



Independent
Insurance
Agents of
West Virginia

A Guide to Associate Membership

Our Mission

Be an unrelenting advocate for independent insurance agents and to fulfill members' needs while serving the public's best interest.

Welcome!

Welcome to the Independent Insurance Agents of West Virginia, the oldest, largest, and most effective insurance trade association in the State. *We're glad you've taken the time to learn about us!*

Our regular membership consists of approximately 150 member agencies located throughout our State. Associate membership in the IIAWV is available to insurance companies, suppliers, or individuals doing business in West Virginia but who do not meet the definition of an "Independent Insurance Agency" required for a regular voting membership.

Without support of our Associate Members, IIAWV could not be as successful in providing agents in West Virginia with the best insurance products and services available to improve their businesses. We feel our Associate Membership, because of the support they provide, make us a stronger Association.

Member Benefits

State and National Liaison

We act as a liaison with many state agencies including the Office of the WV Insurance Commissioner. We also work closely with the Independent Insurance Agents & Brokers of America (IIABA) on federal legislation and government affairs.

Lobbying

We maintain strong one on one contact with state and federal legislators and government leaders. We are proactive in our efforts for benefit of our members. We advocate strength in numbers and have success with our grassroots lobbying effort.

Education and Communication

We constantly strive to keep members informed regarding issues affecting their businesses, for example:

- We supply a monthly newsletter, ***The Insuror*** and various timely bulletins throughout the year on specific issues.
- When the Legislature is in session, members receives ***News from inside the Capitol*** legislative updates to keep them abreast of activity and to aid in our grassroots efforts.
- We have a web site, **www.iiawv.org**, which supplies a vast array of information to keep members informed, as well as links to other industry sites.

Survival Hotline

Members are urged to call the IIAWV Office at 304.342.2440 anytime with questions concerning any matters that affect their business.

IIAWV Sponsored Events

Our members meet at various events to conduct business, network and attend educational functions, including:

- **Insurance Day (I-Day)** - This event is held during the Regular Session of the West Virginia Legislature each year. This event consists of educational courses as well as special programs, and provides members with multiple networking opportunities.
- **Annual Convention** - This event is held in the fall of the year. It consists of educational courses, and official meeting of the membership, an election of officers, an awards presentation, special programming and optional recreational activities.

IIAWV Partners Program



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Our Associate and company friends have the option to bundle their membership into different levels of sponsorships, event attendance and areas of participation and recognition. Regular Associate membership is still available, but for those who are willing and able to do more, you have the opportunity to make your presence known.

The IIAWV Partners Program is designed to be a one-stop approach to association involvement, saving your valuable time and resources by outlining specific areas of participation for one convenient fee. For a once-a-year fee, you will gain membership, advertising, outlined sponsorships and event registrations all at once.

Benefits to you:

- Easier budgeting because your one-time fee will cover you all year long.
- Associate membership is included at each level of participation, giving you access to discounts and inclusion on the IIAWV mailing lists.
- Several areas of recognition (including event signage, listings in publications and programs and logo placement) are designed to help you get more bang for your buck and increase your visibility among the IIAWV agent community.
- Varying levels of *The Insuror* advertising are included to help you reach more agents.
- Depending on your participation level, event registrations and exhibit space is already outlined and included for you - just tell us who will be attending.
- Instead of getting separate sponsorship dollars approved, you will be able to reserve your sponsored events at the beginning of the year, giving us more time and opportunity to give you the credit you deserve in promotional materials.

IIAWV Partnership Pledge Form

_____ Platinum (\$7,500) _____ Gold (\$5,000) _____ Silver (\$3,500)
_____ Bronze (\$1,500) _____ Associate (\$700)

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Please make checks payable to IIAWV.

IIAWV Partners Program

The Trusted Choice	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$1,500	Associate \$700
ASSOCIATE MEMBERSHIP <i>(\$700 value)</i>					
Associate Membership	X	X	X	X	X
ADVERTISING IN THE INSUROR <i>Also includes discounted rates on additional ad placements!</i>					
INSUROR Advertising	One issue sponsorship; Two half-page ads <i>(\$1100 value)</i>	One 3/4 page ad; Two 1/4 page ads <i>(\$750 value)</i>	One half-page ad; Two 1/4 page ads <i>(\$500 value)</i>	Two 1/4 page ads <i>(\$250 value)</i>	Discounted advertising rates
SPECIAL EVENT BENEFITS <i>Lodging and "extras" (golf; excursions, etc.) are not included. Exhibit Booths include one attendee.</i>					
Insurance Day Registration	2 individuals	2 individuals	1 individual	1 individual	Discounted rates
Insurance Day Exhibit Booth	1 exhibitor	1 exhibitor	1 exhibitor	Discounted rates	Discounted rates
Convention Registration	2 individuals	1 individual	1 individual	Discounted rates	Discounted rates
Convention Exhibit Booth	1 exhibitor	1 exhibitor	1 exhibitor	Discounted rates	Discounted rates
Additional Attendees	Discounted rates	Discounted rates	Discounted rates	Discounted rates	Discounted rates
ANNUAL EVENT SPONSORSHIPS <i>Given on first-come, first-served basis. High Profile Events are meal, reception or entertainment functions. Sponsorships include your logo and name featured on signs at the individual event.</i>					
Insurance Day	CE Course	Refreshments <i>(may be a co-sponsorship)</i>	Refreshments <i>(may be a co-sponsorship)</i>	Refreshments <i>(may be a co-sponsorship)</i>	
Convention	CE Course	CE Course	Refreshments <i>(may be a co-sponsorship)</i>		
SPECIAL RECOGNITION					
Listing in The INSUROR	X	X	X	X	X
Listed in Event Promotions	X	X	X	X	
Convention Program Listing	X	X	X		