



**Independent
Insurance**
Agents of Wisconsin

SUPPORTING COMPANY MEMBER BENEFITS

VISIT IIAW.COM FOR MORE INFORMATION!

Exclusive \$12,500	Partner* \$3,995	Industry \$895	Vendor \$595
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ADVERTISING & SPECIAL RECOGNITION

Discount on advertising in Wisconsin Independent Agent (WIA) magazine	10%	5%		
2 complimentary ads/profiles (one each) in spring and fall WIA magazines (\$2,300 value!)	X			
Logo on cover of spring and fall WIA magazines (2 total - \$2,500 value)	X			
Recognition as supporting company member in Spotlight e-newsletter and WIA magazine after enrollment period (circulation of 650 agency principals)	X X	X		
Press releases published in WIA magazine's Members in the News feature	X	X	X	X
Recognition in IIAW Membership Directory	Logo + ad/ profile	Listing	Listing	Listing
One day use of training room at IIAW headquarters (member price: \$500)	2 free	1 free	50% off	25% off
Recognition in Membership Resource Packet	Logo	Logo	Name	Name
Publicity on IIAW.com and social media platforms	Logo	Logo	Name	Name
Hyperlink to your website from IIAW.com and IIASolutions.com	X			

IIAW CONVENTION - Annually in May

Recognition as event sponsor on signage and digital and direct mail marketing	Logo			
Priority booth selection in exhibit hall tradeshow	1st	2nd		
Tradeshow booth package - includes 2 full registrations (\$950 value!)	1 free package	10% discount & discounted member pricing	Discounted member pricing	Discounted member pricing
VIP status and privileges	X	w/ committee service	w/ committee service	w/ committee service
Exclusive Company Sponsorship - highest level of recognition at convention and in all materials promoting the event	X			
Opportunity to contribute door prizes to event	X	X	X	X
Recognition of hosting evening reception	X			

LEADERSHIP CONFERENCE (Partnership w/ UW-Madison) - Annually in July

Recognition as event sponsor on signage & digital and direct mail marketing	Logo	Name	w/ Silver sponsorship**	w/ Bronze sponsorship***
Opportunity to contribute to event	X	X	X	X
Exclusive sponsorship opportunities	X	X		

FALL PLANNING - Annually in September

Recognition as event sponsor on signage & digital and direct mail marketing	Logo	Name		
Opportunity to serve on IIAW committees and invitation to annual Fall Planning event with complimentary registration and accommodations	X	X	X	X

ADDITIONAL BENEFITS

Attend January Board of Directors meeting which includes complimentary dinner (and accommodations) the night before with the Board and participation in a strategy session	X			
Receive all print communications, including monthly WIA magazine	X	X	X	X
Receive all electronic communications including weekly Spotlight e-newsletter, EdZone, etc.	X	X	X	X
Member login and access to IIAW.com	X	X	X	X
Access to IIAW Membership Directory	X	X	X	X
Free posting to IIAW Career Center (job posting)	X	X	X	X
Discounted member pricing on prelicensing and continuing education classes	X	X	X	X
Opportunity to sponsor CE classes	X	X	X	X

ADDITIONAL SPONSORSHIP OPPORTUNITIES

* Partner Level sponsors are automatically upgraded to Gold sponsors which includes the Leadership Conference and Fall Planning event (\$1,500/each!). This is available to any insurance company or similar risk-bearing entity seeking affiliation with independent agents. In addition, these entities derive a majority of their revenue from non-retail insurance sales (e.g., E&S agencies, managing general agents, reinsurance intermediaries, etc.).

** Industry supporting company sponsors can upgrade to Partner Level or purchase additional Silver sponsorship of the Leadership Conference (\$1,000!). This is available to any insurance company or similar risk-bearing entity seeking affiliation with independent agents. In addition, these entities derive a majority of their revenue from non-retail insurance sales (e.g., E&S agencies, managing general agents, reinsurance intermediaries, etc.).

*** Vendor supporting company sponsors can purchase additional Bronze sponsorship of the Leadership Conference (\$500!). This membership is for entities having affinity relationships with the insurance industry or with insurance agents (e.g., premium finance companies, automation vendors, adjusting firms, law firms, industry consultants, publishers, and TPAs).