

INSURCON

Milwaukee

MAY 19-20, 2027

GIN BLOSSOMS

WITH SPECIAL GUEST VERTICAL HORIZON

BIG IDEAS. BOLD CONNECTIONS. UNFORGETTABLE IMPACT.

REGISTER AT IIAW.COM/INSURCON

Trusted Choice®

Independent Insurance Agents of Wisconsin



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EVENT SCHEDULE | INSURCON2027



WEDNESDAY, MAY 19

12:30PM-6:30PM Venue 3 3rd St. Market Hall 275 W Wisconsin Ave.	**Registration & Check-In**	Attendees can pick up their name badge and welcome packet for afternoon sessions or upon arrival if only attending evening networking and dinner.
1:15PM-2:05PM Venue 3 3rd St. Market Hall	**State of the Independent Agency (1 WI CE Credit)** *Matt Banaszynski, IIAW*	Matt Banaszynski will provide a state and federal legislative and regulatory update and explore key insurance industry trends, issues impacting independent agencies, future opportunities and challenges, and strategies to strengthen their competitive position. The session will set the stage for InsurCon's focus on embracing innovation while reinforcing the expertise, advocacy, and trusted advice that differentiate independent agents.
2:05PM-2:55PM Venue 3 3rd St. Market Hall	**The AI Enabled Agency Panel (1 WI CE Credit)** *Colin Lancaster, R&R Insurance* *Erik Vandermause, M3 Insurance*	Agency leaders share practical workflows, lessons learned, measurable capacity gained and how that capacity is being redirected toward clients. Hear how agencies are integrating AI into daily operations, building staff confidence and turning time savings into stronger relationships, more proactive service and new opportunities for growth.
2:55PM-3:05PM	**Break**	Refreshments and informal discussion
3:05PM-3:50PM Venue 3 3rd St. Market Hall	**Beyond the Quote: Consultative Selling That Builds Trust and Wins Business** *Jessica Ogilvie, Marquette University*	Jessica Ogilvie will explore how a consultative approach helps agents uncover what matters most to clients, identify needs that may go unspoken and connect their recommendations to the customer's priorities. Attendees will learn practical techniques for asking purposeful questions, listening for underlying concerns, navigating price objections, and earning commitment without relying on high-pressure tactics.
3:55PM-4:40PM Venue 3 3rd St. Market Hall	**Trust in the Age of AI** *Ross Dahlke, UW-Madison*	Ross Dahlke will explore how insurance professionals can earn trust through responsible AI use, transparent communication, protection of customer information and meaningful human oversight.
4:45PM-5:30PM Venue 3 3rd St. Market Hall	**Economic Outlook** *Michael Antonelli, Baird*	Economic conditions shape your clients' decisions, from hiring and expansion to investment and managing risk. Understanding what's ahead can help insurance professionals anticipate changing needs and offer timely advice. A Baird economist will discuss the national and Wisconsin economic outlook, examining growth, inflation, interest rates and employment. The session will highlight key indicators to watch, challenges and opportunities facing businesses and households, and what these developments mean for the insurance industry and the clients it serves.
4:00PM-5:00PM Baird Center 400 W Wisconsin Ave.	**Exhibitor Move-In**	Exhibitors can pick up their name badge and welcome packet and complete booth setup. Following move-in, join attendees at 3rd Street Market Hall for Food & Beverage Social.
5:30PM-8:30PM 3rd St. Market Hall 275 W Wisconsin Ave.	**Food & Beverage Social**	Networking, dinner, and activities at 3rd Street Market Hall

Event schedule is subject to change.

EVENT SCHEDULE | INSURCON2027



THURSDAY, MAY 20

8:00AM-9:00AM Baird Center 400 W Wisconsin Ave.	**Registration & Breakfast**	Start your day with registration, a grab-and-go breakfast and a chance to connect with fellow attendees.
8:00AM-10:30AM Grand Ballroom	**Exhibitor Move-In**	Exhibitors can pick up their name badge and welcome packet and complete booth setup.
8:30AM-9:20AM S 101 ABCDE	**Emerging Risks, Evolving Coverage: What Agents Need to Know (1 CE)**	From generative AI and connected vehicles to nuclear verdicts and shifting liability exposures, emerging risks are reshaping insurance coverage and the conversations agents need to have with clients. Join ISO for a practical look at its new generative AI exclusion and consequential developments across property, general liability, auto, and umbrella insurance. Leave better prepared to identify potential coverage gaps, ask sharper questions at renewal, and translate complex insurance developments into clear, consultative advice.
9:25AM-10:15AM S 101 ABCDE	**Carrier Technology Panel: Empowering Agents in an AI Shopping World (1 CE)**	Carrier leaders discuss how technology is reshaping the agent-carrier relationship and what they are doing to support and empower independent agents. The panel will explore investments that simplify agency workflows, improve access to carrier data and underwriting expertise, and help agents navigate AI shopping agents that research and compare insurance for consumers.
10:15AM-10:25AM	**Break**	Refreshments and informal discussion
10:25AM-11:25AM S 101 ABCDE	**The Human Edge in an AI World** *Tina Hallis, PhD, The Positive Edge*	Tina Hallis explores resilience, trust and connection through change. Practical scenarios address an employee worried about their role, a customer frustrated by a technology-driven interaction and an agency-carrier-vendor disagreement during implementation.
11:30AM-12:30PM S 101 ABCDE	**Beyond AI Adoption: Turning Technology Investments into Measurable ROI** *MarshBerry*	Drawing on MarshBerry research, this session explores where agency technology investments are heading in 2027 and how to maximize their value. Learn practical strategies for measuring AI-driven productivity gains, translating efficiencies into business outcomes, and making smarter technology investment decisions.
12:30PM-3:30PM Grand Ballroom	**Lunch and Exhibitor Showcase**	Connect with vendors and industry partners, explore interactive booths, and collect your InsurCon Pull Tabs prizes!
3:30PM	**Exhibitor Tear Down and 90's Wardrobe Change**	Time to pack it up and get concert-ready! Change into your best '90s threads and get ready to party like it's 1999.
3:45PM-5:15PM Hyatt Regency Vue Rooftop Ballroom 333 W Kilbourn Ave.	**Rooftop Cocktail Reception in Honor of 2027 Power Players**	Kick off the evening festivities at our rooftop cocktail reception honoring the 2027 Insurance Power Players. Enjoy drinks, appetizers and time to mix and mingle before the night's big event.
5:15PM Turner Hall Ballroom 1040 N Vel R. Phillips Ave	**Dinner, Awards and Evening Entertainment featuring headliner Gin Blossoms with special guest Vertical Horizon**	Join us for dinner and an evening of celebration as we recognize our 2027 Award Recipients. Then turn up the volume and get ready for an unforgettable night of live music! **5:15PM** – Doors Open **5:45-6:15PM** – Awards Presentation **6:15-7:30PM** – Dinner **8:00PM** – Concert Begins

Event schedule is subject to change.

INSURCON Milwaukee

HEADLINER:

GIN BLOSSOMS

WITH SPECIAL GUEST: VERTICAL HORIZON





THURSDAY, MAY 20, 2027

TURNER HALL | MILWAUKEE

Trusted Choice®
Independent Insurance Agents of Wisconsin

LIVE AT INSURCON2027

Get ready for a convention experience unlike any other! As part of InsurCon2027, we're turning up the volume with a concert featuring two chart-topping bands whose music defined a generation and continue to captivate audiences today: headliner **Gin Blossoms** with special guest **Vertical Horizon**.

After two days of networking, learning, and connecting with fellow independent insurance professionals, join us for an evening packed with unforgettable songs, incredible energy, and plenty of opportunities to celebrate with friends and colleagues. The concert takes place at Turner Hall Ballroom, a National Historic Landmark in the heart of downtown Milwaukee. Known for its rich history, stunning architecture, and intimate concert atmosphere, Turner Hall has welcomed generations of music fans and hosted memorable performances for more than a century, making it one of Wisconsin's most iconic live music venues.

GIN BLOSSOMS

Formed in Tempe, Arizona, in 1987, Gin Blossoms helped define alternative radio in the early '90s with their breakout album New Miserable Experience, which sold more than four million copies and featured enduring hits "Hey Jealousy," "Allison Road" and "Until I Fall Away." The band followed with the platinum-selling Congratulations I'm Sorry, featuring the Top 10 hit "Follow You Down" and GRAMMY®-nominated "As Long as It Matters." Known for their jangly guitars, infectious hooks and emotionally resonant songwriting, Gin Blossoms continue to captivate audiences with the sound that made them a power-pop favorite. Their latest album, Mixed Reality, delivers 15 new tracks, proving the band remains as vital as ever. With decades of touring and fan-favorite hits, Gin Blossoms continue to turn nostalgia into an unforgettable live experience.





VERTICAL HORIZON

Vertical Horizon stands for a commitment to superior music and artistic creativity. Founded in the early 1990s, the band achieved meteoric success with its 1999 album Everything You Want, which sold over two million copies. The title track reached #1 on Billboard's Hot 100 and Adult Top 40 charts and became the most played single of 2000. The band also found success with hits including "You're a God" and "Best I Ever Had (Grey Sky Morning)." Led by founder, songwriter, lead singer and guitarist Matt Scannell, Vertical Horizon continues to explore new musical territory while delivering the high-energy performances fans know and love. A vibrant, growing musical entity, the band brings its signature sound and an assortment of well-known hits to every show.

REGISTRATION INFORMATION



ATTENDEE REGISTRATION FEE

InsurCon2027 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 May 5, 2027

Register in November-December: $299
Register in January-March: $369
Register in April: $399
Non-Member Pricing October-December: $549
Non-Member Pricing January-April: $599

Discounts are available for groups of 8 or more. Contact diana@iiaw.com for group registrations.

DRESS CODE

We invite attendees to dress in Smart Casual attire throughout the convention. Blouses, polo shirts, button-downs, chinos, dress pants, dark-wash jeans without distressing, and polished, comfortable footwear.

Thursday Evening Concert: Embrace the evening's theme with '90s-inspired concert attire as we celebrate with live music and a fun, relaxed atmosphere.

PARKING INFORMATION

Thursday sessions & Exhibitor Showcase will be held in Baird Center's South Building, with main entrance located at 400 W. Wisconsin Avenue. Convenient covered parking is located inside Baird Center at 500 W. Wells Street.

The Baird Center Garage offers easy access to all events at Baird Center and surrounding InsurCon2027 locations. Abundant additional parking options can be found throughout the downtown area.

HOTEL INFORMATION

1. Hyatt Regency Milwaukee
333 West Kilbourn Ave., Milwaukee, WI, 53203
(414) 276-1234

A limited number of rooms are available on a group room block:
hyatt.com/events/en-US/group-booking/MKERM/G-IIAW

2. Hilton Milwaukee
509 W Wisconsin Ave., Milwaukee, WI, 53203
(414) 271-7250

The Hyatt and Hilton are directly connected to the Baird Center (location of Thursday sessions and Exhibitor Showcase) via an enclosed skywalk.

CONCERT ADMISSION

InsurCon2027 registration includes admission to the concert at Turner Hall on the evening of May 20, 2027, featuring headliner Gin Blossoms with special guest Vertical Horizon. Wristbands will be included in attendee welcome packets and are required for concert admission.

Want to bring a guest? You may add one (1) additional concert admission to your registration for $100.

$100 Add-On includes: One (1) guest admission for all evening events beginning at 5:15 p.m. on May 20, 2027 at Turner Hall, dinner, and beverages during cocktail hour.

Concert admission is included with convention registration. An additional guest may attend only with the purchase of a concert admission add-on by a registered attendee.

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

Attendee cancellation requests received by April 2, 2027 will be refunded, less a $25 processing fee.
No refunds will be given for cancellations received after April 2. Sponsorships are non-refundable.

Please note that payment for all InsurCon2027 registrations, including attendee registrations and exhibitor booth purchases, must be received in full prior to attending the event

SPONSORSHIP OPPORTUNITIES | INSURCON2027

The deadline to secure a sponsorship is April 9, 2027 unless otherwise noted.

Attendee Welcome Packet Sponsor: $1500 (1 Available)
Start the experience with your brand front and center. Every InsurCon2027 attendee will receive a welcome packet and pocket agenda featuring your logo on the outside.

Lanyard Sponsor: $2500 (1 Available)
Get your brand in the spotlight all convention long. Your logo will appear alongside the IIAW logo on every attendee and exhibitor lanyard, keeping your brand visible from the first session to the final encore.

Hotel Key Card Sponsor at Hyatt Regency: $1250 (1 Available)
Make an impression before the convention even begins. Your logo will be featured on hotel key cards provided to InsurCon2027 guests staying at the Hyatt Regency Milwaukee.

CE Sponsor: $750 (4 Available)
Your logo will be featured during a portion of InsurCon2027 CE sessions, connecting your brand with valuable education and conversation.

3rd St. Market Voucher Sponsor – Wednesday, May 19: $1250 (2 Available)
Give attendees a reason to grab a bite—and remember your brand. Your logo will be featured on 3rd St. Market voucher cards provided to each attendee. **The deadline to secure this sponsorship is March 10, 2027.*

3rd St. Market Turf Sponsor – Wednesday, May 19: $500 (1 Available)
Bring a little friendly competition to the mix. Your logo will be featured on signage at The Turf, where attendees can enjoy cornhole, giant Jenga and a place to kick back and connect.

3rd St. Market Shuffleboard Sponsor – Wednesday, May 19: $500 (1 Available)
Put your brand where the fun is. Your logo will be featured on signage at the shuffleboard area, giving your brand visibility as attendees compete, connect and unwind.

3rd St. Market Lounge Sponsor – Wednesday, May 19: $500 (1 Available)
Your logo will be featured on signage 3rd Street Market Lounge, where attendees can relax and connect.



SPONSORSHIP OPPORTUNITIES | INSURCON2027

The deadline to secure a sponsorship is April 9, 2027 unless otherwise noted.

3rd St. Market City Fountain (Beer Wall) Sponsor – Wednesday, May 19: $500 (1 Available)
Cheers to a sponsorship that gets noticed. Your logo will be featured at the City Fountain Beer Wall, putting your brand front and center as attendees grab a drink and enjoy the evening.

Breakfast Sponsor – Thursday, May 20: $500 (2 Available)
Start the day with a little brand recognition. Your logo will be featured on signage during Thursday morning's breakfast, giving you visibility as attendees fuel up for a full day of InsurCon.

Featured Lunch Sponsor – Thursday, May 20: $750 (3 Available)
Make your brand part of the midday gathering. Your logo will be featured on signage during lunch, keeping your company visible while attendees recharge and connect.

~~**Pull Tabs Sponsor: $2000**~~ ***Thank you, IMT Insurance!***
Bring a little extra fun to the Exhibitor Showcase. Your logo will be featured on the pull tabs provided to all attendees, giving your brand a memorable presence during one of InsurCon's most interactive events.

Cocktail Reception Sponsor – Thursday, May 20: $1000 (1 of 3 Available)
Thank you, Penn National Insurance and Kunkel & Associates!
Your logo will be featured on signage during Thursday's cocktail reception at Vue Rooftop, putting your company in the spotlight as we recognize the 2027 Power Players.

Dinner Sponsor at Turner Hall – Thursday, May 20: $1500 (2 Available)
Take center stage during dinner. Your logo will be featured on signage at Turner Hall as attendees gather for dinner, conversation and a night of InsurCon entertainment.

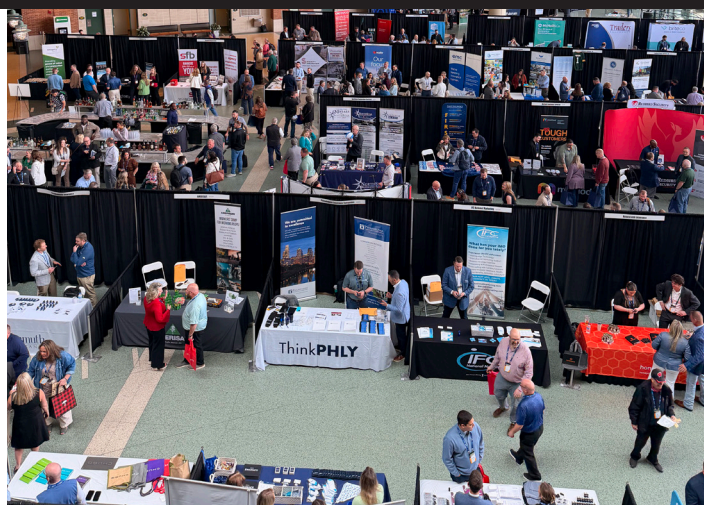
Evening Entertainment Sponsor – Thursday, May 20: $10,000 (2 Available)
Be recognized as an Evening Entertainment Sponsor for the InsurCon2027 concert at Turner Hall, featuring live performances from headliner Gin Blossoms with special guest Vertical Horizon. Sponsorship includes signage and a meet and greet opportunity with the bands (1 person per sponsorship - details TBD).



EXHIBITOR INFORMATION

EXHIBIT AT INSURCON2027

Looking for a high-impact way to connect with Wisconsin's independent insurance agency community? Exhibit at InsurCon2027, Wisconsin's largest insurance agent conference, and showcase your products, services, and expertise to agency owners, producers, managers, and insurance professionals from across the state.



BOOTH INFORMATION

- **8' X 10' with Pipe & Drape**

EXHIBITOR LEVELS

OPENING ACT

Members: $1400 • Non-Members: $1900

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

HEADLINER

Members: $1800 • Non-Members: $2300

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

CONCERT EXPERIENCE

InsurCon2027 attendees and exhibitors receive admission to an exclusive concert experience featuring Gin Blossoms and Vertical Horizon. This one-of-a-kind entertainment event adds even more excitement, helping drive attendance and creating additional opportunities to connect with agents and industry professionals throughout the event.

MAKE YOUR BOOTH STAND OUT

Headliner Exhibitors receive exclusive participation in one of the most anticipated attractions of the Exhibitor Showcase. Every agency attendee receives InsurCon Pull Tabs, and winning pull tabs direct attendees to participating exhibitor booths to claim prizes.

Make your booth a destination attendees won't want to miss!

- Offer branded giveaways or useful takeaways
- Hold a prize drawing or raffle to generate leads
- Feature a premium giveaway to attract attention
- Create an interactive game or experience at your booth

With dedicated exhibit time, built-in networking opportunities, and direct access to Wisconsin's independent agency community, InsurCon2027 is your chance to be seen, remembered, and connected with the agents who drive insurance business across the state.

Reserve your booth today and take center stage at InsurCon2027!
The deadline to register to Exhibit is April 5, 2027.

TIMELINE

The Exhibitor Showcase will be open to attendees from 12:30PM to 3:30PM on Thursday, May 20.

Move-In:
May 19 | 4:00PM-5:00PM
May 20 | 8:00AM-10:30AM

Move-Out:
May 20 | 3:30PM-4:00PM

REFUND/CANCELLATION POLICY:
Cancellations requests received by April 2, 2027 will be refunded, less a $200 processing fee. No refunds will be given for cancellations received after April 2. IIAW will not allow for registrations to be transferred to future convention dates.

Reserve at iiaw.com/InsurCon
Contact diana@iiaw.com with questions.



INSURCON Milwaukee

MAY 19-20, 2027

GIN BLOSSOMS

WITH SPECIAL GUEST VERTICAL HORIZON

PULL-TABS

We're bringing the Midwest's favorite bar game to InsurCon2027!

Want to boost booth traffic and connect with even more agents? Register at the Headliner Level to be featured on 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 "WINNER" tab is revealed, 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 Headliner 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!

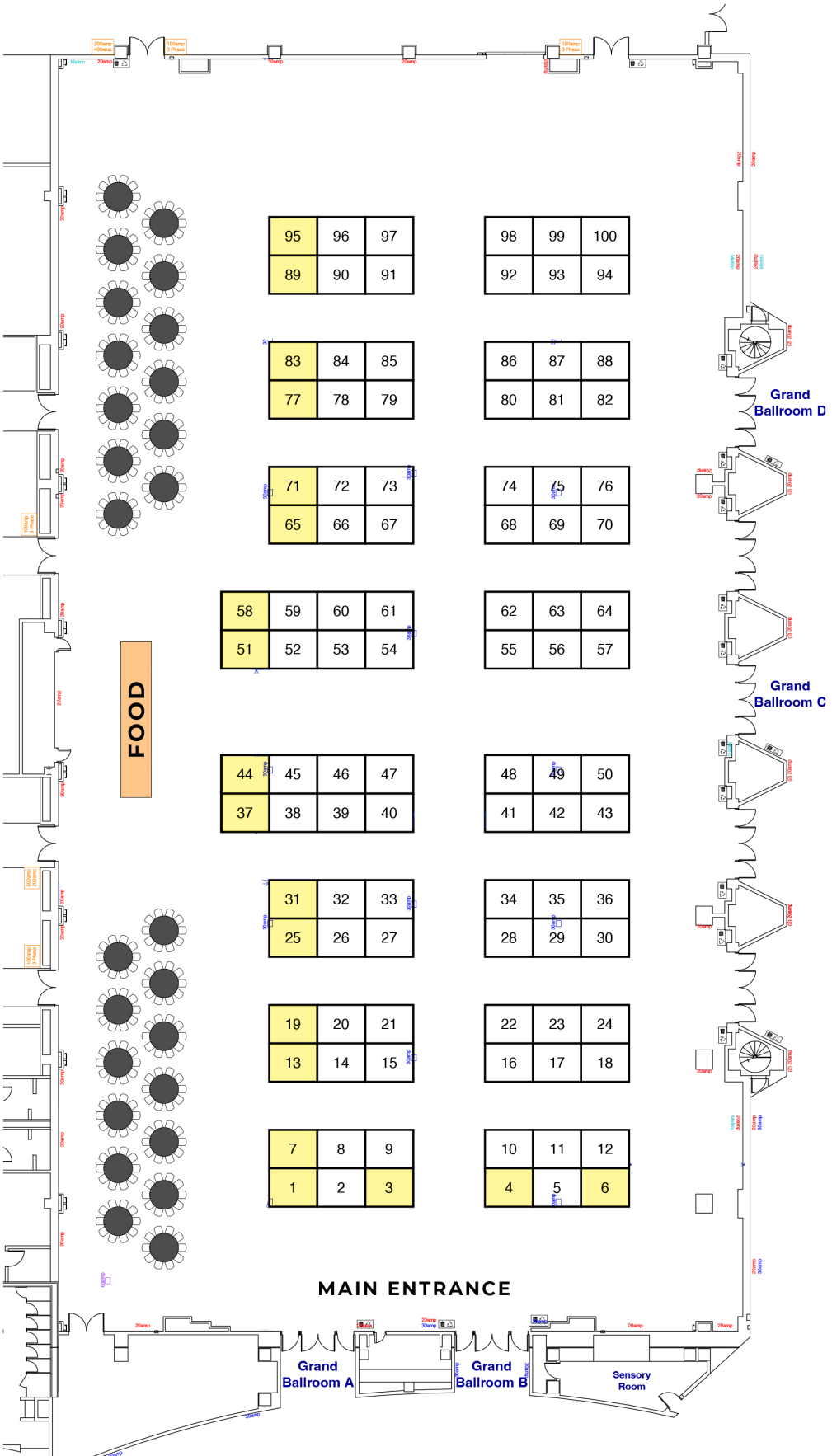
This is a fun, interactive way to spark conversations, drive booth traffic, and make your company stand out at InsurCon2027.

Pull-Tabs participation is limited to 50 exhibitors

Detailed information will be provided to Headliner Exhibitors.

EXHIBITOR SHOWCASE | INSURCON2027

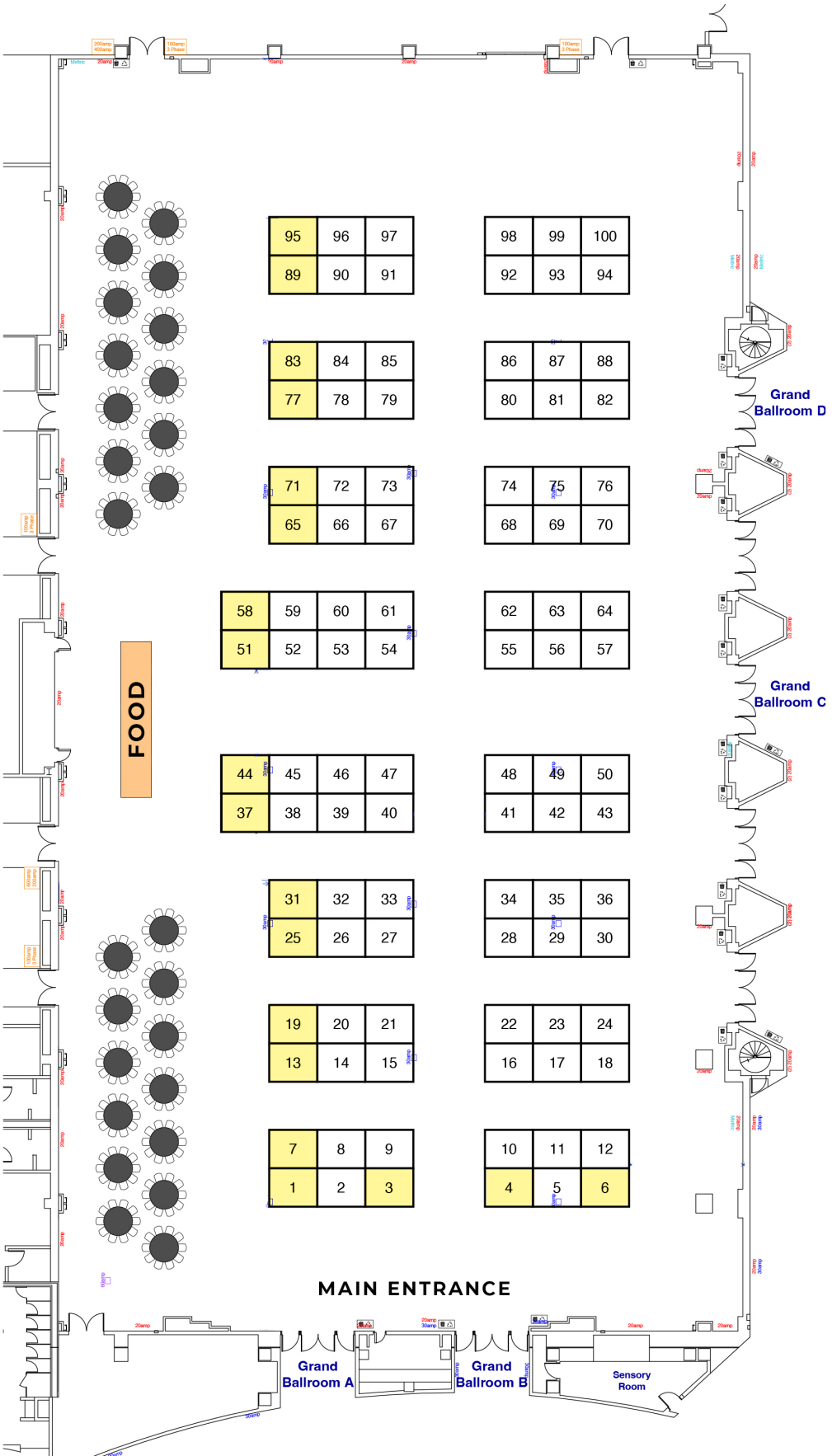
Booths are assigned on a first-come, first-served basis.
Highlighted booths are reserved for Headliner Exhibitors.
***Stars next to exhibitor names indicate Pull Tabs Participants.**



1. Redbird Security*
2. Security Financial Bank
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4. Integrity Insurance*
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7. IMT Insurance*
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31. Penn National Insurance*
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44. SECURA Insurance Companies*
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EXHIBITOR SHOWCASE | INSURCON2027

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




Baird Center North
Main Entrance
405 W. Kilbourn Avenue
Hyatt Skywalk
Acessible on 2nd floor
Baird Center North
Phillips and Wells
404 W. Wells Street
Wells Street
Vel R. Phillips Avenue
Mall Slider
Loading Area
501 W. Wells Street
Baird Center South
Phillips and Wells
401 W. Wells Street
Grand Ballroom
ABCD
101 ABCDE
Green
Room
First Aid
Room
Baird Center South
Main Entrance
400 W. Wisconsin
Avenue
Wisconsin Avenue

THANK YOU

IIAW EXCLUSIVE SUPPORTING COMPANY MEMBERS































REGISTER AT IIAW.COM/INSURCON