



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



To register, visit
www.VIAA.org



Agenda

*All times subject to change

THURSDAY, SEPTEMBER 20

8:30 AM - 11:30 AM	Morning Continuing Education Session
11:30 AM - 1:00 PM	Luncheon & Keynote Address by Sam Glenn, The Attitude Guy—Award winning speaker, performance artist and author
1:30 PM - 4:30 PM	Afternoon Continuing Education Session
4:00 PM - 7:00 PM	Trade Show
5:00 PM - 7:00 PM	President's Reception
7:00 PM - 9:00 PM	Young Agents Event

FRIDAY, SEPTEMBER 21

8:00 AM - 9:00 AM	Breakfast Buffet
10:00 AM - 3:00 PM	Annual Golf Tournament: Country Club of Vermont, Waterbury





Corporate Sponsorships

PREMIER 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
- ◆ One golf foursome
- ◆ Three full convention registrations



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

Sponsor Benefits:

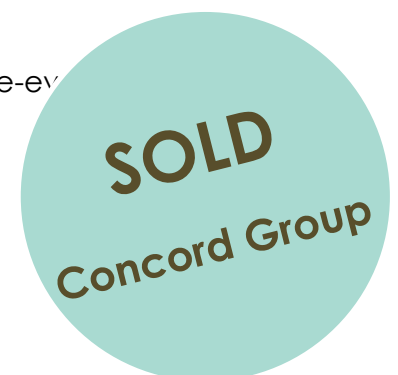
- ◆ Host of President's Reception on Thursday
- ◆ Logo recognition in the convention program, agenda, and pre-event marketing
- ◆ Logo recognition on the VIAA website
- ◆ Logo recognition on convention signage
- ◆ List of registered attendees sent one week prior to convention for pre-marketing of products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



LUNCHEON & KEYNOTE ADDRESS | \$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
- ◆ 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

SUPPORTING SPONSOR | \$1,500 | 1 OPPORTUNITY LEFT!

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

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

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 | \$1,500 | EXCLUSIVE

Sponsor Benefits:

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



BRANDING SPONSOR | \$1,000 | EXCLUSIVE

Sponsor Benefits:

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



HOLE SPONSOR | \$150 | 9 OPPORTUNITIES (6 SOLD)

Sponsor Benefits:

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



Young Agents Event

BEVERAGE SPONSOR | \$1,500 | 4 OPPORTUNITIES

Sponsor Benefits:

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

**SOLD
OUT**

FOOD SPONSOR | \$1,000 | 4 OPPORTUNITIES (2 SOLD)

Sponsor Benefits:

- ◆ Logo recognition in the convention program, agenda and all pre-event marketing
- ◆ Listing on the VAAA 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 GRAND PRIZE SPONSOR

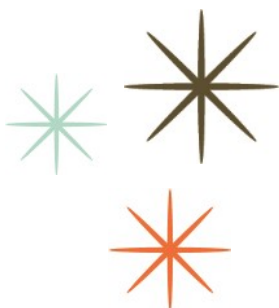
Examples: 50" LED TV, iPad + accessories, touchscreen laptop

\$250 RAFFLE PRIZE SPONSOR

Examples: Kindle, Bluetooth hands free headset, Fitbit

\$100 CASH PRIZE SPONSOR

Examples: Beats portable speaker, gift cards, ninja juicer



Exhibitor Opportunities

MEMBER \$300 / NON-MEMBER \$500 | ONLY 3 SPOTS LEFT!

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 20
- ◆ Exhibit Hours: 4:00 PM - 7:00 PM
- ◆ Deadline to register is September 1, 2018 (no exceptions)

