is headed, challenges, and how agents can position themselves for success.

4:00PM-4:45PM

Third Baseline Visitor's Dugout

Keynote: Billy Beane - The visionary behind the revolutionary "Moneyball" philosophy will share his insights in a conversation with Brewers announcer Lane Grindle.

5:00PM-6:30PM

Third Base Ward

Food & Cocktail Reception - Meet & greet with our keynote speaker, Billy Beane.

REGISTRATION INFORMATION

InsurCon2025

May 7-8, 2025 | American Family Field



ATTENDEE REGISTRATION FEE

Get ready for a grand-slam experience alongside Wisconsin's top independent insurance agents in a truly unique setting. The IIAW has lined up a one-of-a-kind experience that knocks it out of the park! Don't miss your chance to be part of this winning lineup! IIAW members can save their spot and maximize savings by registering early!

The registration deadline is April 16, 2025.

- Member Agent: **\$239**
- Member Carrier/Vendor (November-February): **\$259**
- Member Carrier/Vendor (March-April): **\$299**
- Non-Member Agent & Carrier/Vendor (November-April): **\$429**

HOTEL INFORMATION

Sheraton Milwaukee Brookfield Hotel
375 S Moorland Rd, Brookfield, WI 53005
(262) 364-1100

Hilton Garden Inn Milwaukee Brookfield
265 S Moorland Rd, Brookfield, WI 53005
(262) 330-0800

CANCELLATION/REFUND POLICY

Attendee cancellation requests received by March 21, 2025 will be refunded, less a \$25 processing fee. No refunds will be given for cancellations received after March 21, 2025. Sponsorships and are non-refundable. Brewers game tickets are transferable, but not refundable.

BREWERS GAME INFORMATION

Game Tickets - Brewers vs Astros | May 7 at 12:10PM | X-Golf Suite American Family Field (PNC Club Level)

Tickets are limited and offered on a first-come, first-serve-basis. Purchase your game day ticket for \$50 within your attendee registration. All tickets must be picked up at the Sheraton Milwaukee Brookfield Hotel on May 7th between 8:30-10:30AM. Tickets are transferrable, but not refundable.

Game Day Transportation

Bus transportation will be provided for attendees. Please indicate your transportation needs within your attendee registration for May 7th. Space is limited. You are not required to ride the bus. You are welcome to drive and will be required to purchase a parking pass at the American Family gate for the Brewers Game. Please note parking is limited at Broken Bat Brewery. Refer to Event Schedule for bus departure times & locations.

DRESS CODE

Attendees can dress casual for all of Wednesday's events, including the Brewer game and Broken Bat Brewery evening. Dress code is business casual for Thursday's sessions and events.

QUESTIONS?

Please call the IIAW at 608-256-4429 or email info@iiaw.com with any questions. Refer to iiaw.com/insurcon for complete event details.

SPONSORSHIP OPPORTUNITIES

InsurCon2025 • May 7-8, 2025



All Main Stage Speakers will be “sponsored” by our Exclusive and Diamond Level Supporters

- **Bus Sponsor: \$750 - Thank You, Kunkel & Associates, IMT Insurance, and Progressive!** This sponsorship includes signage at the bus loading area for the Brewers game on May 7th, a social media shoutout, and an optional literature drop for attendees.
- **Brewers Game Beverage Sponsor: \$500 - Thank You, The Insurance Center and Spectrum Insurance Group!** This sponsorship puts your logo in front of attendees during the Brewers game in the X-Golf Suite.
- **Golf Simulator Sponsor: \$500 (3 of 7 Available) - Thank You, Swiss Re, Distinguished Programs, Marshfield Insurance and Damage Control Inc.!** This sponsorship puts your logo in front of attendees during the Brewers game in the X-Golf Suite near the golf simulator bays.
- **Broken Bat Beverage Sponsor: \$500 - Thank You, Swiss Re!** Your logo will be in front of attendees Wednesday, May 7th at Broken Bat Brewery.
- **Wiffle Ball Jersey Sponsor: \$2000 - Thank You, R&R Insurance!** Includes logo printed on Wiffle Ball tournament jerseys for those participating in the tournament at Broken Bat Brewery on Wednesday, May 7th. Must be purchased by March 7th, 2025.
- **Trivia Prize Sponsor: \$1,000 - Thank You, TRICOR Insurance!** This sponsorship puts your logo in front of attendees during Trivia at Broken Bat Brewery on Wednesday, May 7th.
- **Breakfast Sponsor: \$500 - Thank You, Auto-Owners Insurance!** As a breakfast sponsor, your brand will be in front of each attendee as they grab their breakfast before Thursday's sessions begin.
- **Lunch Sponsor: \$750 - Thank You, LeClair Group and Foremost Insurance Group!** As a lunch sponsor, your brand will be in front of each attendee as they grab their lunch on Thursday.
- **Exhibitor Showcase Beverage Sponsor: \$1,000 - Thank You, Redbird Security!** 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.

Continued on next page

SPONSORSHIP OPPORTUNITIES

InsurCon2025 • May 7-8, 2025

Continued



- **Blackout Bingo Sponsor: \$2,500 - Thank You, R&R Insurance!** All attendees will receive Blackout Bingo cards for the Exhibitor Showcase on Thursday, May 8th. 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.
- **Racing Sausages Sponsor: \$1,750 - Thank You, Ansay & Associates!** This sponsorship puts your logo on a step and repeat banner, set up for photo opportunities with the Famous Racing Sausages. Must be purchased by March 7th, 2025.
- **Bernie Brewer Sponsor: \$1,500 - Thank You, SFM!** This sponsorship puts your logo on a step and repeat banner, set up for photo opportunities with the Brewers' mascot, Bernie Brewer. Must be purchased by March 7th, 2025.
- **Scoreboard Sponsor: \$2,000 - Thank You, Integrity!** Showcase your company's brand with your logo displayed on the American Family Field scoreboard during the CEO Panel and Keynote Speaker presentation on May 8th.
- **Food & Cocktail Reception Beverage Sponsor: \$500 - Thank you, Western National Insurance and Coterie Insurance!** This sponsorship puts your logo in front of attendees during the Food & Cocktail Reception on May 8th.
- **Keynote Speaker Meet & Greet Sponsor: \$5,000 - Thank You, Godfrey & Kahn!** This sponsorship puts your logo on a step and repeat banner, set up for photo opportunities with our Keynote Speaker on May 8th. Must be purchased by March 7th, 2025.
- **Lanyard Sponsor: \$2,500 - Thank You, Robertson Ryan Insurance!** Have your logo co-branded with the IIAW on every attendee and exhibitor lanyard. Must be purchased by March 7th, 2025.

MAP & DIRECTIONS THIRD BASE GATE

STEP ONE | GETTING TO AMERICAN FAMILY FIELD

FOLLOW PROPERTY SIGNAGE FOR BARREL YARD/ X GOLF/ TEAMSTORE

I-94 Westbound / I-43 North/Southbound

- Take I-94 West towards Madison to Exit 308B (LEFT LANE) for 175 SOUTH Brewers Blvd
- Merge right and exit at American Family Field/Canal St.; Stay in left exit lane for Preferred Parking.
- At the four-way stop lights, turn left. Follow the road, Frederick Miller Way, around the west side of the stadium and parking lots, continuing past Gen. Mitchell Blvd.; at the four-way stop sign, continue straight... see "STEP TWO".

I-94 Eastbound / I-41 North/Southbound

- Traveling on I-94 East toward Milwaukee, take exit 308A (from LEFT LANE) for the General Mitchell Blvd. / VA Hospital Exit.
- At the bottom of the ramp turn right and follow the road, General Mitchell Blvd., under the interstate.
- At the stop sign under the American Family Field arch turn left; at the next four-way stop sign, continue straight... see "STEP TWO".

43rd Street Northbound

- Traveling north towards the stadium on 43rd Street, pass National Avenue and get in right lanes to exit for American Family Field/ Canal St.
- At the stoplight, turn left onto Frederick Miller Way; follow the road through the next set of stoplights, around the west side of the stadium and parking lots, continuing past Gen. Mitchell Blvd.
- At the four-way stop sign, continue straight... see "STEP TWO".

Canal Street Westbound

- Traveling west on Canal Street, proceed straight past the General parking lots and follow the road straight through the two sets of stoplights and around the west side of the stadium and parking lots, continuing past Gen. Mitchell Blvd.
- At the four-way stop sign, continue straight... see "STEP TWO".

STEP TWO | PARKING

- Follow the road, Selig Drive, around toward the east, left-field side of the stadium; the road will curve back toward the stadium; the **Brewers 2** lot will be to the right.
- Non-Game Day Parking in the Brewers 2 parking lot is complimentary.

STEP THREE | GETTING TO YOUR EVENT SPACE

- Enter the stadium through the Third Base Gate Entrance.
- NOTE: when facing the ballpark from the parking lot, the doors will be between the Clock Tower and the Left Field Gate/ X-Golf/ Barrel Yard/ Team Store entrance.



AMERICAN FAMILY FIELD
ONE BREWERS WAY | MILWAUKEE, WISCONSIN 53214

THANK YOU

EXCLUSIVE SUPPORTING COMPANY MEMBERS



REGISTER AT IIAW.COM/INSURCON