



Independent Insurance  
Agents of Virginia

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at [iiav.com](http://iiav.com)



# IIAV 2025 CONVENTION & TRADE SHOW

## Navigating The Waters of Insurance in a Changing World

### EXHIBITOR & SPONSOR GUIDE

Use the QR code to Reserve Your  
Booth and Sponsorships or click [here!](#)



**JUNE 22–24, 2025**

Marriott Virginia Beach Oceanfront Hotel  
4201 Atlantic Ave  
Virginia Beach, VA 23451

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# Exhibitor & Sponsor Guide

Our business focuses on building connections. The IIAV Annual Convention & Tradeshow provides a chance to engage with influential insurance professionals in Virginia, helping you cultivate important relationships to achieve your goals.

## Meet the Agents that Help You Meet Your Goals

- 95% of agency attendees are decision-makers.
- Independent agencies represent over 80% of the commercial market and 40% of the residential market in Virginia.
- IIAV engages over 5,000 agency professionals for membership.
- Non-members are invited to attend the event.

## Who is IIAV?

IIAV is Virginia's largest insurance trade organization, offering members legislative and technical information, top group insurance products, sales training, employee evaluation services, and extensive continuing education programs tailored to agents' career needs.

## Connect with agency decision-makers from across Virginia!

### Convention Agenda

#### June 22, Sunday

- |                    |  |
|--------------------|--|
| 11:00 am - 4:30 pm | Registration Desk Open   |
| 8:00 pm - 10:00 pm | Opening Reception & Music Bingo   Scott Findley   GREAT SCOTT! Entertainment |

#### June 23, Monday

- |                     |  |
|---------------------|--|
| 7:45 am - 6:30 pm   | Registration Desk Open   |
| 7:30 am - 8:30am    | Breakfast  |
| 8:30 am - 9:30 am   | Keynote Speaker   Sam Richter   Overview of Artificial Intelligence      |
| 9:45 am - 10:30 am  | Keynote Speaker   Sam Richter   Harnessing AI to Transform Your Agency   |
| 11:00 am - 12:00 pm | Interview with Virginia Insurance Commissioner Scott White               |
| 12:00 pm            | Lunch  |
| 12:30 pm - 1:30 pm  | Breakout A   Bryan Lake   MarshBerry   "Attract and Retain Great People" |
| 1:45 pm - 2:45 pm   | Breakout B   Brian Ambrosia   MarshBerry   "Determining the Right Path"  |
| 12:30 pm - 2:45 pm  | Breakout C   Bushwood v Noon Mock Trial (2 hours CE #228520)             |
| 3:00 pm - 5:30 pm   | Trade Show   |
| 6:00 pm             | Evening Free for Networking & Company Dinners                            |

#### June 24, Tuesday

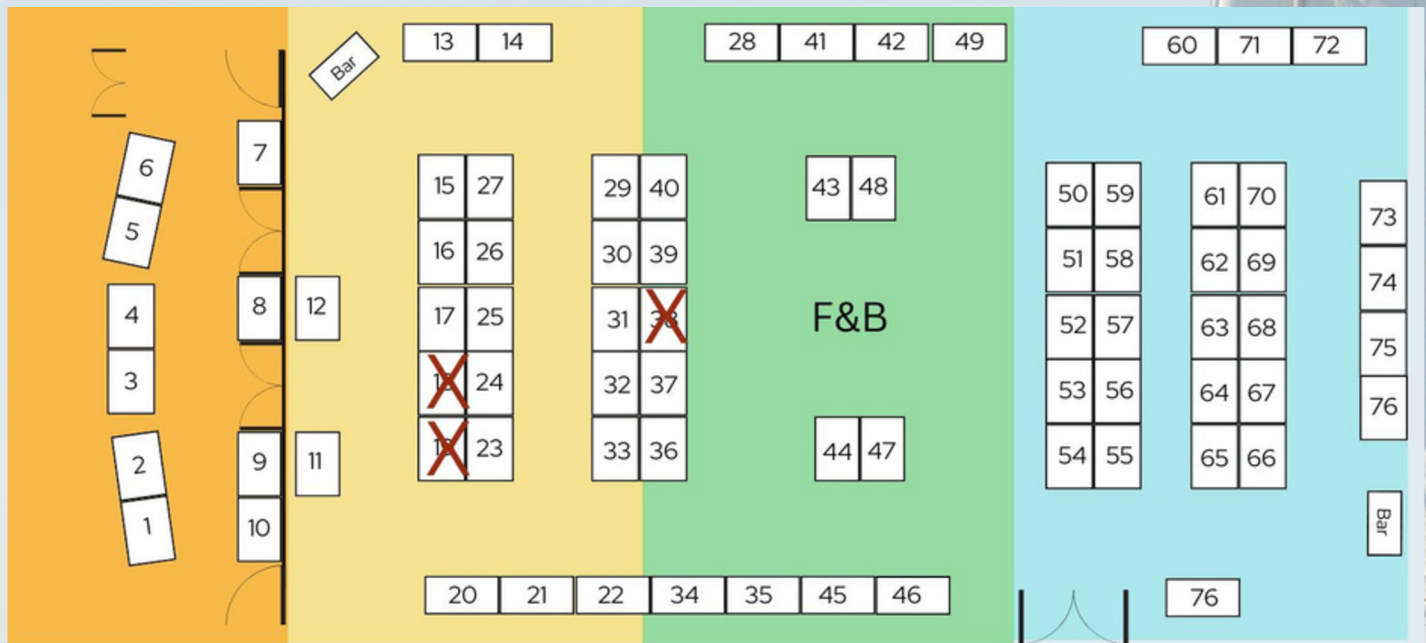
- |                     |  |
|---------------------|--|
| 7:30 am - 2:00 pm   | Registration Desk Open   |
| 8:00 am - 9:15 am   | Breakfast  |
| 9:30 - 10:30 AM     | Keynote Speaker   Dave Tralka   InsurBanc   "Understanding Agency Value"   |
| 10:45 am - 11:45 am | Mid-Morning Session   Carey Wallace   Agency Focus   "The Now Agency"  |
| 12:00 pm - 1:00 pm  | Lunch and Learn   Insurance Institute for Business & Home Safety   Mary Uher   Narrow the Path: Minimize Damage from Natural Disasters |
| 1:00 pm - 6:00 pm   | Free Afternoon to Explore Virginia Beach   |
| 6:00 pm - 7:00 pm   | Reception & VAIA Silent Auction  |
| 7:00 pm - 9:00 pm   | Awards Dinner & Entertainment featuring Tim Gabrielson   |

# Trade Show / Exhibit Options

The Trade Show is a fun way to get agents engaged into what you do. Don't be afraid to get creative in your booth and booth activities. The more fun, the more traffic you get! Below is the basic Information you need to know when registering to participate:

- The Trade Show is open on Monday, June 23 from 3:00 pm - 5:30 pm
- Booth Space includes a 6' x 10' area, One 6' x 2' draped table, two chairs, a waste basket and 1 sign. Instructions on how to obtain additional equipment, special lighting, or decorations will be provided in your event confirmation.
- Your registration also includes a pre-event email list which will be sent two weeks prior to convention.
- Exhibitor check-in and set-up times will be provided with your event confirmation.

## Trade Show Floor Plan



### 2025 Booth Pricing - \$1050 per Booth

Exhibit Booths are sold on a first-come, first-served basis. When you register online, available booths will be displayed for your selection.

#### Set Up Times - June 23, 2025

- Orange Section - 11:00 am
- Yellow Section - 12:15 pm
- Green Section - 12:45 pm
- Blue Section - 1:30 pm

#### Sold Booths

- 18 - Mercury Insurance Group
- 19 - Travelers Insurance - CHA
- 38 - Acuity Insurance

# Sponsorship Options

## \$3,500

These items will feature your logo!

- Drink Cups at Tradeshow
- Lanyards (sold)
- Name Badges
- Welcome Gift/Beach Tote
- Bottled Water (sold)

## \$1,000

- Coffee Sleeves - Monday
- Coffee Sleeves - Tuesday
- Lunch-N-Learn - IBHS - Tuesday (2)
- Mobile Charging Station (5)
- Name Badge Insert (Sponsor Provided)
- Keynote Speaker - Sam Richter - Monday (2)
- Keynote Speaker - Dave Tralka - Tuesday (2)
- Music Bingo at Opening Reception (2)

## \$2,500

- Beverage Napkins
- Breakfast Sponsor - Monday (exclusive)
- Breakfast Sponsor - Tuesday (exclusive)
- Onsite Program Back Cover - Color Advertisement
- Tradeshow Caricature Artist
- Wi-fi Host

These Items will feature your logo:

- Pens - Featuring Your Logo
- Notepads

## \$750

- Speaker Carey Wallace
- Registration Desk Treat - Sunday (2)
- Registration Desk Treat - Monday (2)
- Registration Desk Treat - Tuesday (2)
- Trade Show - Grand Prize & Passport (2)

## \$2,000

- Awards Banquet Tim Gabriel
- Hotel Key Sleeves
- Hotel Room Door Hangers (2)
- Keynote Speaker (2) - Monday
- Keynote Speaker (2) - Tuesday
- Photo Booth
- Pocket Agenda

These Items will feature your logo:

- Registration Envelopes
- Tradeshow Savory Snacks (4)

## \$500

- Breakout Session A with Bryan Lake (3)
- Breakout Session B with Brian Ambrosia (3)
- Breakout Session C Mock Trial (3)
- Breakout Session A&B Refreshments - Monday (2)
- Session 1 & 2 Refreshments - Tuesday (2)
- Registration Envelope Insert (sponsor provided) (4)
- Tradeshow Floorplan Poster (3)
- Welcome Gift (sponsor provided) (5)
- Music Bingo Winner Rewards (8)

## \$1,500

- Attendee Directory (2)
- Tradeshow Bar - Your Logo at Bar (4)
- Awards Cocktail Reception - Tuesday (2)
- Awards Dessert Reception - Tuesday (2)
- Welcome Reception - Dessert - Sunday (2)
- Welcome Reception - Spirits - Sunday (3)
- Monday Lunch Sponsor (2)

## \$250

- Coffee Breaks (4)
- Company Sponsored Agent Registration (5)  
*(for non-IIAV member agents only)*
- Product Line Reference Board (4)
- Trade Show Prize Board (6)
- Contact IIAV for Music Bingo Swag Items (Sunday)

Sponsorships are sold on a first-come, first-served basis. When you register online, available sponsorships will be displayed for your selection.

# Exhibitor & Sponsor Checklist

It's never been easier to participate in the IIAV Convention as an Exhibitor and Sponsor!

**Follow the steps below to reserve your booth & sponsorship today!**

- ✓ Review and select the sponsorship options outlined on the following page. Sponsorships are sold on a first-come, first-served method. When you register online, only sponsorships that are available will be shown as options to you.
- ✓ Review the Exhibit information and select a booth location. Booths are sold on a first-come, first-served method. When you register online, only booths that are available will be shown as options to you.
- ✓ After selecting your Sponsorship & Exhibit Booth options, **go to the online registration form** (see QR Code to the right) and follow the prompts. The registration process is now fully online at [iiv.com](http://iiv.com) for your convenience, no more paper registrations to complete!
- ✓ Register online to Attend the entire Convention. Your Exhibit/Sponsorship registration does not include a full conference registration.
- ✓ Make your hotel reservation. Complete information on the rooms available, rate and contact information will be included in your registration confirmation.
- ✓ Email your company logo to [members@iiv.com](mailto:members@iiv.com) (.eps, .pdf, .svg, .ai required).
- ✓ Announce your participation to agents and other insurance professionals!

## Booth & Sponsorship Registration

Use the QR code or click [here!](#)



## Convention Registration

Use the QR code or click [here!](#)



## THERE'S MORE THAN JUST BUSINESS AT THE IIAV CONVENTION!

There's so much more to experience beyond just business, and it's all within your reach. Virginia Beach presents countless opportunities to enjoy its beautiful sandy shores, featuring the vibrant Oceanfront with a 3-mile boardwalk lined with bars, restaurants, and entertainment options.

**The Marriott Resort Virginia Beach Oceanfront** is conveniently situated at the northern end of the renowned Virginia Beach boardwalk. Take advantage of outstanding amenities, including indoor and outdoor swimming pools, a spacious 24-hour fitness center, and beautifully landscaped grounds complete with bocce ball, fire pits, and terraces.

# JUNE 2025 TRADE SHOW EXHIBITOR & SPONSOR TERMS AND CONDITIONS

- 1. RESERVATIONS FOR SPACE** will be made in the order in which signed contracts are received. Availability of space will be on a first-come, first-served basis. The Independent Insurance Agents of Virginia {IIAV} Convention Committee reserves the right to relocate display areas for the benefit of the exhibitor, or for the betterment of the Convention.
- 2. PAYMENT AND CANCELLATION POLICY:** Exhibit fees must be paid prior to the event cancellation date. Cancellations received by May 22nd will receive a 50% refund and must be in writing. NO refunds after May 22nd.
- 3. DIMENSIONS AND LIMITATIONS:** Exhibits must not exceed 8 feet in height on the back wall or 3 feet in height on the side walls. Exhibits must be constructed so as not to obstruct the view of adjoining booths. Permission to display equipment taller than 8 feet must be obtained from the IIAV no later than April 28th. All entertainment within a booth must have prior approval of the IIAV no later than April 28th. Maximum occupants per booth not to exceed 2 persons. Others cannot rotate in/out during the show.
- 4. EXHIBIT INSTALLATION HOURS:** Day of event; all exhibits must be set up for an inspection by IIAV by 2:45 p.m. Set-up schedule will be between 11:00 and 2:30.
- 5. ADVANCE SHIPPING & RENTALS:** Materials can be shipped in advance to the exhibit company warehouse or directly to the Venue. Exhibitor is responsible for making prepaid inbound and outbound shipping arrangements. Contact the Exhibit company or the Marriott for additional information on shipping and equipment rental.
- 6. CONFIRMATION OF SPACE:** Exhibitors will be notified in writing of booth confirmation (including how to order additional services and shipping info). IIAV reserves the right to make any necessary changes in booth location.
- 7. SPACE:** If space is not occupied by 2:30 p.m., it will be forfeited by the Exhibitor and his/her space may be resold, reassigned, or used by the IIAV without refund.
- 8. DISMANTLING HOURS:** Displays must be dismantled at the close of the exhibition, NO SOONER than 5:30 p.m. All exhibits must be dismantled and removed from the exhibit area by 8:00 p.m. The Exhibitor authorizes IIAV to remove, at the Exhibitor's expense, any material in the exhibit area belonging to said Exhibitor after 8:00 p.m.
- 9. LIABILITY:** The exhibitor agrees to protect, save, and keep the IIAV, the Marriott, and the exhibit company, their representatives, employees, and agents forever harmless from any and all damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitor or the representatives, agents or employees of the exhibitor or those persons acting under the express or implied authority of the exhibitor. Exhibitor also agrees to comply with all applicable terms, conditions, rules, and regulations of the Marriott and the exhibit company. The exhibitor assumes complete responsibility and liability for all loss, damage, or destruction of his/her property, employees, agents, and guests. The IIAV, the Marriott, and the exhibit company, any officer, agent, or employee thereof, will not be liable for any loss, damage, or destruction of exhibitor's property for theft, fire, accident, or any other cause. The exhibitor also assumes full responsibility and liability for all injury to any and all persons or property caused by the exhibitor, its agents, representatives, or employees. The exhibitor will indemnify and hold harmless the IIAV, the Marriott, and the exhibit company, their members, directors, officers, agents, representatives, and employees against an and all liability whatsoever arising from any or all damage to property or personal injury or loss caused by the exhibitor, its agents, representatives, employees, or any other such persons.
- 10. PROHIBITIONS:** Subleasing or assigning of booths or a part of a booth is not permitted. Exhibits, signs, or displays are prohibited in any of the public rooms or elsewhere on the premises of the Marriott during the Convention. Absolutely no alcoholic beverages or food will be served or given away by exhibitors without prior permission. This will be strictly enforced.
- 11. CONSENT FOR COMMUNICATION:** I understand that by providing my e-mail address, I give my consent to receive communication sent by or on behalf of the IIAV (and its subsidiaries and affiliates) via e-mail.
- 12. SOUND DEVICES:** The use of sound devices, megaphones, loudspeakers, or other amplified methods of attracting attention is prohibited.
- 13. AMENDMENT TO REGULATIONS:** All matters and questions not covered by these regulations are subject to the decision of IIAV. IIAV shall have sole authority to circulate, interpret and enforce all rules and regulations and to make any amendments necessary for the orderly conduct of the Convention.