

CORPORATE PARTNER PROSPECTUS



Connecting Members. Building Careers.



International
Association of
**Insurance
Professionals™**



Connecting Members. Building Careers.

The International Association of Insurance Professionals is dedicated to the development of leaders through education and professional development, unique networking opportunities and industry alliances. Members represent multiple facets of the insurance and risk management industries across the United States, Canada, Puerto Rico and other countries outside of the U.S.

IAIP serves its members by providing professional education, an environment in which to build business alliances, and the opportunity to make connections with people of differing career paths and levels of experience.

IAIP can build the careers of your employees by empowering them with the tools and resources they need to advance.

Connecting Members. Building Your Business.

Discover how IAIP can help you can Build Your Business by leveraging the IAIP brand. The thousands of IAIP industry professional members represent an abundance of new business opportunities for you.

IAIP members value learning best practices from industry leaders and participating in networking events where they can grow relationships and make important connections to help their businesses. Becoming involved and engaged as a partner and member will help you take advantage of all that IAIP has to offer, and maximize your exposure to industry leaders throughout the year.

IAIP's unique partnership offerings are designed to accomplish your marketing goals based on a wide range of budgets.



Benefits Galore

HOW CAN AN IAIP CORPORATE PARTNERSHIP BENEFIT YOUR COMPANY?

Each IAIP partner receives an annual partnership package with marketing benefits across the association's portfolio of regional and international events, and print and web platforms. Through this exposure, partners have access to the entire IAIP community.

IAIP wants to help you develop and maintain a strong network and expand your target audience within the insurance and risk management community. We have a comprehensive offering of partnership opportunities to meet your unique goals.

Connect your company with an international community of thousands of industry-related members!

Here's a Sample of the IAIP Member Community

- Claims professionals
- Underwriters
- Actuaries
- Risk managers
- Experts in life & health and property & casualty
- Human resource managers
- Technology experts
- CPAs
- Attorneys
- Financial advisors
- Customer service representatives

Today's Insurance Professionals Magazine

Published three times a year and delivered to all association members, subscribers, and various industry professionals around the world. Two issues are distributed via mail and electronically. One issue is electronic only. Advertisements are available in full color. Discounts for multiple ads are available.

	1x	2x	3x
Full Page	\$2,250	\$2,175	\$2,050
1/2 Page	\$1,450	\$1,400	\$1,275
Inside Front Cover	\$2,600	\$2,550	\$2,400
Inside Back Cover	\$2,500	\$2,425	\$2,300



The Connections Monthly e-Newsletter

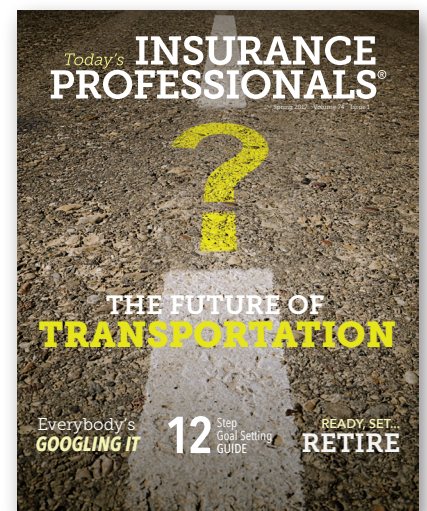
The Connections e-Newsletter is distributed monthly to all members. Your banner ad includes a hyperlink to your company's web site.

- 600 pixels wide by 90 pixels tall – \$500
- 600 pixels wide by 180 pixels tall – \$800

Dedicated Email

Want to reach thousands of leading employees in the insurance and risk management industry? Your own custom advertisement is sent via email by IAIP on your behalf to the entire IAIP membership. The prices listed below are for one-time use only.

- Member Rate: \$2,500
- Non-Member Rate: \$3,500





Partnership Levels

Platinum
Corporate
Partner
\$10,000

Gold
Corporate
Partner
\$7,500

Silver
Corporate
Partner
\$5,000

Bronze
Corporate
Partner
\$2,500

Lead
Corporate
Partner
\$1,500

Ambassador
Corporate
Partner
\$500



Platinum Benefits \$10,000

BENEFIT DETAILS (total value = \$34,509)

PRINT

- 3 full-page advertisements in IAIP's *Today's Insurance Professionals* magazine
- Inclusion in the Corporate Partner company listing (including logo) in each issue of the magazine
- 20 total subscriptions to *Today's Insurance Professionals* magazine
- 25% discount rate on any additional print advertising with IAIP

ONLINE

- 1 year long banner advertisement on the homepage of the IAIP website with a link to your company's website
- 6 advertisements in *The Connections*, the IAIP monthly electronic newsletter
- Inclusion of your company logo in each monthly issue of *The Connections*
- 1 email blast to the entire membership sent by IAIP on your behalf
- IAIP membership mailing list of the entire membership roster
- 4 30-day Career Center postings on the association's website with access to online resume database
- 25% discount rate on any additional electronic advertising with IAIP

EVENTS

- 2 full Convention registrations
- 1 complimentary Annual Convention exhibit booth including: exhibit space, company logo inclusion in program guide, and 50-word description in program guide
- 1 full page, advertisement in the IAIP Annual Convention Program: Premium Placement
- Your company logo and link included on the Annual Convention website
- Premium signage throughout the Annual Convention
- Inclusion of branded marketing collateral in the Annual Convention goodie bag
- 5 complimentary exhibit booths at your choice of Regional Conferences (each booth includes one complimentary registration)

MEMBERSHIP

10 complimentary IAIP International memberships





Gold Benefits \$7,500

BENEFIT DETAILS (total value = \$22,054)

PRINT

- 2 full-page advertisements in IAIP's *Today's Insurance Professionals* magazine
- Inclusion in the Corporate Partner company listing (including logo) in each issue of the magazine
- 15 subscriptions to *Today's Insurance Professionals* magazine
- 15% discount rate on any additional print advertising with IAIP

ONLINE

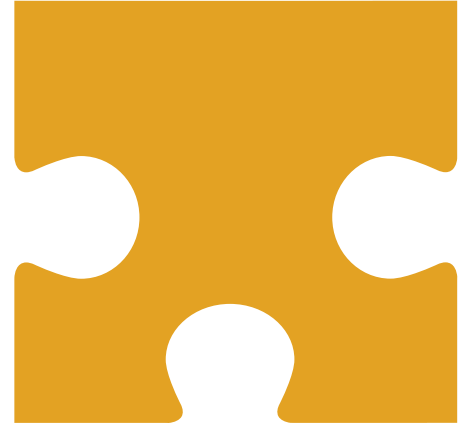
- 9 month banner advertisement on the homepage of the IAIP website with a link to your company's website
- 5 advertisements in *The Connections*, the IAIP monthly electronic newsletter
- Inclusion of your company logo in each monthly issue of *The Connections*
- 1 email blast to the entire membership sent by IAIP on your behalf
- IAIP membership mailing list of the entire membership roster
- 3 30-day Career Center postings on the association's website with access to online resume database
- 15% discount rate on any additional electronic advertising with IAIP

EVENTS

- 2 full Convention registrations
- 1 complimentary Annual Convention exhibit booth including: exhibit space, company logo inclusion in program guide, and 50-word description in program guide
- 1 full-page advertisement in the IAIP Annual Convention Program
- Your company logo and link included on the Annual Convention website
- Signage throughout the Annual Convention
- Inclusion of branded marketing collateral in the Annual Convention goodie bag
- 4 complimentary exhibit booths at your choice of Regional Conferences (each booth includes one complimentary registration)

MEMBERSHIP

5 complimentary IAIP International memberships





Silver Benefits \$5,000

BENEFIT DETAILS (total value = \$13,933)

PRINT

- 1 full-page advertisement in IAIP's *Today's Insurance Professionals* magazine
- Inclusion in the Corporate Partner company listing (including logo) in each issue of the magazine
- 10 subscriptions to *Today's Insurance Professionals* magazine
- 10% discount rate on any additional print advertising with IAIP

ONLINE

- 3 30-day banner advertisements on the homepage of the IAIP website with a link to your company's website
- 4 advertisements in *The Connections*, the IAIP monthly electronic newsletter
- Inclusion of your company logo in each monthly issue of *The Connections*
- 1 email blast to the entire membership sent by IAIP on your behalf
- IAIP membership mailing list of the entire membership roster
- 2 30-day Career Center postings on the association's website with access to online resume database
- 10% discount rate on any additional electronic advertising with IAIP

EVENTS

- 2 full Convention registrations
- 1 complimentary Annual Convention exhibit booth including: exhibit space, company logo inclusion in program guide, and 50-word description in program guide
- 1 half-page advertisement in the IAIP Annual Convention Program
- Your company logo and link included on the Annual Convention website
- Signage throughout the Annual Convention
- Inclusion of branded marketing collateral in the Annual Convention goodie bag
- 3 complimentary exhibit booths at your choice of Regional Conferences (each booth includes one complimentary registration)

MEMBERSHIP

4 complimentary IAIP International memberships





Bronze Benefits \$2,500

BENEFIT DETAILS (total value = \$6,712)

PRINT

- 1 half-page advertisement in IAIP's *Today's Insurance Professionals* magazine
- Inclusion in the Corporate Partner company listing (including logo) in each issue of the magazine
- 5 subscriptions to *Today's Insurance Professionals* magazine

ONLINE

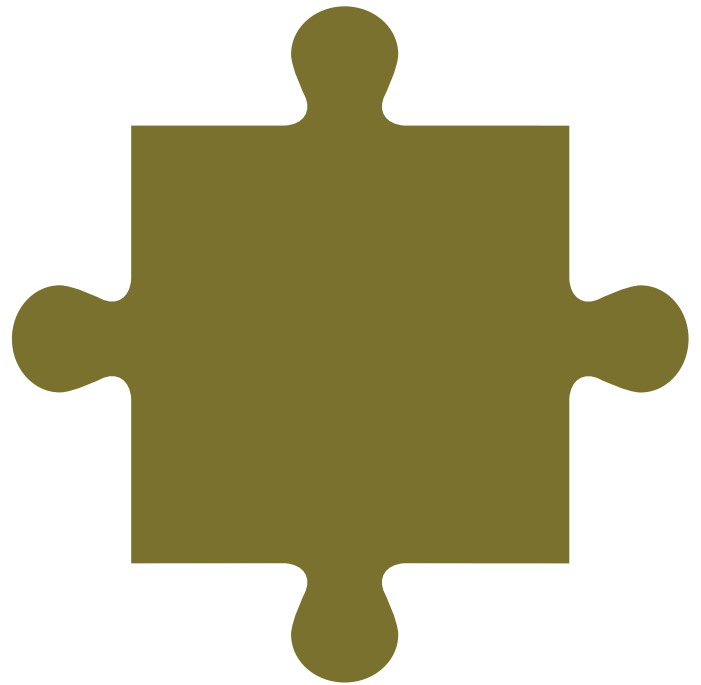
- 2 advertisements in *The Connections*, the IAIP monthly electronic newsletter
- Inclusion of your company logo in each monthly issue of *The Connections*
- 1 email blast to four regions of your choice sent by IAIP on your behalf
- IAIP membership mailing list of the entire membership roster
- 1 30-day Career Center postings on the association's website with access to online resume database

EVENTS

- 2 full Convention registrations
- 1 complimentary Annual Convention exhibit booth including: exhibit space, company logo inclusion in program guide, and 50-word description in program guide
- 1 half-page advertisement in the IAIP Annual Convention Program
- Your company logo and link included on the Annual Convention website
- Signage throughout the Annual Convention
- Inclusion of branded marketing collateral in the Annual Convention goodie bag
- 1 complimentary exhibit booth at your choice of Regional Conferences (includes one complimentary registration)

MEMBERSHIP

3 complimentary IAIP International memberships





Lead Benefits \$1,500

BENEFIT DETAILS (total value = \$3,121)

PRINT

- Inclusion in the Corporate Partner company listing (including logo) in each issue of *Today's Insurance Professionals* magazine
- 2 subscriptions to *Today's Insurance Professionals* magazine

ONLINE

- 2 advertisements in *The Connections*, the IAIP monthly electronic newsletter
- Inclusion of your company logo in each monthly issue of *The Connections*
- 1 30-day Career Center postings on the association's website with access to online resume database

EVENTS

- 2 full Convention registrations
- 1 complimentary Annual Convention exhibit booth including: exhibit space, company logo inclusion in program guide, and 50-word description in program guide
- Your company logo and link included on the Annual Convention website
- Signage throughout the Annual Convention
- Inclusion of branded marketing collateral in the Annual Convention goodie bag

MEMBERSHIP

2 complimentary IAIP International memberships





Ambassador Benefits \$500

BENEFIT DETAILS (total value = \$621)

PRINT

- Inclusion in the Corporate Partner company listing (including logo) in each issue of *Today's Insurance Professionals* magazine
- 2 subscriptions to *Today's Insurance Professionals* magazine

ONLINE

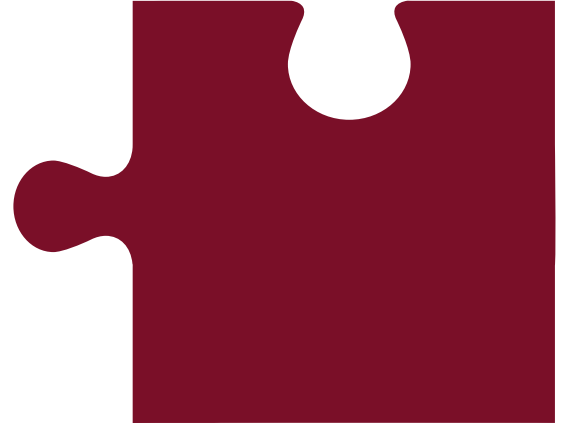
- Inclusion of your company logo in each monthly issue of *The Connections*, the IAIP monthly electronic newsletter
- Inclusion of your company logo (and link to your web site) on the corporate partner recognition page of the IAIP web site

EVENTS

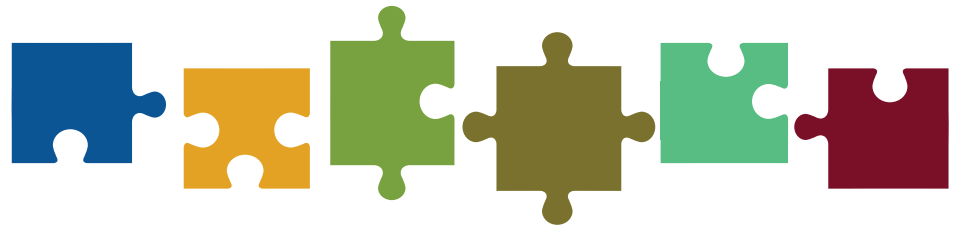
- Your company logo and link included on the Annual Convention website
- Signage throughout the Annual Convention
- Inclusion of branded marketing collateral in the Annual Convention goodie bag

MEMBERSHIP

2 complimentary IAIP International memberships



Levels & Benefits



	PLATINUM	GOLD	SILVER	BRONZE	LEAD	AMBASSADOR
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500	\$500
PRINT						
Magazine ads	3 Full page	2 full page	1 full page	1 half page		
Logo in magazine	✓	✓	✓	✓	✓	✓
Magazine subscriptions	20	15	10	5	2	2
Additional print ads - discount	25%	15%	10%			
ONLINE						
Banner ad on IAIP website	1 year	9-month	3-month			
Ads in <i>The Connections</i> e-newsletter	6	5	4	2	2	
Logo in <i>The Connections</i> e-newsletter	✓	✓	✓	✓	✓	✓
Email blast	Entire membership	Entire membership	Entire membership	4 Regions of your choice	2 Regions of your choice	
IAIP mailing list	✓	✓	✓	✓		
Career Center job posting	4 30-day ads	3 30-day ads	2 30-day ads	1 30-day ad	1 30-day ad	
Add'l Online ads - discount	25%	15%	10%			
CONFERENCES						
IAIP Int'l Convention Registrations	2	2	2	2	2	
IAIP Int'l Convention Booth	✓	✓	✓	✓	✓	
IAIP Int'l Convention Program Guide ad	Full page	Full page	Half page	Half page		
Logo on IAIP International Convention web site	✓	✓	✓	✓	✓	✓
Signage at IAIP Int'l Convention	✓	✓	✓	✓	✓	✓
Branded marketing collateral in IAIP International Convention goodie bags	✓	✓	✓	✓	✓	✓
Booths at Regional Conferences	5	4	3	1		
MEMBERSHIP						
Complimentary IAIP International memberships	10	5	4	3	2	2

Annual Convention

IAIP ANNUAL CONVENTION SPONSORSHIP & EXHIBITOR OPPORTUNITIES

WHY PARTICIPATE IN THE IAIP CONVENTION?

Align your organization with a community of thousands of insurance professionals. With IAIP, you can showcase your products and services to professionals and influencers from all areas of the insurance and risk management industry. They rely on IAIP as an indispensable resource for education, networking and career development.

EXHIBITOR OPPORTUNITIES

Opportunities for exhibitors to interact and engage with attendees are not just limited to the tradeshow. Exhibitors will be given the opportunity to announce one door prize winner, and are invited to attend a variety of other networking opportunities throughout the Convention.

FINANCIAL CONTRIBUTION: \$1,000

Benefits Include:

- Exhibit Space:
 - (1) 6' draped table
 - (2) chairs
- Company logo and 50-word description in convention program guide
- Two (2) Exhibitor registrations that include full access to all Convention activities
- Recognition on Insurance Professionals' Convention website
- Post-conference mailing list of all attendees



Convention Sponsorship

SPONSORSHIP OPPORTUNITIES

BENEFITS	5 Star	4 Star	3 Star	2 Star	1 Star
Financial Contribution	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Full registration for convention	3	2	2	1	
Complimentary booth at convention tradeshow	✓	✓	✓		
Speaking opportunity	Choose From: Opening General Session Recognition Luncheon & Officer Installation	Choose From: "Ignite IAIP" Luncheon Awards Luncheon Recognition Luncheon	Welcome Reception	Welcome Reception	Welcome Reception
Logo / listing in program guide; Recognition on IAIP website as a convention sponsor; Prominent signage; Recognition in <i>Today's Insurance Professionals</i> magazine	✓	✓	✓	✓	✓
MARKETING AND ADVERTISING					
Convention attendee mailing list	✓	✓	✓	✓	✓
Advertisement in <i>Today's Insurance Professionals</i> magazine	Three (3) full page ads (one ad per issue)	One (1) ad in Convention Recap issue	75% ad discount (Convention Recap issue)	50% ad discount (Convention Recap issue)	25% ad discount (Convention Recap issue)
Advertisement in convention program	One (1) full page ad with Premium placement	One (1) full page ad	One (1) full page ad	One (1) half page ad	One (1) quarter page ad
Advertisement in <i>The Connections</i> eNewsletter	Three (3) ads	One (1) ad			
Web banner on convention website	Two (2) 60-day banner ads				
Marketing collateral in the convention bag	✓	✓	✓	✓	✓

For descriptions of each convention sponsorship opportunity please see our complete Convention Prospectus online at insuranceprofessionals.org or contact Betsy Blimline, Director of Marketing at marketing@iaip-ins.org or (800) 766-6249 ext. 4 for additional information.



Application

To begin taking advantage of these exciting Corporate Partnership benefits right away, please complete this application and return it with payment to:

International Association of Insurance Professionals
ATTN: Corporate Partnership
3525 Piedmont Road
Building Five, Suite 300
Atlanta, GA 30305

Corporate Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Position: _____

Phone number: _____ E-mail address: _____

Company description: _____

Website address: _____

We have chosen the following Corporate Partnership:

- | | |
|--|---|
| <input type="checkbox"/> Platinum \$10,000 | <input type="checkbox"/> Bronze \$2,500 |
| <input type="checkbox"/> Gold \$7,500 | <input type="checkbox"/> Lead \$1,500 |
| <input type="checkbox"/> Silver \$5,000 | <input type="checkbox"/> Ambassador \$500 |

IAIP's preferred method of payment is check. Thank you!

I have enclosed check number: _____

I will pay with a: Visa MasterCard American Express Discover

Credit Card number: _____ Name as it appears on the card: _____

Expiration Date: _____ CVV (on back of card): _____

Billing address associated with card: _____

Credit Card Authorization Signature: _____

By signing this application, I understand my Corporate Partnership begins upon receipt of application to IAIP. I am responsible for supplying IAIP with artwork for the printed and website advertisements, and understand my other member benefits are available upon request. I authorize IAIP to send me written and electronic information regarding my benefits and IAIP programs. Our affiliation with IAIP does not guarantee remuneration of any kind.

Signature: _____ Date: _____