

2020 Partner Program



IIAG



Independent Insurance Agents of Georgia, Inc.

2020 Partner Program

Diamond Partnership \$10,000

Take your company's investment to the highest level of support by becoming an IIAG Diamond Partner. You will receive:

- Maximum company exposure to independent agents in Georgia and exclusive opportunities to build relationships with leaders on the legislative and regulatory fronts.
- Get recognition for helping to protect the future for the independent agent channel.
- Invitations to quarterly board meetings and VIP receptions.
- Maximum exposure in IIAG digital publications.
- Invitations to local meetings for IIAG member agents and state legislators.
- Opportunities to serve on IIAG's Young Agents Committee.
- Two complimentary registrations and exhibit booth at IIAG's Annual Convention.

Gold Partnership \$7,500

Partners at the Gold level receive premium level access to IIAG members.

- One complimentary registration and an exhibit booth at IIAG annual convention.
- Direct access to agents with sponsored content in IIAG's newsletters, social media, and via direct email messages highlighting your products and services.
- Two complimentary registrations and exhibit booth at IIAG's Fall Expo.
- Access to IIAG excel spreadsheet of members.
- 1/2 page advertisement in the annual member directory.

Silver Partnership \$5,000

In addition to the benefits at the bronze level, Silver Partners receive:

- An increase in advertising space in IIAG's digital publications.
- Discounted rates for registrations or exhibitor booth at IIAG Annual Convention.
- 1/4 page advertisement in the annual member directory.
- Partner Posts on IIAG social media accounts.
- 2 advertisements in newsletters, 2 ads in the YAC/YAK Young Agents newsletter.

Bronze Partnership \$2,500

Align your company with the leading association for independent insurance agents in Georgia by becoming a Bronze Partner. You will:

- Gain access to IIAG's invitation only tradeshows and convention where you'll meet industry leaders and decision makers as well as the next generation of insurance professionals.
- Access to exclusive member events.
- Have advertising opportunities in newsletters, DEC Page, and YAC/YAK Young Agents newsletter.

2020 Access



Young Agents Sales & Leadership Conference

February 19-21, 2020

Athens, GA - Hyatt Place/The Classic Center

- Designed to help Young Agents increase their knowledge and expertise within the industry and become future agency owners and leaders.
- Offers opportunities for informal networking between company representatives and Young Agents.
- Laid-back and fun vibe while learning from key industry experts.

Will Weston IV YAC Charity Golf Tournament

March 26, 2020

University of Georgia Golf Course, Athens, GA

- Organized by IIAG's Young Agents Committee with all proceeds directly benefiting the committee chairman's organization of choice.
- Opportunities for sponsorship, tabletop displays, giveaways, and good times while raising money for deserving causes and networking with member agents.

Annual Convention, Trade Show & YAC Conference

June 4-7, 2020

Amelia Island, FL - Omni Amelia Island Plantation

- IIAG's premier event to network with peers and receive updates on the industry's hottest topics and trends.
- Features a trade show boasting 40+ exhibitors.
- Attracts 140+ independent agents, the majority of whom are key decision makers within their agencies.

Fall Insurance Conference & Expo

October 28-29, 2020

Young Harris, GA - Brasstown Valley Resort & Spa

- Compact, 24-hour event minimizing time away from the office while maximizing learning and networking opportunities.
- Features an industry trade show with exhibitors showcasing their newest products and services.
- Attracts independent agents from across the state, including agency owners and principals, producers, account managers, CSRs, and more.



2020 Advertising

Partner with IIAG to unlock exclusive invitations to association events, marketing benefits, and access to over 4,000 insurance professionals.

Membership Directory

Partners may place advertising in IIAG's annual online membership directory that is emailed to thousands of members. Please send completed ad to dpeters@iiag.org by August 31. See size specifications below:

Diamond Partners - Full Page Advertisement 8.5"(W) x 11"(H)

Gold Partners - Half Page Advertisement 8.5" (W) x 5.5" (H)

Silver Partners - Quarter Page Advertisement 4.25" (W) x 5.5" (H)

Bronze Partners - Business Page Advertisement 4.25" (W) x 2.75" (H)

Diamond Partner Banner Ads

Diamond Partners are encouraged to provide banner ads that can be placed in emails, on our association website, and within digital publications.

Banner Specifications:

Size - 728 pixels wide x 90 pixels tall

Resolution - 72 pixels per inch

Format - PNG or JPG image

Please also provide a click through URL.

Newsletter Advertisements

Partners are encouraged to provide newsletter advertisements to be included in IIAG communications.

Partner Ad Specifications:

Size - 250 pixels tall x 250 pixels wide

Resolution - 72 pixels per inch

Format - PNG or JPEG image

Please also provide a click through URL.

For more information on Partner advertising opportunities, please contact Donna Peters at dpeters@iiag.org.



2020 Advertising Dates

IIAG Partners in Progress receive advertising and recognition throughout the year on IIAG's website, in the DEC Page magazine, in the News Brief email, in the YAC-YAK quarterly newsletter, in the membership directory and at IIAG and Young Agent events. Ad placement, sizing, and frequency vary based on partnership levels. Please review the Partner Advertising Specifications and due dates below.

News Brief Ad Dates

Publish Date	Ad Due Date
January 2020	December 31, 2020
February 2020	January 31, 2020
March 2020	February 29, 2020
April 2020	March 31, 2020
May 2020	April 30, 2020
June 2020	May 31, 2020
July 2020	June 30, 2020
August 2020	July 31, 2020
September 2020	August 31, 2020
October 2020	September 30, 2020
November 2020	October 31, 2020
December 2020	November 30, 2020

YAC-YAK Ad Dates

Publish Date	Ad Due Date
March 19, 2020	March 3, 2020
June 18, 2020	June 2, 2020
September 17, 2020	August 31, 2020
December 17, 2020	November 30, 2020

Updated Logos

Due January 1, 2020

Member Directory

All Ads Due August 31, 2020



2020 DEC Page Details

As IIAG's flagship magazine, DEC Page Quarterly Magazine's readership includes key agency members who specify products, lead projects, and approve purchases. IIAG's Partners and other industry professionals can purchase ad space in the DEC Page through Naylor. To view the opportunities available in DEC Page, please contact Leron Owens, Publication Director.

2020 DEC Page Publication Dates

February 13, 2020

May 19, 2020

August 12, 2020

November 10, 2020

Submit Content To Be Published in the DEC Page

Members and partners can submit articles for publication to Donna Peters at dpeters@iiag.org.

Naylor Association Solutions Leron Owens, Publication Director

5950 NW 1st Place
Gainesville, GA 32607
352-333-3390 / 352-331-3525 fax
lowens@naylor.com
www.naylor.com

Examples



Newsletter Ad
Example

Diamond Partner
Newsletter Ad Example



Diamond Partner
Newsletter
Banner Ad

Half Page Member Directory Ad Example (Size Varies With Partner Level)



Don't just
wonder what your
agency is worth

IIAG offers full, unbiased valuation
services. Learn more on our website.

GET ANSWERS.



2020 Partners in Progress Program	Diamond Level	Gold Level	Silver Level	Bronze Level
	\$10,000	\$7,500	\$5,000	\$2,500
Access				
Participate in all association conferences at member rates	●	●	●	●
Receive association mailings and electronic communications	●	●	●	●
Updates on key legislative issues	●	●	●	●
Invitation to attend Legislative Meetings across the state	●			
Excel spreadsheet of membership list upon request	●	●		
Approved use of IIAG logo	●	●	●	●
IIAG magazine subscriptions	Up to 20	Up to 10	Up to 5	1
Invitation to Quarterly IIAG Board Meeting	●			
Advertising				
News Brief Newsletter	6 ads per year	3 ads per year	2 ads per year	1 ad per year
Quarterly YAC-YAK Newsletter	4 ads per year	3 ads per year	2 ads per year	1 ad per year
Website banner on front page of www.iiag.org	1 ad per year			
Advertisement in IIAG Annual Directory of Members	Full Page	Half Page	Quarter Page	Business Card
Mailing to membership urging members to use Partner	2	1		
Conferences, Convention & Trade Show				
Premium sponsorship at annual meeting & tradeshow	●	●		
Credit on annual registrations or trade show booth	5	4	3	
Recognition as Partner at IIAG and YAC Events	●	●	●	●
Priority selection of exhibit booth	1st Choice	2nd Choice	Assigned	Assigned
VIP reception with IIAG Board of Directors	●			
Complimentary booth at Fall Expo	●	●		
Specialty display for IIAG exhibit booth recognizing Partners	●	●	●	●
Young Agents Committee				
Recognition as a sponsor of YAC	●	●	●	●
Invitation to YAC Sales & Leadership Conference	●	●	●	●
Recognition and logo displayed at YAC leadership meetings	●			
Social Media				
Partner posts on IIAG social media accounts	●	●	●	●
Likes & links from IIAG Facebook page to Partners pages	●	●	●	●
Additional Recognition				
Recognition as Partner in IIAG DEC Page Quarterly Magazine	●	●	●	●
Prominent logo and hyperlink to partner website on iiag.org	●	●		
Company listing with hyperlink to website on iiag.org			●	●
Your Company Investment	\$10,000	\$7,500	\$5,000	\$2,500