The IASA Annual Conference & Business Show is one of the insurance industry’s premier events. Solution providers focused on the insurance industry consistently participate in this conference because of the high quality of conference attendees and because of the excellent value for invested marketing dollar. Your company can get exposure by participating in our 2018 Sponsorship Program.

WORLD CLASS KEYNOTES

Attain distinguished privilege and exposure by sponsoring one of three general session high profile keynote speakers. These are held during the morning general sessions on Monday, Tuesday and Wednesday. Keynote sponsorships include:

- Introduce Sponsor Company & Keynote
- Photo Opportunity with Keynote
- Video Commercial Played on Screen
- Sponsor Logo Printed in Registration Brochure

MONDAY: $35,000 | TUESDAY: $35,000
WEDNESDAY: $25,000

OPENING RECEPTION OPPORTUNITIES: SUNDAY

The first event at IASA 2018 is the networking reception in the exhibit hall. We have created unique and exclusive sponsorship opportunities that get your name front and center on the first day!

Opportunities Include:

- Specialty Drinks Served From Your Company’s Booth (Number of Opportunities are Limited) $10,000
- Specialty Food/Dessert Items Distributed From Food Stations or Your Booth. Distribution Location Depends on Item Sponsored, Booth Location, & Booth Size (Number of Opportunities are Limited) $5,000 - $10,000
- Entertainment Inside the Hall. This could include jugglers, musicians, human statues, or simply passing out branded snacks; the options are endless! Pricing for these opportunities vary depending on fulfillment costs to IASA. Contact us to find out more.

Sponsorship Benefits Include:

- Branded Recognition of Sponsored Item on Advertisement Insert in Conference Directory (All Event Sponsors will be Recognized in this Advertisement)
- Branded Recognition at Event with Sponsor Signage and Logo’d Napkins (All Event Sponsors will be Recognized on These Items)

*All sponsorships also include core benefits as listed on page 3.

EXECUTIVE EDUCATION ROUNDTABLES

IASA’s Executive Roundtables are premier events produced exclusively for insurance company senior executives. These exclusive programs attract more than 275 C-level leaders and decision-makers from technology, finance, investments, and operations. Each program features professional keynote speakers and peer-level presentations, and are interactive by design. Primary sponsorship benefits include:

- Attendance at Private Luncheon and Networking Receptions
- Complimentary Full-Conference Invitations for Your Clients & Prospects
- Participation in the Event Program
- Video Commercial Played During Event Walk-In/Walk-Out/Breaks
- Recognition in All Pre-Conference Promotions Including: 20,000-Distributed Registration Brochure, Roundtable Brochure (3,000 C-Level Professionals); Pre-Conference Issue of the Interpreter Magazine (Distribution 20,000); Conference Directory; Featured on Event Website & Social Media

MONDAY: CHIEF INVESTMENT $18,000
CHIEF OPERATING $16,500
TUESDAY: CHIEF FINANCIAL $27,500
CHIEF INFO-TECH. $20,000

SECONDARY SPONSORSHIPS

- MONDAY OR TUESDAY RECEPTION: $10,000
- TUESDAY CFO OR CITO LUNCHEON: $10,000
- ROUNDTABLE COFFEE BREAKS: $10,000
- ROUNDTABLE SHIPPING: $6,500

“The IASA Educational Conference and Business Show is one of our premier marketing events of the year, and we consistently see tremendous value in being sponsors of the event. We have excellent exposure to the ideal audience, and we are proud to support such a high quality, content rich, and well respected event.”

-Courtney Kiss, Marketing Director, Johnson Lambert LLP
SUPER SESSIONS, TECH TANK, & IT TOWN HALL

SUPER SESSIONS  IASA conducts three highly-attended Super Sessions during the Conference: Technology, Accounting, Risk, & Finance (ARF); and Professional Development. These programs are designed around industry hot topics, with industry or professional speakers delivering unique knowledge and insights. Sponsor benefits include:

- Introduce Sponsor Company, Program Topic, & Speaker(s)
- Potential Moderator or Q&A Role (Dependent on Session Design)
- Promotional Sponsor Materials in Session Room

TECH TANK  Be a part of the high-energy IASA Tech Tank, where Insurtech startups pitch their innovative products and answer rapid-fire questions while vying for audience mock investments. It’s a wild ride! Sponsor benefits include:

- Introduce Sponsor Company, Judges, & Emcee
- Promotional Sponsor Materials in Session Room

IT TOWN HALL  This perennial favorite is a unique open-forum session with a panel of industry professionals sharing their real-world knowledge and experience on audience-driven topics. Sponsor benefits include:

- Introduce Sponsor Company & Panelists
- Potential Moderator or Q&A Role (Dependent on Session Design)
- Promotional Sponsor Materials in Session Room

SESSION SPONSORSHIP: $10,000

Each sponsor will receive company branded banners with a custom message. The banners will be placed in high IASA conference traffic areas in the convention space at the Gaylord Opryland. This opportunity gives the sponsoring company maximum exposure to the attendees and provides for a customized message. There are different packages available, each package provides a specific number of branded impressions in high traffic areas.

CONTACT MARGARET MCKEON FOR BANNER PACKAGE DETAILS.

TUESDAY NIGHT NETWORKING EVENT

Drive traffic to your booth AND be a part of the fun! Attendees look forward to the Tuesday night event, and they will visit YOUR booth to receive a complimentary drink token and learn about your company. Attendees collect one token from each sponsor, ensuring they will visit your booth. Tokens are customized with your logo. Sponsor benefits include:

- Recognition in the Conference Directory
- Branded Event Tickets & Tokens

NETWORKING EVENT SPONSOR: $15,000

“There is no other event in the industry that provides the level of value and exposure that we receive by attending the IASA Annual Conference & Business Show. Since day 1 the IASA team has been committed to helping us achieve our marketing goals and worked hand-in-hand with us to build a sponsorship package that made sense for our budget and objectives. This event is a must-attend for any service providers looking to expand their presence in the insurance industry!”

- Shawn Cox, National Industry Marketing Leader, BKD, LLP

*All sponsorships also include core benefits as listed on page three."
**ADDITIONAL SPONSORSHIP OPPORTUNITIES**
- Lanyards
- Attendee Bags
- Hotel Key Cards
- Conference App
- Wifi in Prominent Designated Areas of the Conference
- Power Up! Lounge

**SPONSORSHIP RANGE: $15,000 - $25,000**
- Conference Directory
- Belly Band
- IASA Conference Website Banner
- Monday, Tuesday, Wednesday - Breakfast
- Monday, Tuesday - Lunch in Exhibit Hall
- Coffee Breaks

**SPONSORSHIP RANGE: $2,500 - $14,999**

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**ADDITIONAL MARKETING OPPORTUNITIES**

**VENDOR CONNECT TOURS**
Vendor Connect Tours are guided tours through IASA’s exhibit hall. Each tour is discipline-specific and grouped together via like exhibitors who provide a service, software, or other solution for that discipline. **$600 PER TOUR**

**GALLERY WALL**
Who would you be able to attract to your booth if you reached them outside of the IASA Exhibit Hall? Our Gallery Walls are an opportunity to connect with attendees in a fun and unique way. What’s a Gallery Wall? A gallery wall is built very much like art is displayed on walls in your local art museum. In Nashville these unique display walls will be built as part of the entrance to the exhibit hall, attendees will walk through them every time they enter and exit the exhibit hall. Contact Chuck or Margaret to talk about the different packages available to you and how this unique opportunity provides your company personalized, targeted messaging.

**CONFERENCE BAG INSERT**
Reach each registered insurance attendee by placing a promotional item inside IASA’s Attendee Bags. **$2,500**

**DEMO ROOMS**
IASA will provide a private meeting room in the conference venue for private exhibitor use. Exhibitors must provide own AV and F&B if desired. Limited rooms available. **$2,500**

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“All of our program sponsors receive the following core benefits:

- Acknowledgment in IASA’s Interpreter Magazine - Pre-Conference/Show Guide Issue
- Recognition in the Conference Registration Brochure & Directory, Website, & Social Media (Booking Restrictions Apply)
- Recognition as an Event Sponsor on Public Area Signage
- Signage or Name Recognition Given on or at the Activity Sponsored
- Earn (2) Priority Points for Every $1,000 in Sponsorship
- Web Hotlinks From Our Site to Yours

IASA will consider other sponsorship items either cash or in-kind that would add value to our event while providing exposure for your company. We are also pleased to discuss sponsorship at any level; our ultimate goal is to make IASA the place for your company to network and gain exposure in the industry. Please contact us to discuss how we can make that happen. Companies whose combined purchase total meets or exceeds $50,000 in sponsorships, advertising, and/or exhibit space may earn a 10% discount.

*Some additional benefits may be offered with each individual sponsored item.*

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“Exhibiting and sponsoring at the IASA introduced our budding company to a vast, robust network of carriers and fellow vendors. Our first year at the conference brought us invaluable partnerships and a promising list of interested carriers. It was quickly decided that a yearly exhibit at the IASA would be a permanent part of our strategy.”

- Steven Long, President & Senior Consultant, Long Group Consultants, Inc.
ADVERTISING OPPORTUNITIES

IASA offers a variety of print and digital advertising sales opportunities.

THE INTERPRETER MAGAZINE
The Interpreter includes a variety of content areas in each of the three issues offered annually to the IASA membership. The topics range from executive interviews and volunteer profiles, to the latest technology, accounting, and finance trends, as well as other industry hot topics.

Summer Post-Conference Issue - August Release | Fall/Winter Issue - December Release
$1,000 Inside Front Cover Four Color Full Page | $800 Four Color Full Page | $400 Four Color Half-Page

Spring Pre-Conference Issue - April/May Release; $4,995 Four Color Full Page Placement w/ 500 Word Article
The Spring Pre-Conference Issue is a combination of advertisements and articles. In this issue, which is mailed to 18,000+ members, IASA includes up to 10 full page advertisements which also include a 500 word article by the advertiser. This advertising opportunity also includes the same full color advertisement to be placed in the IASA Conference Directory. The article will not be included in the Conference Directory.

CONFERENCE DIRECTORY ONLY
IASA also has advertising opportunities in the onsite Conference Directory, which is provided to each attendee at the Annual Conference. Four Color Full Page: $2,200 | Four Color Half-Page: $1,300

THE eINTERPRETER MONTHLY NEWSLETTER (DIGITAL OPPORTUNITY)
The eInterpreter Monthly Newsletter includes articles from the following areas: IASA News & Offerings, Technology, Career Skills, Tax/Accounting, Chapter Officer Interviews, and much more! Banner advertisements are available for purchase in packages of three. Months chosen do not have to be consecutive. Package of Three: $1,650

e-LEARNING WEBINAR SPONSORSHIP
Take advantage of the newly established sponsorship program IASA has established in conjunction with our growing webinar education initiative.

The IASA webinar series draws more than 2,500 attendees annually. This comprehensive program covers a wide-range of topics, which draws an outstanding segment of attendees. During 2016-2017 42% of attendees were Executive level individuals, 33% were Managerial and 25% Support Staff.

We have created two types of sponsorships for our webinar program, Active Sponsors and Advertising Sponsors. Active sponsorship includes participation in the education program. Advertising-Only sponsors receive recognition before, during and after the event. Both sponsorship levels include a range of benefits and are exceptionally priced. There are a limited number of sponsorships available. To find out more contact Chuck Gunkel, VP of Business Development.

For Information About Any of These Opportunities
Contact Chuck Gunkel | CGunkel@iasa.org or Margaret McKeon | MMcKeon@iasa.org

Watch the IASA Exhibitor eNews for Announcements about Additional Marketing Opportunities.
Contact Kim Morris to Receive the Exhibitor eNews | KMorris@iasa.org