



SPECIAL GUEST

CLAY MATTHEWS



REGISTER AT IIAW.COM/INSURCON

TABLE OF CONTENTS

Event Schedule.....3

Special Guests.....4-5

Registration Information.....6

Sponsorship Opportunities.....7-8

Exhibitor Information.....9

NEW! InsurCon Pull Tabs.....10

Booth Charts.....11-12

Electrical Services Order Form.....13-14

Parking/Entering Guide.....15

IIAW Exclusive Supporting Company Members.....16



EVENT SCHEDULE

INSURCON2026 • MAY 20-21, 2026 • LAMBEAU FIELD, GREEN BAY

WEDNESDAY, MAY 20

1:00PM-4:00PM

Legends Club Rooms

E&O Mock Trial

*Annette "Nettie" Ardler, CPIW, DAE, AIAM,
Swiss Re Corporate Solutions*

What happens when everyday agency decisions end up in court? Follow a fictional, but very realistic, E&O case as it unfolds in a courtroom setting during this engaging session.

3 WI CE Credits

3:00PM-5:00PM

Lambeau Field Atrium

Exhibitor Move-In

5:00PM-9:00PM

*Stadium View Restaurant
1963 Holmgren Way
Green Bay, WI 54304*

**Evening Networking and
Silent Auction**

Join us at Stadium View Bar for dinner, drinks and networking. Participate in our silent auction benefiting Insuring Wisconsin PAC and InsurPAC.

Dinner at 6:00PM

THURSDAY, MAY 21

8:00AM-9:00AM

Registration & Breakfast

Legends Club Pre-Function Area

Exhibitor Move-In

Lambeau Field Atrium

8:30AM-9:20AM

Legends Club Rooms

**State of the Insurance Industry
in Wisconsin**

Matt Banaszynski, CEO, IIAW

1 WI CE Credit

9:30AM-10:20AM

Legends Club Rooms

**AI and Insurance Industry
Implications Panel**

*Margeaux Giles, Irys, Josh Johanningmeier,
Godfrey & Kahn, Tim Cornelius and
Coral Manning, Wisconsin OCI*

1 WI CE Credit (Pending Approval)

10:20AM-10:30AM

Break

10:30AM-11:15AM

Legends Club Rooms

**Quiet Signs, Clear Actions: Leading
Mental Health at Work**

Brenden Corr and Justin Goodman, Project 55

Learn how to spot burnout, respond in the moment, and connect colleagues to care—plus set the tone with mental-health-first onboarding from day one.

11:15AM-12:00PM

Legends Club Rooms

**A Conversation with
Aaron Popkey**

Green Bay Packers Dir. of Public Affairs

Discover how one of the most iconic organizations in sports turns small-town roots into a global following. Aaron Popkey offers a behind-the-scenes look at how the Packers tell their story, connect with fans worldwide, and sustain one of the most powerful brands in professional sports.

12:00PM-12:30PM

Legends Club Rooms

**How Artificial Intelligence is Changing
the Insurance Purchasing Experience**

*Matt Banaszynski, IIAW CEO and Evan Leitch,
IIAW Director of Agency Solutions*

In this session, you'll get a crisp, real-world view of how AI-powered "shopping agents," conversational quoting, and hyper-personalized decision support are reshaping how consumers and businesses discover, compare, and purchase coverage. We'll unpack what's changing across distribution, underwriting, marketing, and service—plus the strategic moves carriers and independent agencies need to make now to stay relevant, trusted, and differentiated in an algorithm-driven marketplace.

12:00PM-1:30PM

Lambeau Field Atrium

Lunch

12:30PM-3:00PM

Lambeau Field Atrium

Exhibitor Showcase

Connect with vendors and industry partners, enjoy refreshments, explore interactive booths, and collect your InsurCon Pull Tabs!

4:00PM-10:00PM

Johnsonville Tailgate Village

Evening Tailgate Celebration

- **5:00PM-7:00PM** Clay Matthews and John Kuhn Meet & Greet
- **6:15PM-7:45PM** Dinner
- **7:30PM-8:15PM** Awards & Top Power Players Presentation
- **8:30PM-9:30PM** Kevin Farley Stand-Up Entertainment

MEET GREEN BAY PACKERS HALL OF FAME INDUCTEE

CLAY MATTHEWS

We are thrilled to announce Clay Matthews as our special guest for InsurCon2026!

Meet the former NFL linebacker and Green Bay Packers Hall of Fame inductee, known for his 10-season career primarily with the Packers, where he became their all-time sack leader and a Super Bowl XLV Champion.

Don't miss this special meet & greet opportunity from 5:00–7:00 PM during our Evening Tailgate Celebration at the Johnsonville Tailgate Village on May 21, 2026.

Photo prints will be available for autographs—please note that outside items will not be signed.



JUST ANNOUNCED! MEET FORMER PACKER JOHN KUHN

Packers fans, get ready to add another legendary name to the Evening Tailgate Celebration lineup.

Former Green Bay fullback John Kuhn will join us for an exclusive Meet & Greet, bringing with him a championship résumé and unforgettable Lambeau memories. A key contributor to the Packers' Super Bowl XLV win and five division titles, Kuhn spent nine seasons in Green Bay, earning three Pro Bowl selections and first-team All-Pro honors in 2014. Known as much for his clutch postseason performances as the iconic "Kuuuuuuhhhhn" chant that followed him every time he touched the ball, Kuhn remains a fan favorite and now serves as a member of the Packers broadcast team. Don't miss this chance to meet one of the most beloved players in recent Packers history during an evening built for celebration.



EVENING STAND-UP KEVIN FARLEY

Kevin Farley will be bringing the laughs on May 21 at our Evening Tailgate Celebration!

Born in Madison, Wisconsin, Kevin studied at the famous Second City in Chicago before appearing in hit films like *Black Sheep* and *The Waterboy*. He went on to star in MTV's *2gether* and has since appeared on *Curb Your Enthusiasm*, *It's Always Sunny in Philadelphia*, *Superstore*, and Netflix's *F is for Family*. Farley co-executive produced the acclaimed documentary *I Am Chris Farley* and directed comedies like *Hollywood & Wine* and *Paranormal Movie*. Farley continues to shine on stage as a national headliner at clubs like The Laugh Factory, The Comedy Store, and The Improv — and we can't wait for his stand-up show at InsurCon2026!

REGISTRATION INFORMATION

INSURCON2026 • MAY 20-21, 2026 • LAMBEAU FIELD, GREEN BAY



ATTENDEE REGISTRATION FEE

InsurCon2026 is an all-inclusive event filled with one-of-a-kind experiences. IIAW Members can save their spot and maximize savings by registering early.

The deadline to register is April 13, 2026

Register in October-November: \$299

Register in December-March: \$349

Register in April: \$399

Non-Member Pricing October-April: \$549

Discounts available for groups of 6 or more—contact diana@iiaw.com for group registrations.

DRESS CODE

Dress code for daytime sessions is business casual.
Stadium View Bar and Thursday Evening Tailgate Celebration attendees can dress casual.

QUESTIONS?

Please call 608-256-4429 or email diana@iiaw.com.
Refer to iiaw.com/insurcon for all event details

HOTEL INFORMATION

There are several hotel options in the vicinity to suit your accommodation needs. Whether you prefer luxury, comfort, or convenience, you'll find a range of nearby hotels to choose from:

The Legacy Hotel: 1004 Brett Favre Pass, Green Bay (0.6 miles from Lambeau)

Lodge Kohler: 1950 South Ridge Road, Green Bay (Across from Lambeau)

Home2 Suites by Hilton Green Bay: 810 Morris Avenue, Green Bay (0.6 miles from Lambeau)

Hilton Garden Inn Green Bay: 1015 Lombardi Avenue, Green Bay (0.6 miles from Lambeau)

SpringHill Suites by Marriott Green Bay: 1011 Tony Canadeo Run, Green Bay (0.6 miles from Lambeau)

EVENT PARKING

For your convenience, we recommend parking in Lot 4 and entering at the American Family Gate.

Attendee cancellation requests received by March 2, 2026 will be refunded, less a \$25 processing fee.
No refunds will be given for cancellations received after March 2, 2026.
Sponsorships are non-refundable.

SPONSORSHIP OPPORTUNITIES



The deadline to secure a sponsorship is April 6, 2026

~~Mock Trial CE Sponsor – May 20: \$500~~ Thank You, Erie Insurance Group!

Highlight your brand with logo placement during Wednesday's Mock Trial CE session.

~~State of the Industry CE Sponsor – May 21: \$500~~ – Thank You, The Insurance Center!

Highlight your brand with logo placement during Thursday's State of the Industry CE class.

~~AI & Agency Implications Panel CE Sponsor – May 21: \$500~~ – Thank You, Ansay & Associates!

Highlight your brand with logo placement during Thursday's AI & Agency Implications CE panel.

~~Morning Kickoff Sponsor – May 21: \$500~~ – Thank You, Ansay & Associates and ServiceMaster Restore!

Start Thursday strong! As the breakfast sponsor, your logo will be featured as attendees grab their breakfast ahead of sessions. Think of it as your brand's opening kickoff with maximum visibility.

~~Selfie Station Sponsor – May 21: \$500~~ – Thank You, Burns & Wilcox!

Score big with your brand inside the legendary Lambeau Field during InsurCon! Bring your own branded photo props to the selfie station during Thursday's Exhibitor Showcase and give attendees the ultimate game-day photo opportunity in the bowl of Lambeau Field. Your logo will be featured on event signage.

~~Featured Lunch Sponsor – May 21: \$750~~ – Thank You, Ansay & Associates, Liberty Mutual/Safeco, and Western National Insurance!

Huddle up with attendees! Your brand will be highlighted during lunch on May 21, with signage to keep your logo in the spotlight.

~~Stadium View Beverage Sponsor - May 20: \$1000 (1 of 2 available)~~ – Thank You, Penn National Insurance!

Your logo will appear on bar signage as attendees gather at Stadium View Bar & Restaurant on Wednesday evening, giving you prime visibility during the event's kickoff networking event.

~~Exhibitor Showcase Beverage Sponsor – May 21: \$1000~~ – Thank You, LeClair National Insurance Marketing and InsBOSS!

Score big during the Exhibitor Showcase where your logo will be spotlighted on bar signage.

SPONSORSHIP OPPORTUNITIES



The deadline to secure a sponsorship is April 6, 2026

~~Tailgate Beverage Sponsor – May 21: \$1000 – Thank You, Amwins and RT Specialty!~~

Your logo will be showcased on bar signage at the Evening Tailgate Celebration.

~~Welcome Packet Sponsor: \$1500 – Thank You, InsBOSS!~~

Every InsurCon attendee will receive a welcome packet featuring your logo on the outside.

~~Stadium View Dinner Sponsor - May 21: \$1500 (1 of 2 available)– Thank You, Swiss Re!~~

Your logo will be displayed on signage during dinner at Stadium View Bar & Restaurant on Wednesday evening.

~~Tailgate Dinner Sponsor – May 21: \$1500 – Thank You, Kunkel & Associates and R&R Insurance Services!~~

Bring your brand to the tailgate! Your logo will be displayed on signage during our Evening Tailgate Celebration Dinner on Thursday.

~~Pull Tabs Sponsor – May 21: \$2000 – Thank You, IMT Insurance!~~

Your logo will be displayed on pull tabs provided to all attendees during the Exhibitor Showcase.

~~Lanyard Sponsor – All Event: \$2500 – Thank You, Wisconsin Mutual Insurance Company!~~

Put your brand front and center – your logo will appear with the IIAW logo on every attendee and exhibitor lanyard, ensuring maximum visibility throughout the event.

~~Kevin Farley Stand-Up Sponsor – May 21: \$2500 – Thank You, Robertson Ryan Insurance!~~

Bring the laughter to life by sponsoring our featured comedian, Kevin Farley! Your logo will be showcased on marketing materials and event signage.

~~John Kuhn Meet & Greet Sponsor – May 21: \$4,500 – Thank You, Leitch Insurance Agency and Marshfield Insurance!~~

Your logo will be featured on a step-and-repeat banner for photo opportunities with John Kuhn.

~~Clay Matthews Meet & Greet Sponsor – May 21: \$7500 – Thank You, Godfrey & Kahn!~~

Score big with your brand during the Meet & Greet with Clay Matthews on May 21! Your logo will be featured on a step-and-repeat banner for photo opportunities, giving attendees a memorable backdrop while connecting with the NFL star!

EXHIBITOR INFORMATION

INSURCON2026 • MAY 20-21, 2026 • LAMBEAU FIELD, GREEN BAY

EXHIBIT AT INSURCON2026

Wisconsin's Largest Insurance Agent Conference

The Exhibitor Showcase will take place on May 21, 2026, from 12:30–3:00 PM in the Lambeau Field Atrium.

BOOTH INFORMATION

Exhibitor Booths Include:

- Professionally exhibit booth
- Draped table & 2 folding chairs



ROOKIE LEVEL

Members: \$1400 • Non-Members: \$1900

- 2 free full convention registrations
- Convention attendee list (sent one week prior to event)

VETERAN LEVEL

Members: \$1750 • Non-Members: \$2250

- 2 free full convention registrations
- Convention attendee list (sent one week prior to event)
- Company included on **InsurCon Pull Tabs**

WHY EXHIBIT?

- **Unmatched Exposure:** Connect with a diverse group of decision makers, agency owners, agency personnel and company representatives
- **Iconic Venue:** Showcase your brand in the legendary Lambeau Field Atrium, one of Wisconsin's most recognizable venues.
- **Special Guest Lineup:** This year's special guest is Clay Matthews, with a unique opportunity for attendees to meet him during the Evening Tailgate Celebration.

MAKE YOUR BOOTH STAND OUT!

Veteran Level Exhibitors will be featured on the all-new InsurCon Pull Tabs! Each agency attendee will receive pull tabs to play during the Exhibitor Showcase, and if your company is revealed as a winner, they'll head to your booth to claim their prize—guaranteeing extra foot traffic and engagement.

Set your booth up for success! Have some giveaways for attendees to pick up as they walk by, or give away a big ticket item with a drawing, raffle, or even a fun game within your booth.

****Please refrain from bringing alcohol onto the premises for your giveaway.***

TIMELINE

The Exhibitor Showcase will be open to attendees from 12:30PM to 3:00PM on Thursday, May 21.

Move-In: Times will be staggered on May 20 and 21 and assigned to each exhibitor prior to the event.

Move-Out: 3:00PM–4:00PM May 21.

REFUND/CANCELLATION POLICY:

Cancellations requests received by March 2, 2026 will be refunded, less a \$200 processing fee. No refunds will be given for cancellations received after March 2, 2026. IIAW will not allow for registrations to be transferred to future convention dates.



NEW This Year!

PULL-TABS

We're bringing the Midwest's favorite bar game to InsurCon2026!



Want to boost booth traffic and connect with even more agents? Register at the Veteran Level to be featured on the all-new InsurCon Pull-Tabs during the Exhibitor Showcase.

What are pull-tabs? A pull tab is kind of like a scratch-off lottery ticket, but instead of scratching, you pull back perforated tabs to reveal symbols. If a winning tab is revealed (noted with 3 of the same icons in a line), you win a prize.

Here's how it works: Each agency attendee will receive pull tabs to play at the Exhibitor Showcase. Agent attendees will “pull” for a chance to win—and if your company is revealed as a winner, they'll head to your booth to claim their prize. Your company name will be written out on winning pull-tabs—guaranteeing foot traffic to your booth. As a Veteran Level exhibitor, you'll receive 20 cash prizes (ranging from \$1 to \$100 and totaling \$200) provided by the IIAW to hand out.

Want to take it up a notch? Bring your own bonus giveaways to make your booth the place agents want to visit!

This is a fun, interactive way to spark conversations, drive booth traffic, and make your company stand out at InsurCon2026.

Detailed information will be provided to Veteran Level Exhibitors.

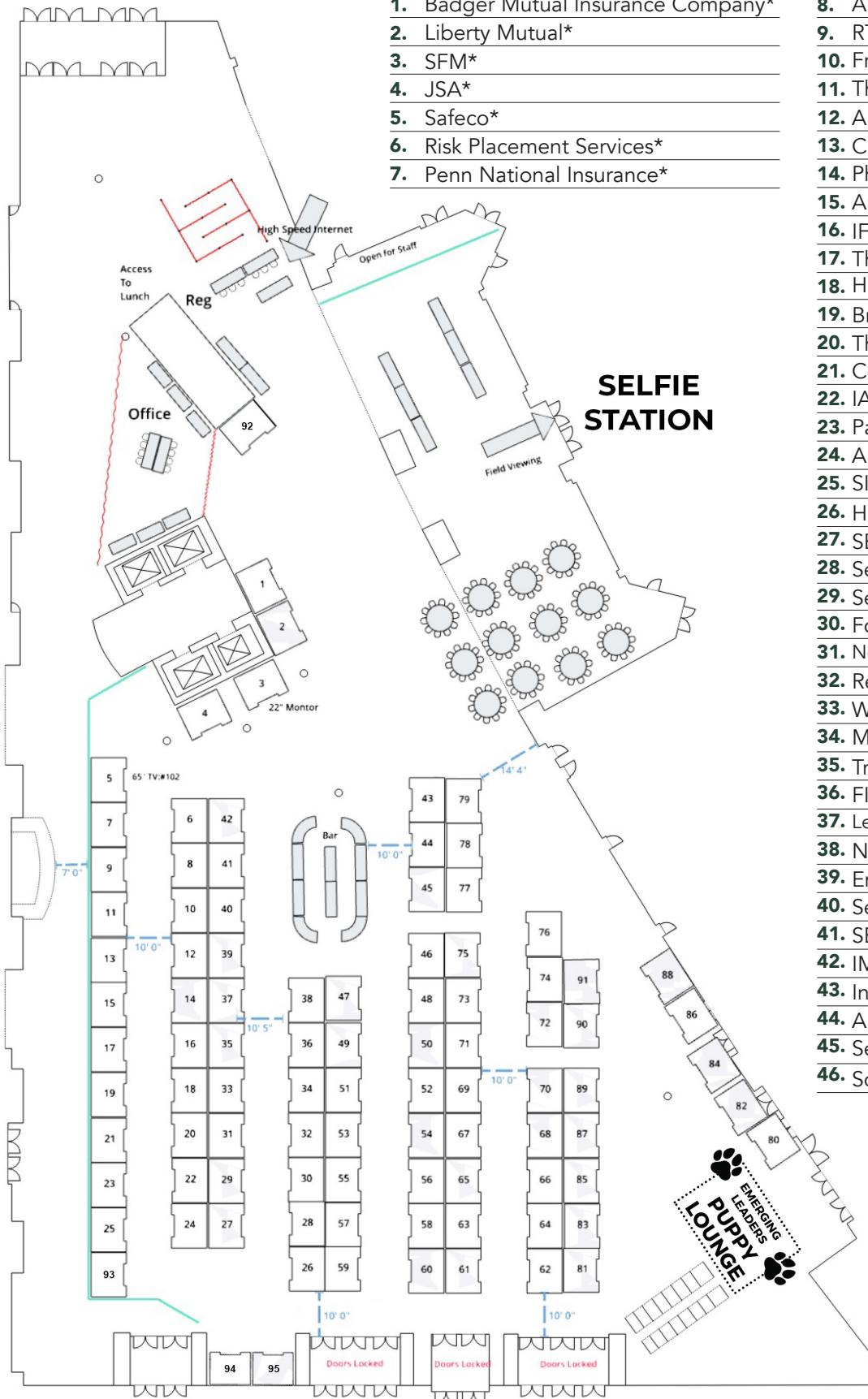
EXHIBITOR SHOWCASE BOOTH CHART

Booths are assigned on a first-come, first-served basis.

***Stars next to exhibitor names indicate Pull Tabs Participants.**

1. Badger Mutual Insurance Company*
2. Liberty Mutual*
3. SFM*
4. JSA*
5. Safeco*
6. Risk Placement Services*
7. Penn National Insurance*

8. AF Group*
9. RT Specialty
10. Frankenmuth Insurance
11. The Hanover Insurance Group
12. AMERISAFE*
13. Chubb Insurance Company
14. Philadelphia Insurance Companies*
15. Amwins*
16. IFC National Marketing*
17. The Hartford
18. Honeycomb Insurance
19. BrightFire
20. The Peoples Community Bank*
21. Convelo Insurance Group
22. IA Valuations*
23. Paul Davis Restoration
24. Auto-Owners Insurance
25. SIAA The Agent Alliance*
26. HawkSoft*
27. SERVPRO
28. ServiceMaster Restore*
29. Selective Insurance Company
30. Foremost*
31. North Star Mutual Insurance Company
32. Redbird Security*
33. West Bend*
34. Method Insurance Services*
35. Travelers*
36. FIRST Insurance Funding*
37. LeClair National Insurance Marketing*
38. NorthStar Restoration Services*
39. Encova Insurance
40. Sentry
41. SECURA Insurance
42. IMT Insurance*
43. Integrity Insurance*
44. Arlington/Roe*
45. Security Financial Bank
46. Society Insurance

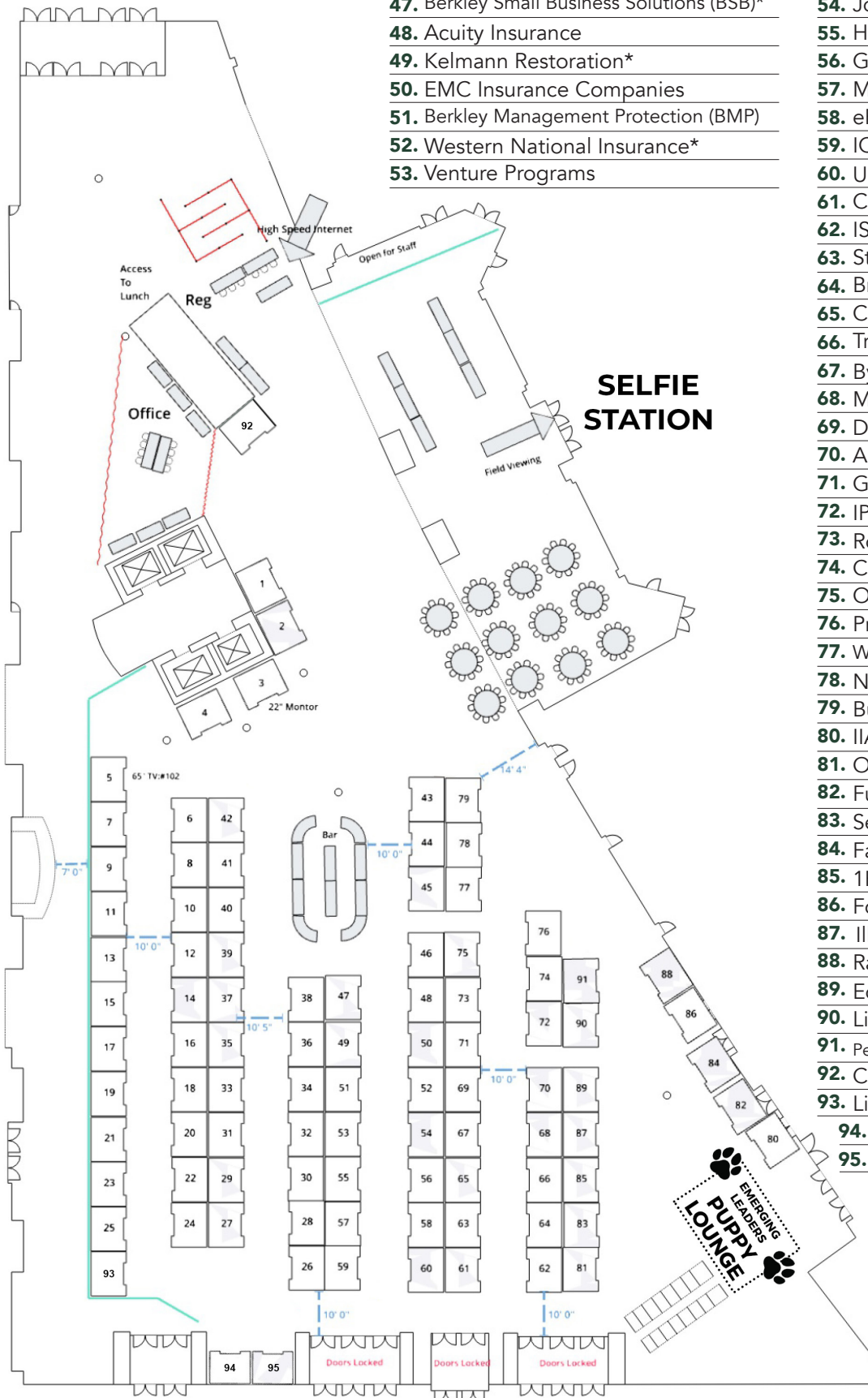


EXHIBITOR SHOWCASE BOOTH CHART

Booths are assigned on a first-come, first-served basis.
*Stars next to exhibitor names indicate Pull Tabs Participants.

- 47. Berkley Small Business Solutions (BSB)*
- 48. Acuity Insurance
- 49. Kelmann Restoration*
- 50. EMC Insurance Companies
- 51. Berkley Management Protection (BMP)
- 52. Western National Insurance*
- 53. Venture Programs

- 54. Johnson & Johnson, Inc.
- 55. Hagerty*
- 56. Goldleaf Surety Services, LLC*
- 57. McGowan Marine*
- 58. ePayPolicy
- 59. ICW Group
- 60. United Mutual Insurance Company
- 61. Coterie Insurance
- 62. ISC
- 63. Steadily
- 64. BriteCo
- 65. Capital Premium Financing
- 66. Traders Insurance Company
- 67. Byline Bank
- 68. McNeil & Co.*
- 69. Distinguished Programs
- 70. AEGIS General Insurance Agency
- 71. GEICO*
- 72. IPFS Corporation*
- 73. Roush Insurance Services*
- 74. CRC Insurance Services*
- 75. Ooma, Inc.*
- 76. Progressive Insurance*
- 77. Wisconsin Mutual Insurance Company
- 78. Nationwide*
- 79. Burns & Wilcox*
- 80. IIAW Emerging Leaders
- 81. Openly*
- 82. Fulcrum*
- 83. Secure24 ADT*
- 84. Farm Family Insurance
- 85. 1Fort AI
- 86. Forge Insurance*
- 87. Illinois Casualty Company
- 88. Rainbow Insurance
- 89. Equipment Insurance International*
- 90. Lift Local
- 91. Pennsylvania Lumbermens Mutual Insurance
- 92. Charity First/StateFund First
- 93. Lightspeed Voice
- 94. Gainsco Auto Insurance
- 95. Root Insurance





LAMBEAU FIELD ATRIUM ELECTRICAL SERVICE ORDER FORM

In order for us to properly service all exhibitors, this electrical service order form must be completed and returned to the Green Bay Packers Special Events Office at least seven (7) days prior to set up date. Payment **MUST BE COMPLETED** with this order form. Orders received without payment **CANNOT** be processed until payment is received. **If payment is not received prior to set up date, the request will be subject to a \$25.00 same day set up fee** in addition to the electrical service charge. Payments may be made by check or credit card payable to Lambeau Field Atrium. Please print legibly.

Please complete the following (print/write clearly):

Show Name _____ Show Dates _____
Exhibitor Company Name _____ Booth Number _____
Address _____ Phone Number _____
City _____ State _____ Zip _____

Method of Payment: Check (attached) :_____

Email a link to pay online with a credit card: (Visa / MasterCard / American Express)
Payment link will be arriving in your email from Clover.

First Name: _____ **Last Name:** _____

Email Address: _____

STANDARD SERVICE is 20amp / 120 volt Single Phase power. This is the same type of power that is typically in most homes. Each power line has 2-3 prong outlets. The cost is \$45.00 per day for each standard power access. Includes one extension cord.

Number of lines required _____ x \$45.00 x Number of Days of Show _____ = \$_____

**** How many amps will be used for each piece of your electrical equipment:** _____

**** Please describe what you are needed electrical service for:** _____

SPECIAL ELECTRICAL SERVICE is 120/208 volt / Single or Three Phase power. This type of power is needed for larger pieces of equipment. The cost for Special Electrical Service is \$95.00 per day per line. Additional charges may apply based on GBP Electrician – this will be known at time of connection.

Number of lines required _____ x \$95.00 x Number of Days of Show _____ = \$_____

BE ADVISED THAT ALL EXHIBIT EQUIPMENT AND MATERIALS MUST BE REMOVED FROM THE LAMBEAU FIELD ATRIUM ON TEARDOWN DAY AT THE SPECIFIED TIME. MATERIALS LEFT BEHIND WILL BE DISCARDED.

OFFICE USE ONLY!!

Date: Emailed Link: _____

Date: Rec'd Payment: _____

Email or Mail Order Forms & Payment to:

Green Bay Packers
Attn: Events Department
1265 Lombardi Avenue
Green Bay, WI 54304

Email: SteinhardtJ@packers.com

*Outside Contractor for other
Special requests day of.

*Equipment hook ups are not done.
We only provide power.

**ELECTRICAL SERVICE IS
NON-REFUNDABLE FOR
NON-USERS OR NO-SHOWS**

Terms and Conditions

ELECTRICAL ORDER REQUEST AND PAYMENT

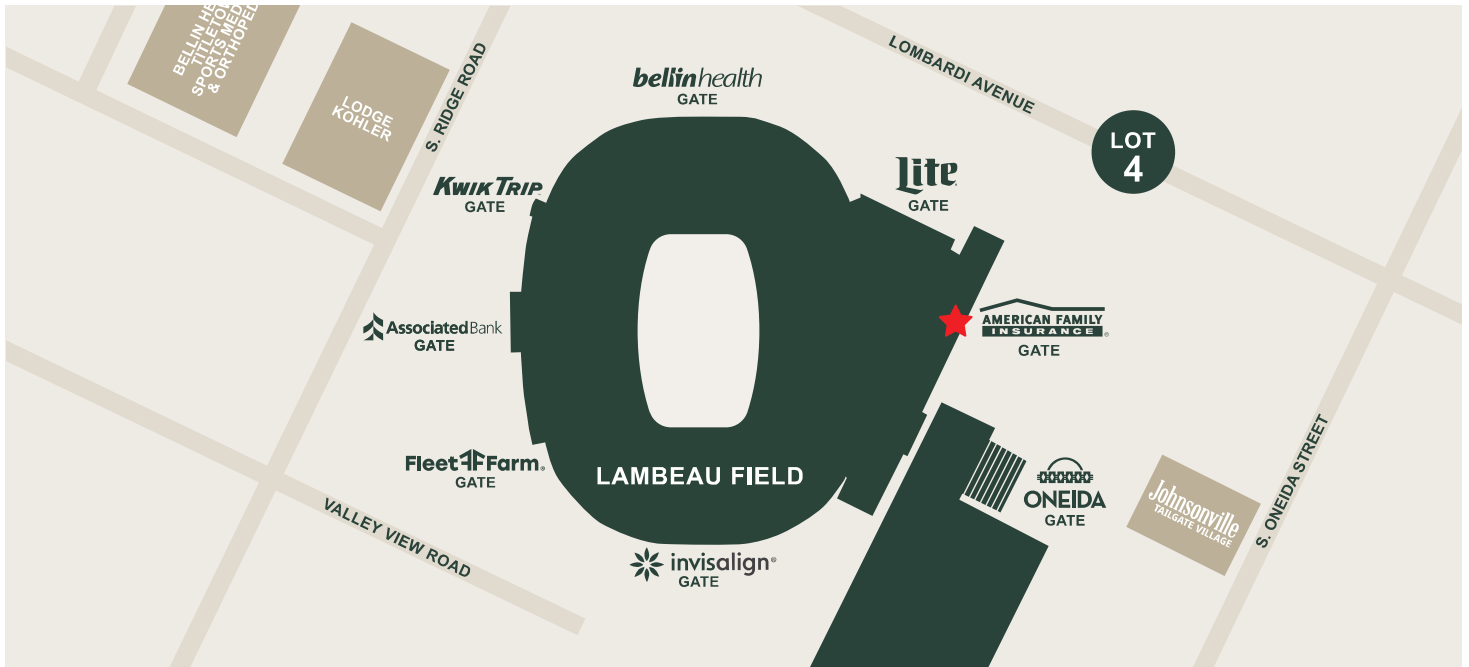
1. Orders not received prior to set up day are subject to a \$25 same day set up fee.
2. Payment in full must be made prior to set up day. Please DO NOT send cash in the mail.
3. Credit will not be given for electrical service or equipment installed and not used.

ELECTRICAL ORDER REQUIREMENTS AND RESTRICTIONS

4. Electrical power supplied to an exhibitor shall not be shared with any other exhibitor.
5. Under no circumstances shall anyone other than authorized Lambeau Field personnel make electrical connections.
6. All service connections and overload protection to such equipment must be made only by the Lambeau Field personnel electrician.
7. Requests for special voltage and/or other "Special Connections" must be received by Lambeau Field fifteen (15) days prior to scheduled exhibitor arrival and move-in.
8. All material and equipment furnished by Lambeau Field for this electrical order shall remain in Lambeau Field and shall be removed ONLY by Lambeau Field personnel at the close of the show.
9. Rates quoted for connections cover only the delivery of service to the booth in the most convenient manner and do not include connecting equipment or special wiring. Rates for special services such as placing cords or relocating service(s) will include a labor charge.
10. Obstructions blocking utility floor boxes are subject to relocation as necessary.
18. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
19. All equipment, regardless of source of power, must comply with all federal, state, and local safety codes.
20. Use of open clip sockets, latex or lamp cord wire, duplex or triplex attachment plugs in exhibits is prohibited.
21. Wall, column and permanent building utility outlets are not a part of booth space and are not to be used by exhibitors.
22. Only Gaffers Tape may be used on our floors.
23. **The above listed conditions and regulations are not all inclusive. Additional rules may apply.**



Parking/Entering Guide **Atrium Floor**

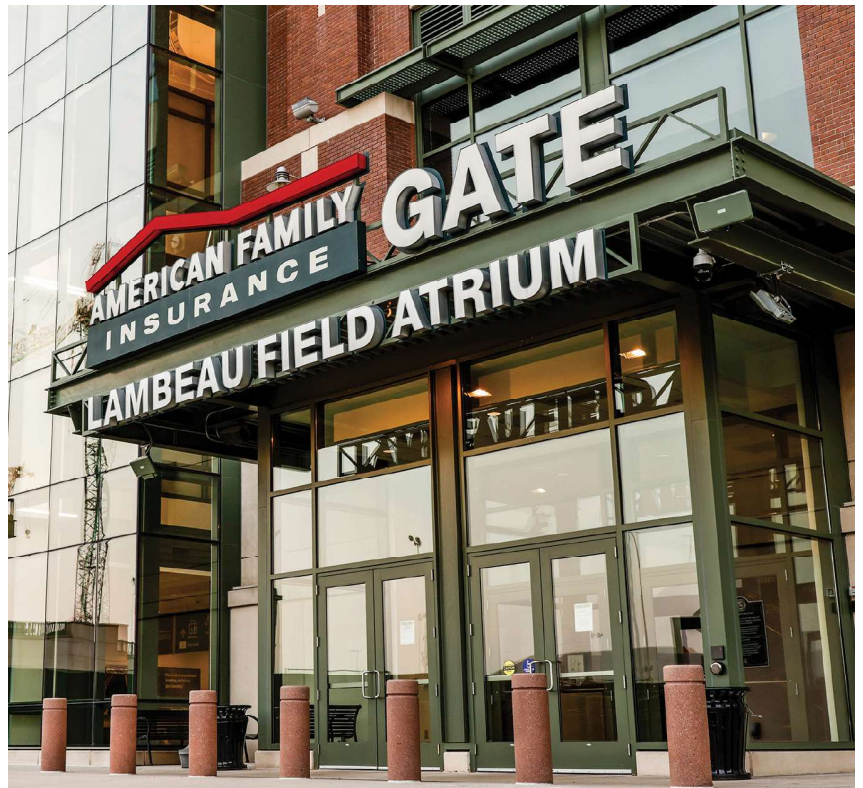


Thank you for choosing Lambeau Field for your upcoming event!

When you arrive at Lambeau Field, please park in **Lot 4** off Lombardi Avenue and enter through the **American Family Insurance Gate**.

When inside, please take the escalators or elevators to Level 1 (Atrium Floor) and follow the designated signage.

Parking is complimentary for Lambeau Field events.



Learn more about
the Atrium Floor
event space.

**Park in Lot 4 and enter through the
American Family Insurance Gate.**

THANK YOU

EXCLUSIVE SUPPORTING COMPANY MEMBERS



REGISTER AT IIAW.COM/INSURCON