



VERMONT INSURANCE  
AGENTS ASSOCIATION<sup>SM</sup>

111<sup>TH</sup> ANNUAL CONVENTION & GOLF TOURNAMENT  
SEPTEMBER 21 & 22, 2017 • HILTON BURLINGTON

CORRALLING CYBER SPACE

**SPONSORSHIP**  
**&**  
**EXHIBITOR**  
**OPPORTUNITIES**

We invite you to participate in one of the top insurance events in Vermont, an event aggressively promoted to **agents, brokers, and CSRs**, across the state. With sponsorship options available throughout the program you're sure to find just the right opportunity to suit your budget and marketing objectives.

For more information about these sponsorship opportunities or to discuss a customized package to meet your needs, contact:

**Elise Pecue**  
**Delaney Meeting & Event Management**  
**P: (802) 865-5202**  
**E: [elise@delaneymeetingevent.com](mailto:elise@delaneymeetingevent.com)**

**To register, visit**  
**[www.VIAA.org](http://www.VIAA.org)**

# Agenda

\*All times subject to change

## THURSDAY, SEPTEMBER 21

8:30 AM - 11:30 AM	O.K. Corral Continuing Education — Ethics
11:30 AM - 1:00 PM	Round Up Luncheon—Cyber Security & Insurance <i>Keynote Speaker: Ryan Spelman, Center for Internet Security</i>
1:30 PM - 4:30 PM	BoomTown Continuing Education — Fraud
1:30 PM - 4:00 PM	Young Agents Hop Juice Beer Tasting
4:00 PM - 7:00 PM	Ace-High Trade Show
5:00 PM - 7:00 PM	Saddle Up Pardna President's Reception + Mechanical Bull Riding
7:00 PM - 10:00 PM	Young Agents Wild Bunch Casino Night
10:00 PM - 11:00 PM	Bend an Elbow Saloon

## FRIDAY, SEPTEMBER 22

8:00 AM - 9:00 AM	Chuck Wagon Breakfast Buffet
10:00 AM - 3:00 PM	Annual Golf Tournament: Country Club



# Corporate Sponsorships

## **PREMIERE CONVENTION SPONSOR | \$5,000** **| EXCLUSIVE**

### Sponsor Benefits:

- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Logo recognition on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ Verbal podium recognition at the convention
- ◆ List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- ◆ Opportunity for gift placement in the registration packet
- ◆ One golf foursome
- ◆ Three full convention registrations



## **PRESIDENT'S RECEPTION SPONSOR | \$2,500 | EXCLUSIVE**

### Sponsor Benefits:

- ◆ Host of President's Reception on Thursday
- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Logo recognition on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- ◆ Opportunity for gift placement in the registration packet
- ◆ Two full convention registrations



## **CYBER LUNCHEON | \$2,500 | EXCLUSIVE**

### Sponsor Benefits:

- ◆ Host of Cyber Luncheon on Thursday
- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Logo recognition on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- ◆ Opportunity for gift placement in the registration packet
- ◆ Two full convention registrations





# Corporate Sponsorships

## REGISTRATION GIFT SPONSOR | \$2,000

| **EXCLUSIVE**

Sponsor Benefits:

- ◆ Company logo printed on bag or hang-tag gift for every registered participant
- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ List of registered attendees sent one week prior to convention for pre-marketing of products and services for increased on-site recognition
- ◆ One full convention registration

**SOLD**  
AmTrust

## SUPPORTING SPONSOR | \$1,500 | 1 Available!

Sponsor Benefits:

- ◆ Grab & Go breakfast sponsor on Friday or General Convention Sponsor
- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention signage

**One  
SOLD**

## CONTINUING EDUCATION SPONSOR | \$1,500 | **EXCLUSIVE**

Sponsor Benefits:

- ◆ Continuing education and lunch sponsor on Thursday
- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention signage

## BRANDING SPONSOR | \$1,000 | **EXCLUSIVE**

Sponsor Benefits:

- ◆ Logo printed on convention lanyard
- ◆ Logo recognition in the convention Program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention Signage

**SOLD**  
Union Mutual

## TRADESHOW SCAVENGER HUNT | \$1,000 | **EXCLUSIVE**

- ◆ Logo printed on scavenger hunt card
- ◆ Logo recognition in the convention Program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention Signage



# Golf Tournament Sponsorships

## TOURNAMENT SPONSOR | \$2,500 | EXCLUSIVE

Sponsor Benefits:

- ◆ Logo recognition on the VIAA website
- ◆ Special recognition at the tournament award ceremony
- ◆ Sponsor a hole
- ◆ Logo recognition on tournament signage



## LUNCH SPONSOR | \$2,000 | EXCLUSIVE

Sponsor Benefits:

- ◆ Logo on boxed lunches distributed throughout the course

## BEVERAGE STATION SPONSOR | \$1,000 | EXCLUSIVE

Sponsor Benefits:

- ◆ Golf beverage station sponsor
- ◆ Logo recognition on tee sign at beverage station

## BRANDING SPONSOR | \$1,000 | EXCLUSIVE

Sponsor Benefits:

- ◆ Golf bag, balls or prize sponsor for winning foursome



## HOLE SPONSOR | \$150 | 9 OPPORTUNITIES

Sponsor Benefits:

- ◆ Hole sponsor
- ◆ Logo recognition on tee sign at specific hole per course rules





# Young Agents Wild Bunch Casino Night

## BEVERAGE SPONSOR | \$1,500 | 4 OPPORTUNITIES

Sponsor Benefits:

- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ Two full convention registrations

One  
SOLD

## BEER TASTING SPONSOR | \$1,800 | EXCLUSIVE

Sponsor Benefits:

- ◆ Logo recognition in the convention program, agenda, and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ Two full convention registrations

SOLD  
Vermont Mutual

## FOOD SPONSOR | \$1,000 | 4 OPPORTUNITIES

Sponsor Benefits:

- ◆ Logo recognition in the convention program, agenda and all pre-event marketing
- ◆ Listing on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ One full convention registration

## PRIZE SPONSOR | UNLIMITED OPPORTUNITIES

- ◆ Young agents will go shopping for you!
- ◆ Verbal recognition when prize is awarded
- ◆ Logo recognition on prize display

## \$500 CASINO GRAND PRIZE SPONSOR

Examples: 50" LED TV, iPad + accessories, touchscreen laptop

## \$250 RAFFLE PRIZE SPONSOR

Examples: Kindle, Bluetooth hands free headset, Fitbit

## \$100 CASH CUBE PRIZE SPONSOR

Examples: Beats portable speaker, gift cards, ninja juicer



# Exhibitor Opportunities

**MEMBER \$300 / NON-MEMBER \$500 | 22 OPPORTUNITIES**

Exhibit Space Details:

- ◆ 6' tabletop display
- ◆ Fee includes exhibit space and one full convention registration
- ◆ Additional registrations \$125 member / \$175 non-member
- ◆ Name and logo recognition in the convention program
- ◆ Hotel arrangements must be made separately
- ◆ Vendors may hold individual raffles and winners will be announced during Casino Night
- ◆ Set-Up: 1:00 PM on Thursday, September 21
- ◆ Exhibit Hours: 4:00 PM - 7:00 PM
- ◆ Deadline to register is September 1, 2017 (no exceptions)

## EXHIBITOR FLOOR PLAN

