



Progress Through Sharing Knowledge

Sponsor/Exhibitor Prospectus Kit



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A NOTE FROM THE CEO



IASA is committed to serving our members and extended audience by providing top-notch educational and networking opportunities four times per year. Each quarter, volunteers and staff develop events that prepare our members for leadership roles and empowers them to excel in the industry, including IASA Xchange™, IASA Xchange™ lite, and OnPOINT. Each event offers sponsors and exhibitors rich client-facing engagement opportunities to support your brand awareness, business development, and visible expertise goals.

By sponsoring and exhibiting with IASA, insurance, systems, accounting, finance, risk, claims, actuary, and other related audiences have access to one of the largest insurance, systems, and accounting-based audiences – from individual members to carriers. These members are leaders in their field, industry influencers, and key decision makers that are shaping the future landscape of the industry. IASA events are a prime opportunity for you to have direct access to the practitioners who understand both the history and the future of the greater industry. These are the people you want to align your brand and services with, and you will only find them at IASA – nearly 13,000 members and growing.

Outlined in this packet are a variety of packages for your firm to get engaged with IASA members – from different sponsor levels, covering different events, to exhibitor opportunities. Don't see what you're looking for? We can create custom packages and offerings, as well. Following is a brief look at our events in the coming year.

IASA Xchange™
IASA's national, annual signature educational-rich multi-day event attracts up to 1,700 attendees each year in-person and online. The conference is filled with CPE-eligible content, inspiring keynote speakers, workshops, tradeshow, networking, social events, and IASA business

and ceremonial meetings. This is the insurance industry's preeminent educational conference.

IASA Xchange™ lite
Three times per year, a smaller version of IASA Xchange™ is held virtually as IASA Xchange™ lite. These one or two-day events provide engaging professional development opportunities for members, reaching them wherever they are, ensuring our members have regular, consistent educational opportunities to keep them abreast of industry trends, best practices, and lessons learned. IASA Xchange™ lite events are paired with half-day OnPOINT events.

OnPOINT
OnPOINT is an executive education-level initiative that provides content targeted specifically to the needs of finance, actuary, claims, insurance, risk, accounting, investment, and other related industry executives for peer-to-peer education and networking opportunities. The events presented through the Executive Education Program include OnPOINT and other focused seminars.

Thank you for your support of IASA. Partnership with exhibitors and sponsors are paramount to our association and members' success, and we look forward to meeting your organizational goals and objectives and serving you in the coming year. Cheers to a successful 2022!

Regards,

A handwritten signature in black ink that reads "Kerry Crockett".

Kerry Crockett, MBA, CAE, CMP, DES
IASA CEO

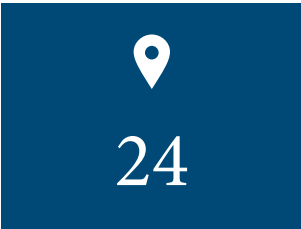


ASSOCIATION

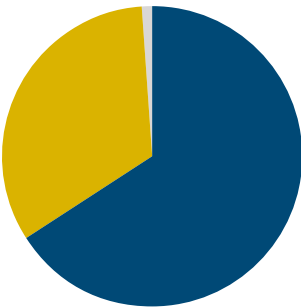
Member Mix



Total Members



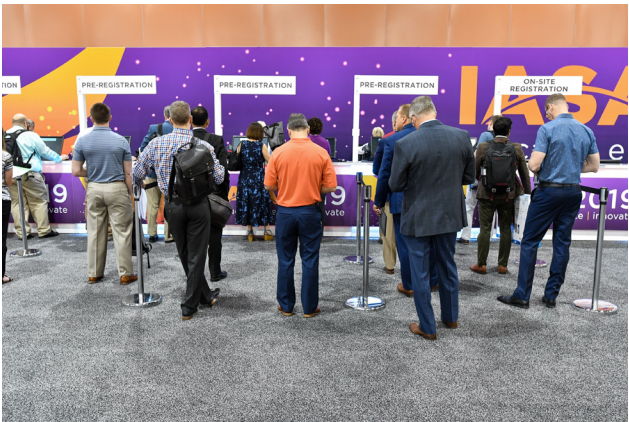
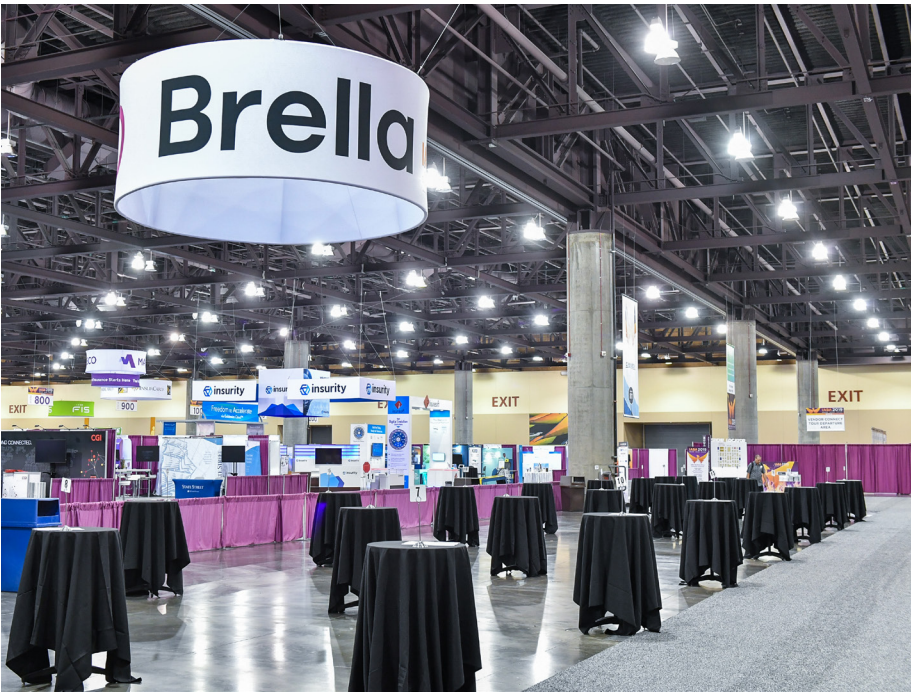
Chapters



- Male: 66%
- Female: 33%
- Other: 1%

Value Proposition

Propelling the Insurance Industry Forward by Promoting Professional Accountability, Growth, and Innovation



SUMMARY OF STATS

2019 IASA Xchange™ & OnPOINT – By the Numbers



Logins



Chats



Questions



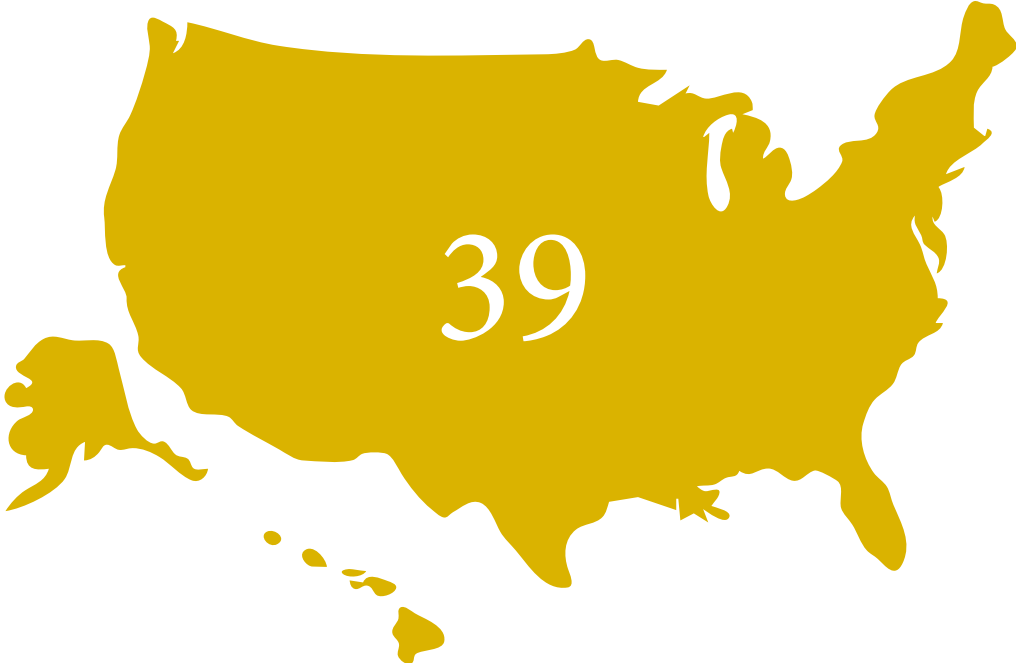
Member Firms



Non-Member Firms



Exhibitor Badges



States



Carrier Speakers



Xchange™ Attendees



OnPOINT Attendees



Attendee Total



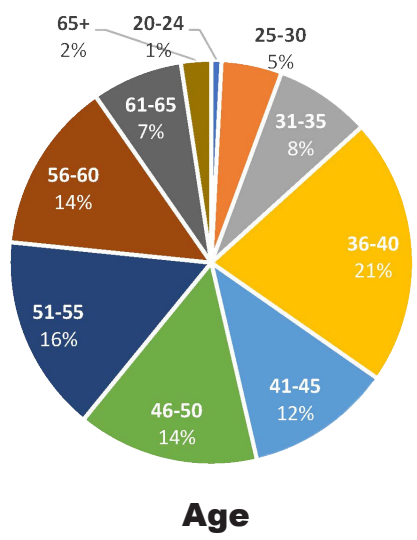
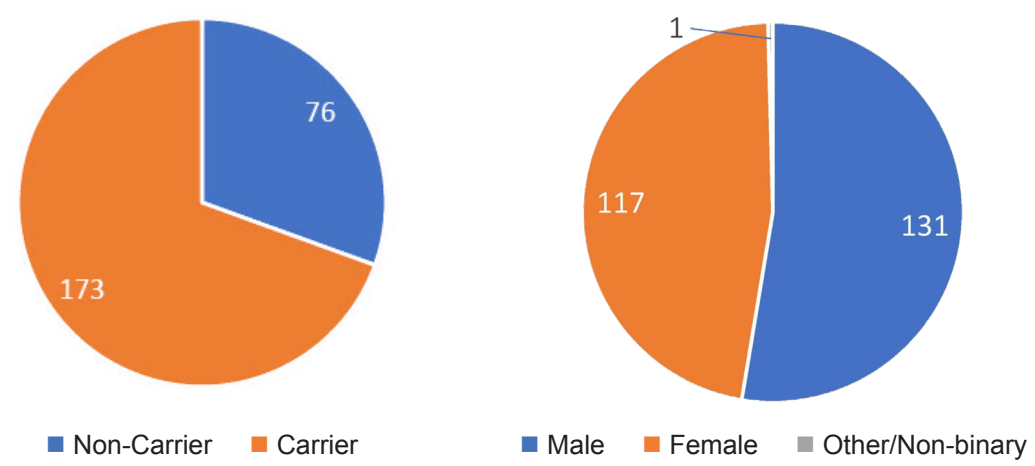
CPEs



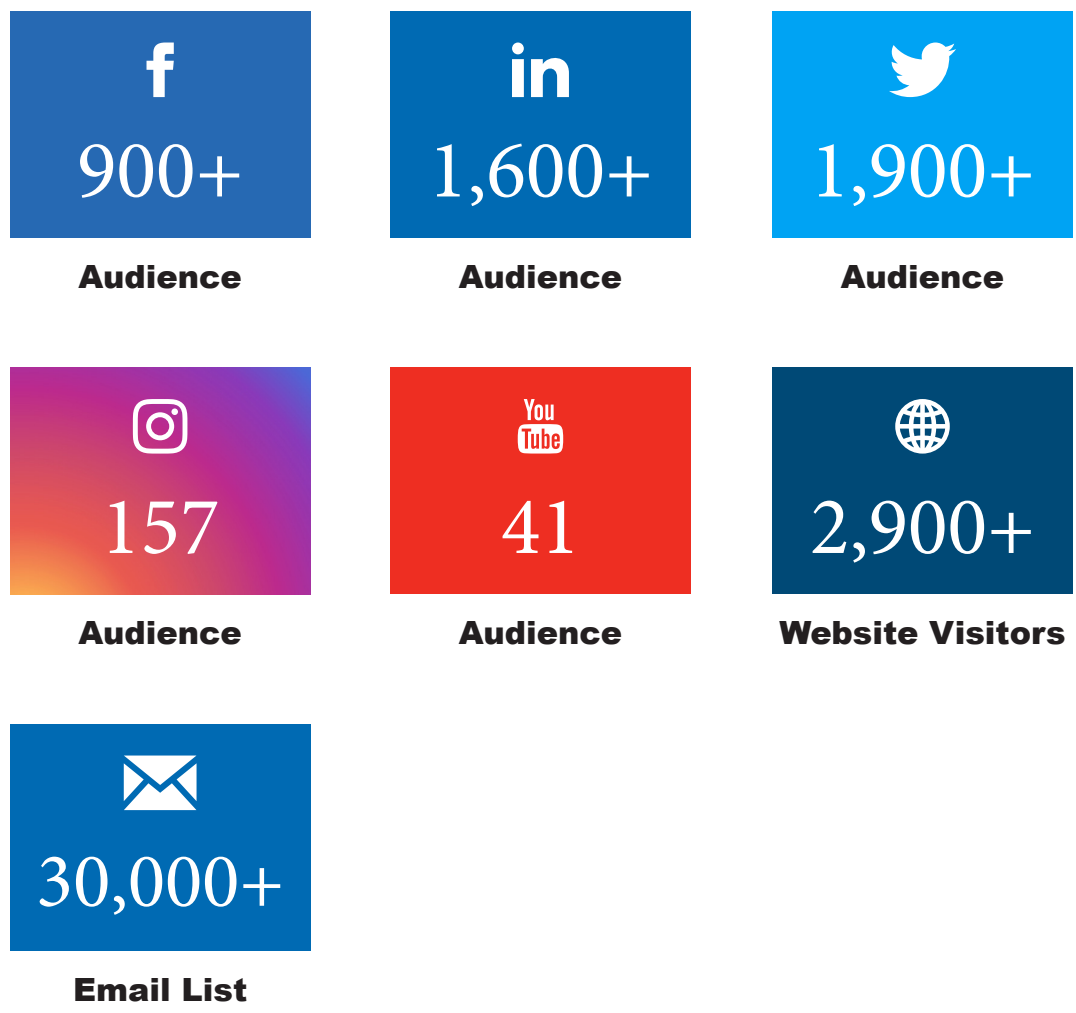
Vendor Connect
Tours Total

SUMMARY OF STATS

2019 IASA Xchange™ & OnPOINT – Demographics



Digital/Social/Web Audience



SPONSORSHIP LEVELS

ACTIVITY AND LEVELS	FREQUENCY	NUMBER OF SPONSORS	EVENTS PER YEAR	PRICE
IASA Enterprise Sponsor (Hybrid)	Annual	Four	Included in organization-wide marketing (digital, social, print, and web) in all national and chapter events, career fair, socials, publications, and all channels enterprise-wide. <i>See page 8 for details.</i>	\$200,000 each



IASA Xchange™ Annual Presenting (Hybrid)	Annual	Three	One Annual	\$20,000 each
IASA Xchange™ Annual Partnering (Hybrid)	Annual	Ten	One Annual	\$10,000 each
IASA Xchange™ Annual Exhibitors (Hybrid)	Annual	Unlimited	One Annual	Non-member: \$4,900 per 10' x 10' booth Member: \$3,950 per 10' x 10' booth



IASA Xchange™ lite Presenting (Virtual)	3x/per year	Three	Three	\$9,000 each
IASA Xchange™ lite Partnering (Virtual)	3x/per year	Ten	Three	\$5,000 each
IASA Xchange™ lite Exhibitors (Virtual)	3x/per year	Unlimited	Three	Premium: \$2,000 each Enhanced: \$1,000 each



IASA OnPOINT Presenting (3 Virtual, 1 Hybrid)	4x/per year	Three	Four	\$25,000 each
IASA OnPOINT Partnering (3 Virtual, 1 Hybrid)	4x/per year	Ten	Four	\$13,000 each

The Enterprise Sponsorship is the ultimate exclusive branding opportunity for the most discerning partners seeking the highest ROI and most engaging opportunities with IASA members, attendees, partners, and other stakeholders. This program is limited to a maximum of four companies.

Enterprise-level is the premier partner placement in ALL member communications: in-person, electronic, and live remote distribution and is based on our persona-based marketing strategy, which targets over 1,140,000 insurance professionals in the United States.

Through this unique sponsorship opportunity, IASA partners with your organization to develop relational capital within the insurance, finance, accounting, actuary, risk, and other associated industries, using focused exposure and lead-gen opportunities. We create immense value for you through customized sponsorship, partnership, co-branded marketing, exhibitor, and educational activation engagement opportunities.

At the conclusion of the Enterprise Sponsorship, Program Business Reviews are provided of all performance elements with total exposure valuations delivered and value received.

ENTERPRISE			
FREQUENCY	NUMBER OF SPONSORS	EVENTS PER YEAR	PRICE
Annual	Four	Included in organization-wide marketing (digital, social, print, and web) in all national and chapter events, career fair, socials, publications, and all channels enterprise-wide.	\$200,000 each

- Includes:
- All IASA Xchange™ Presenting
 - IASA Xchange™ Lite Presenting
 - IASA OnPOINT Partnering
 - All 24 chapter meetings (Diamond Sponsor, 2 per year)
 - Membership communications
 - Organization-wide marketing (digital, social, print, and web) in all national and chapter events, career fair, socials, publications, and all channels enterprise-wide



IASA XCHANGE™



ACTIVITY AND LEVELS	FREQUENCY	NUMBER OF SPONSORS	EVENTS PER YEAR	PRICE
IASA Xchange™ Annual Presenting (Hybrid)	Annual	Three	One Annual	\$20,000 each
IASA Xchange™ Annual Partnering (Hybrid)	Annual	Ten	One Annual	\$10,000 each
IASA Xchange™ Annual Exhibitors (Hybrid)	Annual	Unlimited	One Annual	Non-member: \$4,900 per 10' x 10' booth Member: \$3,900 per 10' x 10' booth

IASA's national, annual signature educational-rich multi-day event attracts an estimated 2,000 members and industry partners each year in-person and online. The conference is filled with CPE-eligible content, inspiring keynote speakers, workshops, tradeshow, networking, social events, and IASA business and ceremonial meetings. This is the insurance industry's preeminent educational conference.

IASA XCHANGE™ LITE



ACTIVITY AND LEVELS	FREQUENCY	NUMBER OF SPONSORS	EVENTS PER YEAR	PRICE
IASA Xchange™ lite Presenting (Virtual)	3x/per year	Three	Three	\$9,000 each
IASA Xchange™ lite Partnering (Virtual)	3x/per year	Ten	Three	\$5,000 each
IASA Xchange™ lite Exhibitors (Virtual)	3x/per year	Unlimited	Three	Premium: \$2,000 each Enhanced: \$1,000 each

Three times per year, a smaller version of IASA Xchange™ is held virtually as IASA Xchange™ lite. These one or two-day events provide engaging professional development opportunities for members, reaching them wherever they are, ensuring our members have regular, consistent educational opportunities to keep them abreast of industry trends, best practices, and lessons learned. IASA Xchange™ lite events are paired with half-day OnPOINT events.

- Includes:**
- Customizable listing with banner
 - Description with embedded video capabilities, downloadable resources, contacts, and live chat
 - Zoom showcase (up to 100 participants)
 - Reports of attendees who opted in
 - Listing views
 - Resource downloads stats
 - Chat logs





IASA ONPOINT







ACTIVITY AND LEVELS	FREQUENCY	NUMBER OF SPONSORS	EVENTS PER YEAR	PRICE
IASA OnPOINT Presenting (3 Virtual, 1 Hybrid)	4x/per year	Three	Four	\$25,000 each
IASA OnPOINT Partnering (3 Virtual, 1 Hybrid)	4x/per year	Ten	Four	\$13,000 each

OnPOINT is an executive education-level initiative that provides content targeted specifically to the needs of finance, actuary, claims, insurance, risk, accounting, investment, and other related industry executives for peer-to-peer education and networking opportunities. The events presented through the Executive Education Program include OnPOINT and other focused seminars.




SPONSORSHIPS

ENTERPRISE									
 									
Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	
ON-SITE EXPOSURE									
In-person Event Registration Desk/Check-In Area	✓	✓					✓	✓	
In-person Event IASA Store/Booth - Signage	✓	✓					✓	✓	
In-person Event Information Booth - Thank You Signage	✓	✓							
In-person Event Electronic/Digital Boards - Indoors (If available)	✓						✓		
In-person Event Electronic/Digital Boards - Outdoors (If available)	✓						✓		
In-person Event Charging Stations/Powerup Stations	✓	✓					✓	✓	
In-person Event Breakfast - Stage Recognition	✓	✓							
In-person Event Breakfast - Partner Recognition	✓	✓							
In-person Event Breakfast - Pre/Post Video	✓	✓							
In-person Event Breakfast/Lunch/Mixer - Partner Recognition							✓	✓	
In-person Event Breakfast/Lunch/Mixer - Signage							✓	✓	
In-person Event Lunch - Partner Recognition	✓	✓							
In-person Event Lunch - Pre/Post Video	✓	✓							
In-person Event Tuesday Night Reception - Partner Recognition	✓	✓							





SPONSORSHIPS

ENTERPRISE									
 									
Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	
ON-SITE EXPOSURE									
In-person Event Keynote							✓		
In-person Event Keynote Speaker - Partner Recognition	✓	✓					✓	✓	
In-person Event Keynote Speaker - Pre/Post Video	✓	✓					✓	✓	
In-person Event - Keynote Stage Recognition							✓	✓	
In-person Event - Keynote Stage/Podium								✓	
In-person Event Super Session - Partner Recognition	✓	✓							
In-person Event Super Session - Pre/Post Video	✓	✓							
In-person Event Education Session - Partner Recognition	✓	✓					✓	✓	
In-person Event Education Session - Pre/Post Video	✓	✓							
In-person Event Education Sessions - Acknowledgment in Walk-in-Slides							✓	✓	
VIRTUAL PLATFORM EXPOSURE									
Virtual Dashboard Home Page	✓	✓		✓	✓		✓	✓	
Virtual Registration Page	✓	✓		✓	✓		✓	✓	





SPONSORSHIPS

	ENTERPRISE								
	 IASA® Xchange™			 IASA Xchange™ lite			 IASA® OnPOINT AN EXECUTIVE EXPERIENCE		
	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor
VIRTUAL PLATFORM EXPOSURE									
Virtual Welcome Page	✓	✓		✓	✓		✓	✓	
Virtual Info/FAQs Page	✓	✓		✓	✓		✓	✓	
Virtual Lobby (Presenting Only)	✓	✓		✓			✓		
Virtual Sponsor's Page - Feature	✓	✓		✓	✓		✓	✓	
Virtual Sponsor's Page - General Listing	✓	✓		✓	✓		✓	✓	
Virtual Exhibitor Showcases Page - General Listing	✓	✓	✓	✓	✓		✓	✓	✓
Virtual Exhibitor Showcases Page - Brand Listing									✓
Virtual Challenge Page	✓	✓	✓	✓	✓		✓	✓	✓
Virtual Social Wall Page	✓	✓					✓	✓	
Virtual Session Pre-Roll	✓	✓					✓	✓	
Virtual Session/Event Summary Page	✓	✓		✓	✓		✓	✓	
Virtual Session Program Partners Page	✓	✓					✓	✓	
Virtual Email Communication	✓	✓					✓	✓	

SPONSORSHIPS





ENTERPRISE									
 									
Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	
MEDIA EXPOSURE									
In-person Event Publications	✓	✓					✓	✓	
In-person Event Media Partners	✓	✓					✓	✓	
In-person Event Press Release		✓					✓	✓	
COLLATERAL/SIGNAGE									
In-person Event Airport Signage	✓						✓		
In-person Event Registration Packets	✓						✓	✓	
In-person Event Tickets	✓						✓		
In-person Event Banners	✓	✓					✓	✓	
In-person Event Column Wraps	✓	✓					✓	✓	
In-person Event Elevator Clings/Posters	✓	✓					✓	✓	
In-person Event Floor/Window Clings	✓	✓					✓		
In-person Event IASA Store Signage	✓	✓					✓	✓	
In-person Event Information Booth Signage	✓	✓					✓	✓	

SPONSORSHIPS





ENTERPRISE									
 									
Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	
COLLATERAL/SIGNAGE									
In-person Event Education Sessions - Directional Signage	✓	✓					✓	✓	
In-person Event Networking/Social Events - Signage	✓	✓					✓	✓	
In-person Event Charging Station Signage	✓						✓		
In-person Event Water Station - Directional Signage (If available)	✓	✓					✓	✓	
In-person Event Networking/Social Events - Drink Tickets							✓		
In-person Event Inside Single Standard Vinyl Banner							✓	✓	
In-person Event Double Sided Meter Board	✓	✓					✓	✓	
In-person Event Exhibitor Directory/Map	✓	✓	✓				✓	✓	✓

ELECTRONIC EXPOSURE									
Attendee list pre or post-event			✓			✓			✓
In-person Event IASA Website - Home Page	✓	✓							
In-person Event IASA Event Microsite/Page (if available)	✓	✓					✓	✓	
In-person Event IASA Event Sponsor Page	✓	✓					✓	✓	





SPONSORSHIPS

ENTERPRISE									
 									
Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	
ELECTRONIC EXPOSURE									
In-person Event IASA Event Exhibitor Page									✓
In-person Event Email Marketing - Event Registration Confirmation	✓	✓					✓	✓	
In-person Event Email Marketing - Thank You							✓	✓	
In-person Event Email Marketing - Reminders	✓	✓					✓	✓	
In-person Event Email Marketing - Before You Arrive	✓	✓					✓	✓	
In-person Event Email Marketing - Partner Announcement	✓	✓					✓	✓	
In-person Event Email Marketing - IASA Industry Insights	✓	✓					✓	✓	
In-person Event Social Media - Facebook Partnership Announcement	✓	✓					✓	✓	
In-person Event Social Media - Facebook Post Special Offer/Message from Partner	✓	✓					✓	✓	
In-person Event Social Media - Twitter Partnership Announcement	✓	✓					✓	✓	
In-person Event Social Media - Twitter Post Special Offer/Message from Partner	✓	✓					✓	✓	
In-person Event Social Media - LinkedIn Partnership Announcement	✓	✓					✓	✓	
In-person Event Social Media - LinkedIn Post Special Offer/Message from Partner	✓	✓					✓	✓	
In-person Event Networking Social Events	✓	✓							





SPONSORSHIPS

	ENTERPRISE								
	 								
	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor
ELECTRONIC EXPOSURE									
In-person Event Follow Up Thank On Demand	✓	✓					✓	✓	
In-person Event OnDemand Seminars Sponsor logos in background from live sessions							✓	✓	
In-person Event OnDemand Seminars Include Sponsor in Banner Ad							✓	✓	
Virtual Event IASA Website - Home Page	✓	✓					✓	✓	
Virtual Event IASA Website Event Landing Page	✓	✓		✓	✓		✓	✓	
Virtual Event IASA Website Sponsor Landing Page	✓	✓		✓	✓		✓	✓	
Virtual Event Email Marketing - Event Save the Date		✓		✓	✓				
Virtual Event Email Marketing - Time to Register		✓		✓	✓				
Virtual Event Email Marketing - Event Registration Confirmation	✓	✓		✓	✓		✓	✓	
Virtual Event Email Marketing - Education Session Registration Confirmation		✓		✓	✓				
Virtual Event Email Marketing - Reminders	✓	✓		✓	✓		✓	✓	
Virtual Event Email Marketing - Thank You	✓	✓		✓	✓		✓	✓	
Virtual Event Email Marketing - Before You Arrive	✓	✓		✓	✓		✓	✓	
Virtual Event IASA Member Email Blast - Partner Announcement	✓	✓		✓	✓		✓	✓	

SPONSORSHIPS

	ENTERPRISE								
	 								
	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor
ELECTRONIC EXPOSURE									
Virtual Event IASA Xchange™ Email Blast - Swag Bag (If available)	✓	✓							
Virtual Event Email Marketing - IASA Industry Insights	✓	✓		✓	✓		✓	✓	
Virtual Event IASA Facebook Social Media Inclusion in (1) Facebook Post regarding event partnership	✓	✓		✓	✓		✓	✓	
Virtual Event IASA Facebook Social Media Partner Opportunity to share posts to IASA Facebook audience	✓	✓		✓	✓		✓	✓	
Virtual Event IASA LinkedIn Social Media Inclusion in (1) LinkedIn Post regarding event partnership	✓	✓		✓	✓		✓	✓	
Virtual Event IASA LinkedIn Social Media Partner Opportunity to share posts to IASA LinkedIn audience	✓	✓		✓	✓		✓	✓	
Virtual Event IASA Twitter Social Media Inclusion in (1) Twitter Post regarding event partnership	✓	✓		✓	✓		✓	✓	
Virtual Event IASA Twitter Social Media Partner Opportunity to share posts to IASA Twitter audience	✓	✓		✓	✓		✓	✓	
Virtual Event Follow Up Thank You OnDemand	✓	✓					✓	✓	

SPONSORSHIPS

ENTERPRISE									
 									
Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	
HOSPITALITY/GIFTING									
In-person/Virtual Event Complimentary Event Registrations	3	1		2	2		2 in-person; 6 virtual	N/A	
In-person/Virtual Event Complimentary Registrations - Virtual Event	5 virtual	3 virtual		5	3		5	3	
In-person Event Networking Social Events	✓	✓							
In-person Event Meeting Room	✓								
SAMPLING/DISPLAY									
In-person Event Networking Social Events	✓	✓					✓	✓	
In-person Event Keynote Speaker Sessions - Chair Drop	✓						✓	✓	
In-person Event Swag Bag (If available)	✓	✓					✓	✓	
Virtual Event Platform Showcase	✓	✓					✓	✓	

A LA CARTE ENGAGEMENT OPPORTUNITIES

A LA CARTE ENGAGEMENT OPPORTUNITIES
IASA New Member Meet & Greet Refreshments – \$25,000
Coffee Carts – \$25,000, two available
IASA Career Fair Refreshments – \$15,000
Exhibitor Seminars – \$10,000, 3 available
Product Showcase – \$7,500, includes up to 25-minute presentation
Innovations Stations for Start-ups – \$2,000, 20 available
Exhibitor Virtual Swag Bag – \$750 each



IASA Exhibitor Seminars

As an IASA Exhibitor, we are giving you the opportunity to connect with IASA attendees in an intimate setting to present your latest research or innovation. Space for Exhibitor Seminars is extremely limited, secure yours today!

\$10,000 / 3 Spaces available

All exhibitors who host a seminar will receive:

- A private meeting room in the convention center
- Listing in the online program
- One push notification reminding attendees of seminars scheduled for that day
- One-time use of pre-registrant list for IASA 2022 Annual Conference
- Audiovisual package, including screen, projector, monitor and microphone



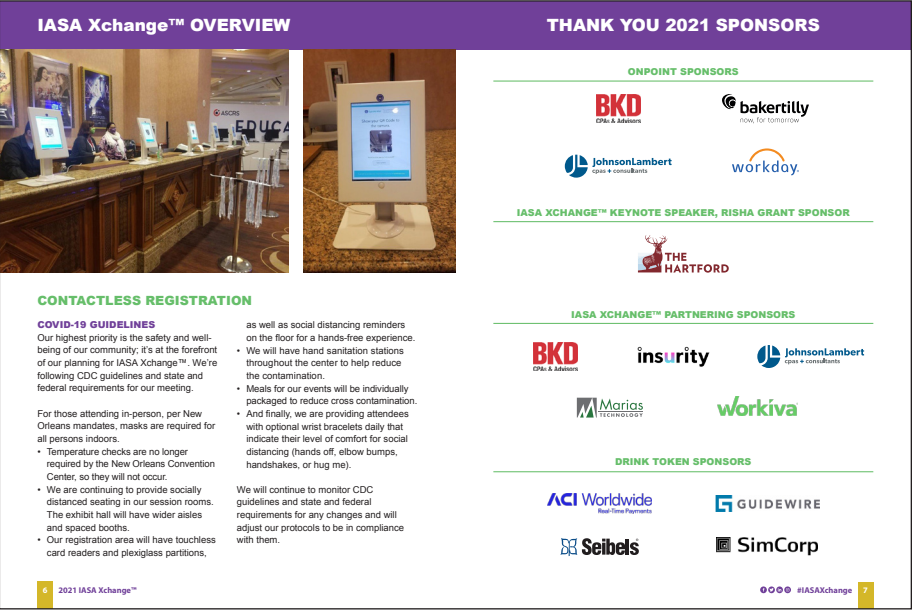
SAMPLE PROMOTIONAL ITEMS



Virtual Event Lobby



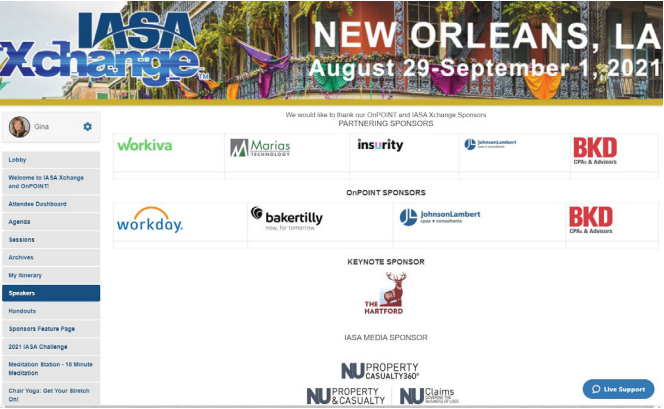
Email Marketing



Event Program Sponsor Page



Social Media Post



Sponsor Webpage



Sponsor Banner Ad

2022 XCHANGE™ EXPO FLOOR PLAN



2022 CONFERENCE



BALTIMORE, MARYLAND

IASA®

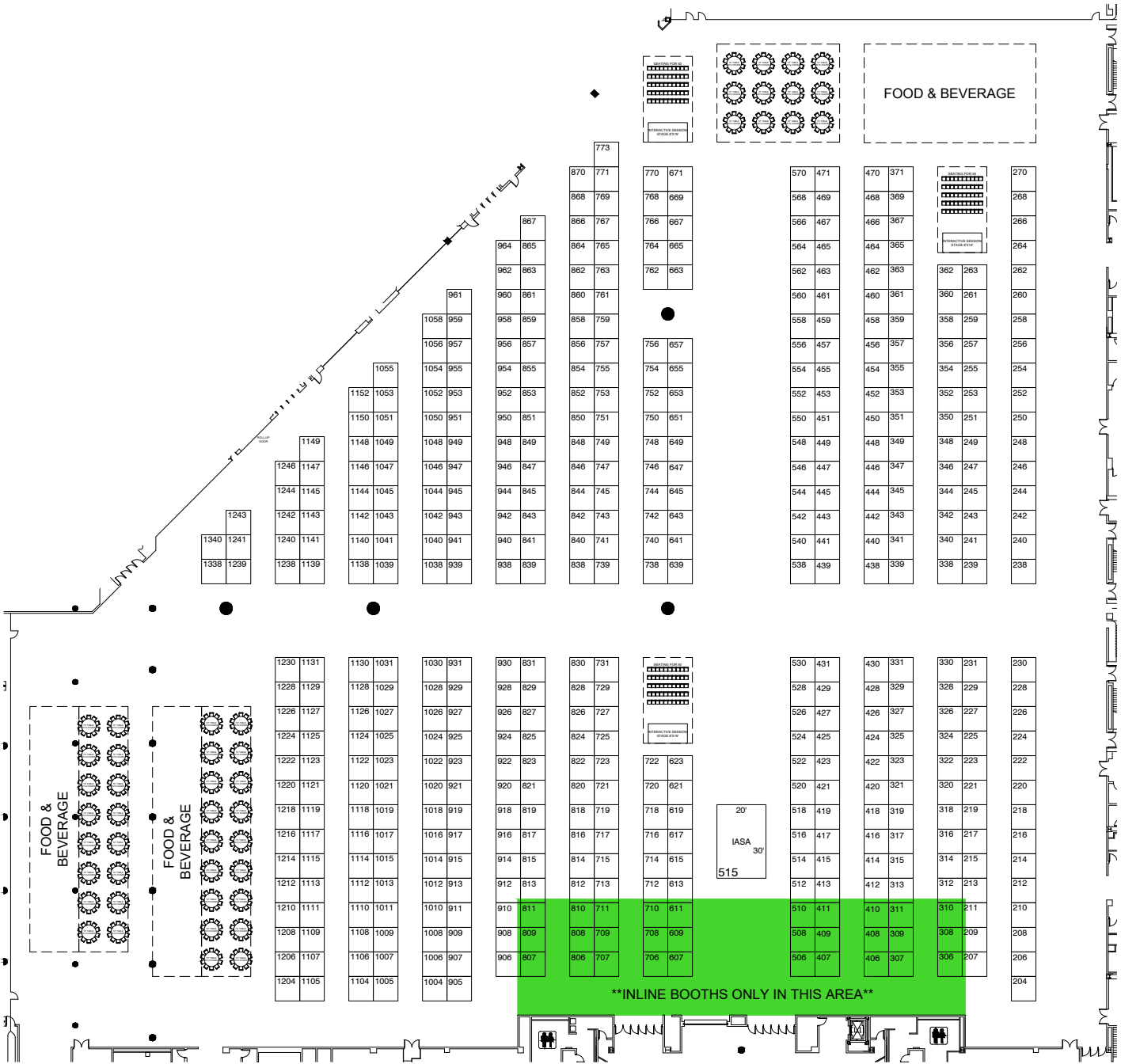
Xchange™

June 5 – 8, 2022

Baltimore Convention Center

Baltimore, Maryland

#IASAXchange | [IASA.org/xchange22](https://iasa.org/xchange22)





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