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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 prepares 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 multiday event attracts up to 1,500 attendees each year inperson and online. The conference is filled with CPEeligible 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

In December, a smaller version of IASA Xchange™ is held virtually as IASA Xchange™ lite. This one to two-day event provides 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 event is paired with a half-day OnPOINT event.

OnPOINT

OnPOINT is an executive-level education 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 2023!

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Regards,

Kerry Croskett, MBA, CAE, CMP Fellow, DES







ASSOCIATION

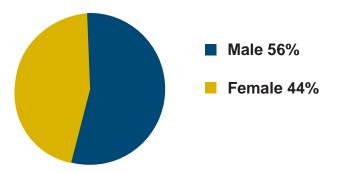
Member Mix





Total Members

Chapters



Value Proposition

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











SUMMARY OF STATS

2022 IASA Xchange™ & OnPOINT By the Numbers



Logins



Chats



Questions



Member Firms



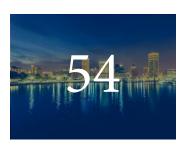
Non-Member Firms



Exhibitors



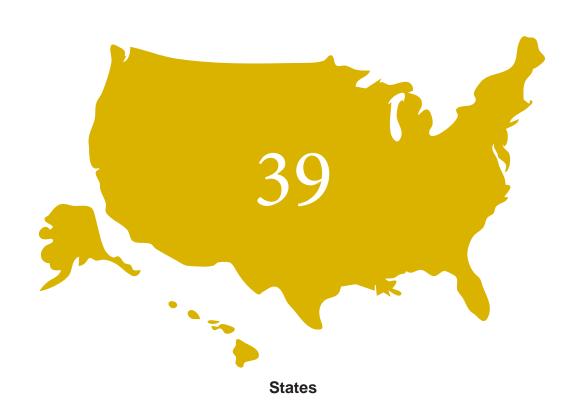
Attendees



Sessions

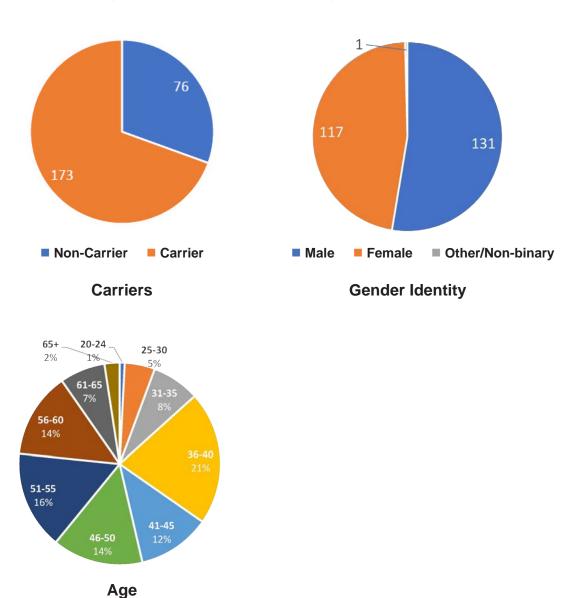


CPEs

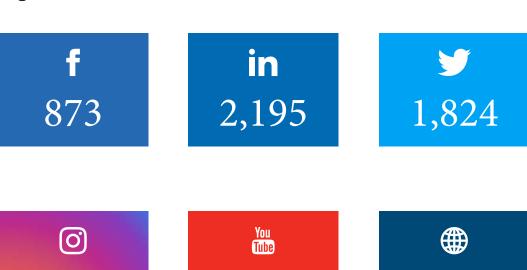


SUMMARY OF STATS

IASA Xchange™ & OnPOINT – Demographics



Digital/Social/Web Audience



41

27,624



161

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. See page 8 for details.	\$200,000 each



IASA Xchange™ Annual Presenting	Annual	Three	One Annual	\$20,000 each
IASA Xchange™ Annual Partnering	Annual	Ten	One Annual	\$10,000 each
IASA Xchange™ Annual Exhibitors	Annual	Unlimited	One Annual	Non-member: \$4,900 per 10' x 10' booth Member: \$3,950 per 10' x 10' booth Universities: \$1,975 per 10' x 10' booth



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



IASA OnPOINT Presenting (1 Virtual, 1 Hybrid)	2x/per year	Three	Two	\$25,000 each
IASA OnPOINT Partnering (1 Virtual, 1 Hybrid)	2x/per year	Ten	Two	\$13,000 each

IASA ENTERPRISE SPONSOR (HYBRID)



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, cobranded 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 20 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	Annual	Three	One Annual	\$20,000 each
IASA Xchange™ Annual Partnering	Annual	Ten	One Annual	\$10,000 each
IASA Xchange™ Annual Exhibitors	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 1,500 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)	1x/per year	Three	One Annual	\$9,000 each
IASA Xchange™ lite Partnering (Virtual)	1x/per year	Ten	One Annual	\$5,000 each
IASA Xchange™ lite Exhibitors (Virtual)	1x/per year	Unlimited	One Annual	Premium: \$2,000 each Enhanced: \$1,000 each

Offered each December, a smaller version of IASA Xchange[™] is held virtually as IASA Xchange[™] lite. This one to two-day event provides 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	REQUENCY NUMBER OF SPONSORS		PRICE
IASA OnPOINT Presenting (1 Virtual; 1 Hybrid)	2x/per year	Three	Two	\$25,000 each
IASA OnPOINT Partnering (1 Virtual, 1 Hybrid)	2x/per year	Ten	Two	\$13,000 each

OnPOINT is an executive -level education 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.







	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	✓	✓							







Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor
						✓		
✓	✓					√	✓	
✓	✓					√	√	
						✓	√	
							√	
✓	✓							
✓	✓							
✓	√					✓	√	
✓	✓							
						√	✓	

VIRTUAL PLATFORM EXPOSURE						
Virtual Dashboard Home Page		✓	✓	✓	✓	
Virtual Registration Page		√	√	✓	✓	









	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							✓	✓	







	Presenting	Parmening	EXHIDITO	Presenting	Parmenng	EXHIBITOL	Presenting	Parmenng	EXHIDITOI
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	✓	✓			✓	✓	







	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	~	✓					✓	√		







	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	✓	✓							







	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				✓	✓		√	✓	







	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor
ELECTRONIC EXPOSURE									
Virtual Event 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							√	√	
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 Swag Bag (If available)

Virtual Event Platform Showcase









	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor	Presenting	Partnering	Exhibitor			
HOSPITALITY/GIFTING (cont'd)												
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	✓						✓	✓				

✓

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

Virtual Vendor Connect Tours - \$1,000

Event App - \$15,000

Podcast Sponsorships – \$1,000

Keynote Speaker – \$15,000

Native Advertising – \$5,000 each/month (minimum three months)

Website Banner Advertising – \$15,000





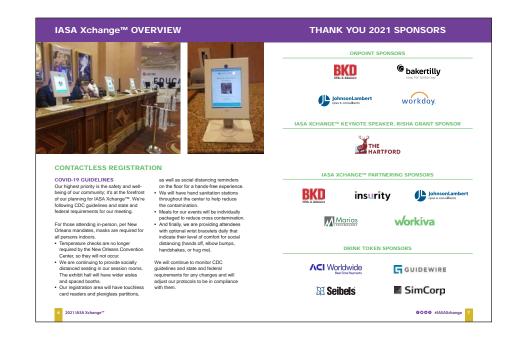




SAMPLE PROMOTIONAL ITEMS















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