

EVENTS | 2023

Renew partnership by January 15, 2023 to attend upcoming events!

YAC SALES & LEADERSHIP CONFERENCE

Event Date: February 8-9, 2023

Location: Athens, GA

BIG "I" LEGISLATIVE CONFERENCE

Event Date: April 26-28, 2023

Location: Washington, D.C.

PAST PRESIDENTS & BOARD OF DIRECTORS SPRING RETREAT

Event Date: March 2-5, 2023

Location: Isle of Palms, SC
Diamond Partners Only

IIAG ANNUAL CONVENTION

Event Date: June 8-10, 2023

Location: Amelia Island, FL

WILL WESTON IV YAC GOLF CLASSIC

Event Date: March 23, 2023

Location: Athens, GA

CONNECT FALL EXPO

Event Date: November 1-3, 2023

Location: Young Harris, GA

WE ARE
STRONGER
TOGETHER

Your partnership makes our
voice as strong as possible.
We look forward to continued
mutual success in 2023.

Let's grow together!

PARTNER PROGRAM 2023

BENEFITS



Independent Insurance Agents of Georgia, Inc.



MEMBERSHIP ACCESS

	Diamond \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Use of IIAG logo	●	●	●	●
IIAG member magazine subscriptions	●	●	●	●
Invitation to join IIAG Board and leadership at select meetings	●			
IIAG Membership List upon request	●	●		
Events Attendee List upon request	Full List	Full List	Full List	Agency Name Only
Opportunity to serve on Partner in Progress Committee	●	●		
Invitation to Spring Board Meeting & Retreat	●			
Invitation to IIABA Legislative Conference in DC	1 Registration	Member Price	Member Price	Member Price
Receive association mailings and electronic communications	●	●	●	●

EVENTS

Premium sponsorship at Annual Meeting & Fall Expo	●	●		
Annual Convention booth and 1 attendee	●	●	Member Price	Member Price
Annual Convention additional attendees	2 Attendees	1 Attendee	1 Attendee	Member Price
Priority selection of booth at Annual Meeting & Fall Expo	1st	2nd	3rd	Assigned
Recognition as Partner at IIAG Events	●	●	●	●
Invitation to VIP reception with IIAG Board & Executive Committee	●	●		
Fall Expo booth and 1 attendee	●	●	●	Member Price
Podium time at select events through agent prize drawings	●			
Opportunity to invite complimentary agency guest to Fall Expo	●	●		

RECOGNITION & ADVERTISING

IIAG newsletter advertisements (5,000+ subscribers)	6x	3x	2x	1x
Young Agent newsletter advertisements (1,000+ subscribers)	4x	3x	2x	1x
Logo featured on weekly banner ad in newsletter	●			
Shared Content in newsletter	6x	4x	3x	
Recognition as Partner on event signage	Logo	Logo	Logo	Name Only
Logo displayed on specialty event banner	●			
Listing on IIAG Partner in Progress webpage	Logo & Link	Logo & Link	Name & Link	Name Only
Promotion of Partner webinars	●	●	●	
Opportunity to host webinar with IIAG	●	●		
Banner ad on IIAG website homepage	●			
Company listing on Georgia Marketplace Report	Logo	Logo	Name Only	Name Only
Company spotlight in IIAG Magazine (DEC Page Quarterly)	●			

YOUNG AGENTS

Recognition of Sponsor at YAC Sales & Leadership Conference	Logo	Logo	Name Only	Name Only
Invitation to attend YAC Sales & Leadership Conference	●	●	●	●
Invitation to join Young Agent Board of Directors	●			
Invitation to join all-new YAC Roundtable	●	●		

Can I upgrade partner levels at any time?

Yes! You can upgrade your partner level at any time during the year if you decide to take advantage of additional benefits. Please contact us for details!

What is considered shared content?

Any article or blog written by or about the partner, or any relevant insurance topic can be shared in our News Brief. Examples include: Partner webinars, events, important policy changes, insurance industry updates, etc. Readers should feel that the article is educational, rather than an advertisement.

What is required to submit shared content?

- Link to the full article/ event info/ blog on published site
- Photo/header 600 pixels wide x 600 pixels tall (or we will use a relevant stock image)
- If the material is time sensitive, for example an upcoming webinar or event, please let us know so we can make sure the information shared prior to the event

What is required to submit a News Brief advertisement?

- Size: 600 pixels wide x 600 pixels tall
- Resolution - 72 pixels per inch or higher
- Format - .png or .jpg
- A link to the company website/ landing page for the advertisement

Do you have examples of News Brief advertisement?

You can view examples of News Brief advertisements by visiting www.iiag.org/news/ and clicking on a past publication. News Briefs ads are published below the articles in our weekly newsletter.

When can I expect to see my advertisements?

Once you send us an advertisement, we will build it into our content calendar. Typically, the ad will be run within the next few weeks in the weekly News Brief. Our YAC-YAK (Young Agent Newsletter) goes out quarterly. The amount of times the ad is run depends on when the ad is received during the partner year and partnership level. Typically, the ad is utilized more frequently than listed in the Partner Program Brochure.

Who will see my ads and shared content?

The News Brief is delivered weekly to over 5,000 IIAG members & partners in the state of Georgia. This list includes agency principles, producers, young agents, brokers, marketing representatives, as well as other member/partner staff and those involved in the independent insurance community.

How can I advertise in the IIAG Magazine, DEC Page Quarterly?

Our quarterly magazine is run by Naylor and offers exclusive print & digital advertising opportunities to our partners! For more information visit www.officialmediaguide.com/iiag/

Who can I contact if I still have questions?

For questions regarding our Partner Program or Partner Benefits, please contact:



Amber Mellars
(770) 458-0093 ext. 103
amellars@iiag.org

For questions regarding Partner marketing or advertising opportunities, please contact:



Kayla Marie Woodfield
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