



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 100 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 the 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 and Lobbying

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. 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 receive ***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.

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, an official meeting of the membership, an election of officers, Agent of the Year and Company Representative of Year awards presentation, special programming and optional recreational activities.

Young Insurance Professionals Group

The purpose of the IIAWV Young Insurance Professionals Group is to provide independent agents under the age of 40, or with less than five years of experience in an independent agency, with an avenue to enhance their development and their careers in the insurance industry and network with agency leaders and company representatives alike. We endeavor to develop and promote educational programs of particular benefit to young agents including innovative marketing strategies and the development of sales and managerial and leadership skills essential to successful careers.

The Trusted Choice® Branding Program

Trusted Choice® is a national consumer brand developed by IIABA for its members in response to eroding market share, and it is the result of significant consumer and industry research. The brand, which was recently implemented across the IIABA membership, unites company partners under a recognizable logo, slogan and promise of service known as the Pledge of Performance. Using national advertising, public relations and local agency marketing, we are communicating to consumers that Trusted Choice® is the smart way to buy insurance and financial services. Plus, the Trusted Choice® Meet the Partners company listing. Well, what we do couldn't be done without the hands-down greatness of our partners. Their range of stellar coverages provides our network of independent heroes the options to make sure your beautifully unique needs are rightfully protected.

IIAWV Partners Program



Independent Insurance Agents of West Virginia

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.

2021 PARTNERSHIP PROGRAM



Independent Insurance Agents
of West Virginia

Contact Sarah Estep-Martinez for more information
304-342-2440 ~ sarah@omegawv.com

THE TRUSTED CHOICE	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$1,500	Associate \$700
MEMBERSHIP					
Associate Membership	X	X	X	X	X
Receive All Correspondences	X	X	X	X	X
Access to Member Only Website Sections	X	X	X	X	X
List of Current Agency Members Upon Request	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 (\$1100 value)	One 3/4 page ad; Two 1/4 page ads (\$750 value)	One half-page ad; Two 1/4 page ads (\$500 value)	Two 1/4 page ads (\$250 value)	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	1 exhibitor	1 exhibitor
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	Logo Sponsor/ CE Course	Co-Sponsorship/ CE Course	General Sponsorship/ CE Course	Refreshments <i>(may be a CE course)</i>	CE Course
Convention	Logo Sponsor/ Stage Time	Co-Sponsorship	General Sponsorship		
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		
Convention App Logo Placement	X	X	X		
Website Logo Placement	X	X	X	X	Company Name Listed