

2023 IIABSC
PALMETTO PARTNERS PROGRAM



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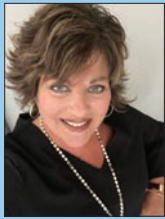
INDEPENDENT INSURANCE AGENTS & BROKERS OF
SOUTH CAROLINA

WHY WE PARTNER:



“The Palmetto Partners Program has greatly enhanced our Diamond Level sponsorship with IIABSC. We are able to efficiently manage our sponsorship while guaranteeing the best exposure to all of our independent agency partners. The annual savings combined with the exclusive benefits afforded to Palmetto Partners is what really makes this program worthwhile.”

Bay Amrhein, Vice President of Sales – Southeast Region (NC, SC, VA)
Johnson & Johnson



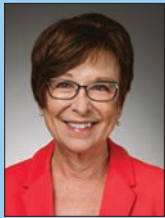
“We get priority registration for events, great advertising for the company with our name in the forefront for conferences and events. But the most important benefit from IIABSC Palmetto Partners is the exposure and networking opportunities with the agencies! Without them, we wouldn't exist, and we seize all opportunities to be with them at events. I encourage agents and companies to get on board and be a part of this association that contributes so much to our livelihoods in this industry!”

Pam Shealy, Territory Sales Manager – Southeast Region
Jencap Insurance Services



“Preferred Specialty is a proud supporter of the IIABSC. I have built my business through the support of Independent Agents so that's why it's so important to me to actively participate in the Palmetto Partners Program. The IIABSC conventions and educational programs give our company great opportunities to network with our agency partners throughout the year.”

Robert H. Sanders, Jr. CPCU, ASLI, Founder/President
Preferred Specialty, LLC



“The added benefits of being a Palmetto Partner are really paying off because we receive consistent marketing exposure with their valued members who understand professional relationships work both ways. As a Palmetto Partner, we can speak with first hand experience the advantages of new agencies becoming a member as well. If the new agency is willing to invest in this relationship, then we know they are investing in their future and will be a valuable customer for us.”

Carol Bond, Underwriter/Marketing Dir.
CRC Group Wholesale & Specialty

ABOUT THE PROGRAM:

Our Palmetto Partners Program is comprised of an elite group who support the independent agency system and our association at the highest levels. Our Partners are committed to the mission to help independent agencies grow, innovate, and thrive and WE are committed to offering our Partners the most value possible in return. Participation guarantees your company high-profile, yearlong exposure with six levels of participation to fit your marketing goals and budget.

MORE ABOUT US:

As the premier association for independent agents, IIABSC is one of the most powerful voices for independent agents. We support and advocate for independent agents, enhancing their influence statewide by promoting key legislation, providing resources for industry knowledge, training and education, business and technology solutions, professional networking and market resources. IIABSC is proud to host some of the largest and most exciting insurance events and conferences within our state.

We continue to see growth in agency memberships, expand our footprint and strengthen relationships with key industry leaders— and our partners are a key part of that success! Contributions received from our Partners directly support and enhance the quality of our events and ensure affordable access to agents. In return, IIABSC Palmetto Partners receive year-round recognition and increased brand awareness and visibility of your company to our agency members.

Partners receive exclusive access to IIABSC agency member listings & contact information in excel format, priority access to IIABSC events, early reservation of exhibit space, sponsorships and so much more. Priority is given in order by level, starting at the very top with our Diamond Elite Partners (NEW in 2023!) all the way down. The value provided from the exclusive benefits, recognition, and priority access far exceeds the actual cost of partnership.

We look forward to welcoming & recognizing our 2023 South Carolina Palmetto Partners!

2023 PALMETTO PARTNERS PROGRAM – BENEFITS BY LEVEL



- Priority access and benefit redemption is confirmed in order by level, starting with our (NEW) Diamond Elite Partners. All benefits vary by level outlined in the benefits chart.
- IIABSC will send out courtesy reminders of dates, deadlines and benefits prior to each event including exclusive sponsorship offers.
- **DEADLINES APPLY.** It is the responsibility of the sponsor to meet any associated deadlines for redeeming benefits.
- An online registration is required for each event to confirm your attendance and redeem benefits. Benefits cannot be substituted, transferred between events or credited to future years.
- Conference registrations do not include hotel accommodations, spouse/guest passes or optional activities.

| | Diamond Elite \$14,000 | Diamond \$12,500 | Platinum \$10,500 | Gold \$8,500 | Silver \$5,500 | Bronze \$3,500 |
|---|---------------------------|---------------------------|----------------------|------------------------|--------------------------------|--------------------------------|
| SPECIAL RECOGNITION/MARKETING | | | | | | |
| Market Resource Guide Profile sent to agency membership | 1/2 page (+ logo & photo) | 1/2 page (+ logo & photo) | 1/4 page (+ logo) | 1/4 page | business card size (text only) | business card size (text only) |
| Prominent year-long recognition on marketing materials (print and digital), website, social platforms, event signage & banners. | Large Logo | Logo | Logo | Name | Name | Name |
| Top-tier logo sign displayed at IIABSC events & education sessions | X | X | X | | | |
| Rolling logo on iiabsc.com/partners webpage | X | X | X | | | |
| Listing with hyperlink to your company website from iiabsc.com/partners | X | X | X | X | X | X |
| Listing on Partners page of SC Agent & Broker magazine | X | X | X | X | X | X |
| Listing with hyperlink in Agent News email newsletter | Logo | Name | Name | Name | Name | Name |
| 10% discount on magazine ad space through Naylor Association Solutions | X | X | X | X | X | X |
| Palmetto Partner Spotlight in magazine, website & social media | All 3 | All 3 | All 3 | website & social media | website & social media | social media |
| ADVOCACY/MEMBER AGENTS ACCESS | | | | | | |
| Invitation to join IIABSC delegation at Big “I” Legislative Conference in DC (Limit ONE top-level SC representative per company) | X | X | | | | |
| IIABSC agency member contacts list (upon request) | Excel | Excel | Excel | PDF | PDF | PDF |
| Priority options to service on IIABSC Committees | X | X | X | X | X | X |
| Use of IIABSC Ed Room in Columbia, SC for hosting meetings/trainings (based on availability) | X | X | X | X | X | X |
| ALL EVENTS | | | | | | |
| Advanced priority attendee & exhibitor registration/space selection at reduced pricing w/ complementary attendees (access granted in order by level) | 1st | 2nd | 3rd | 4th | 5th | 6th |
| Customized sponsorship recognition that includes an item of IIABSC’s choice with your company logo to increase visibility of your brand at events | X | | | | | |
| First right of refusal on any previously sponsored additional/enhanced sponsorships | X | | | | | |
| Extra 25 drink tickets per company/ per event to hand out to agents at ticketed bar functions | X | | | | | |
| Top Level Partner highlights signage displayed at events (Top 5 things you want agents to know about your company) | X | X | X | | | |
| Priority access for enhanced event sponsorship add-ons (first come, first reserved) <i>Priced by item; offers increased recognition of specific high-profile items during event.</i> | 1st | 2nd | 3rd | | | |

2023 PALMETTO PARTNERS PROGRAM

-BENEFITS BY LEVEL, CONT'D

| | Diamond Elite \$14,000 | Diamond \$12,500 | Platinum \$10,500 | Gold \$8,500 | Silver \$5,500 | Bronze \$3,500 |
|--|---------------------------|---------------------|----------------------|--------------------|-------------------|-------------------|
| ALL EVENTS - continued | | | | | | |
| Two weeks' priority exhibit space selection | 1st | 2nd | 3rd | 4th | 5th | 6th |
| Exclusive Partner-identifying exhibitor signage & draping for increased visibility | X | X | X | X | X | X |
| SPRING CONFERENCE | | | | | | |
| 1/2 page ad space in event program (<i>greyscale</i>) | X | X | | | | |
| Ad space in event program (<i>greyscale</i>) | n/a | n/a | 1/4 page \$450 | bus. card \$300 | n/a | n/a |
| Exhibit booth space (<i>Must REGISTER to redeem this benefit</i>) | Double Premium | Double Standard | Premium | Premium | Standard | Discounted |
| Exhibit booth to include specialty food/beverage offering to increase traffic during networking breaks | X | | | | | |
| Full registration (<i>additional exhibitor or company rep attendee</i>) | 4 | 4 | 3 | 3 | 1 | 1 |
| YOUNG AGENT SCHOLARSHIP GOLF | | | | | | |
| Full Team Sponsorship (<i>up to 4 players total, must REGISTER by the deadline</i>) | X | X | X | X | | |
| Premium Hole Sponsorship (<i>can set up at hole if you wish</i>) | X | X | X | | | |
| Recognition as tournament sponsor | X | X | X | | | |
| YOUNG AGENT CONFERENCE | | | | | | |
| Complimentary DOUBLE exhibit table top (<i>Must register, first come, first reserved</i>) | X | | | | | |
| Complimentary exhibit table top (<i>Must register, first come, first reserved</i>) | | X | X | | | |
| Reduced cost exhibit table top (<i>based on availability</i>) | | | | X | X | X |
| Full Registration as Company Attendee | 3 | 2 | 2 | 1 | 1 | |
| Sponsored YOUNG AGENT attendee: Full agent conference registration | 2 | 1 | 1 | 1 | 1 | 1 |
| ANNUAL CONVENTION | | | | | | |
| Ad space in event program (<i>greyscale</i>) | Full page | Full page | 1/2 page | 1/4 page | business card | business card |
| Upgrade ad space in event program (<i>greyscale</i>) | n/a | n/a | Full Page \$200 | 1/2 Page \$200 | 1/4 \$200 | 1/4 \$200 |
| Exhibit booth space (<i>Must REGISTER to redeem this benefit</i>) | Double Premium | Double Standard | Premium | Premium | Standard | Discounted |
| Exhibit booth to include specialty food/beverage offering to increase traffic during networking breaks | X | | | | | |
| Full registration (<i>additional exhibitor or company rep attendee</i>) | 4 | 4 | 3 | 3 | 1 | 1 |
| Sponsored YOUNG AGENT attendee: Full agent conference registration | 2 | 1 | 1 | 1 | 1 | 1 |
| Added visibility on virtual tradeshow page with enhanced profile settings | X | X | X | X | X | X |

IIABSC PALMETTO PARTNERS PROGRAM 2023 PLEDGE FORM



Pledge form due by December 30, 2022 • Payment due no later than January 30, 2023

ORGANIZATION NAME: _____
(Print EXACTLY as it should appear on signage/materials)

We want to be a Palmetto Partner at the selected level:

- Diamond Elite** \$14,000
 Diamond \$12,500
 Platinum \$10,500
 Gold \$8,500
 Silver \$5,500
 Bronze \$3,500

CIRCLE "YES" BY YOUR CHOSEN UPGRADES:

| | Platinum | Gold | Silver | Bronze |
|---|--------------------|--------------------|--------------|--------------|
| Upgrade ad space in SPRING CONFERENCE event program | 1/4 page \$450 | bus. card \$300 | n/a | n/a |
| Upgrade ad space in ANNUAL CONVENTION event program | Full Page \$200 | 1/2 Page \$200 | 1/4 \$200 | 1/4 \$200 |

TOTALS

| | Platinum | Gold | Silver | Bronze |
|--|----------|----------|----------|----------|
| ENTER THE SUM of all Upgrade items <i>(chosen for your level):</i> | \$ _____ | \$ _____ | \$ _____ | \$ _____ |

ENTER OVERALL TOTAL AMOUNT DUE
(Level + Upgrades total): \$ _____

Payment Submitted: Check enclosed MasterCard Visa AMEX

Card #: _____

Exp. Date _____ CVV code: _____

If paying by credit card, pick a processing date: Before Dec. 30 After Jan. 1

Signature: _____

Name on Card: _____

Billing Address: _____

Submit complete form & payment to:

Megan Huebner
IIABSC
800 Gracern Rd
Columbia, SC 29210
 mhuebner@iiabsc.com

IIABSC PALMETTO PARTNERS PROGRAM - 2023 PLEDGE FORM



Contact information is very **IMPORTANT!**

The people listed as main contacts are the only ones who will receive Partner correspondence pertaining to event registration schedules, sponsorship, exhibit booth selection, etc. You must REGISTER to redeem majority of partner benefits.

ORGANIZATION NAME: _____
(Print EXACTLY as it should appear on signage/materials)

Mailing Address: _____
(City/State/Zip)

Street Address: _____
(City/State/Zip)

Website: _____

PALMETTO PARTNER MAIN CONTACT NAME: _____

Mailing Address: _____
(City/State/Zip)

Main Contact Email: _____ Main Contact Phone: _____

Additional PALMETTO PARTNER CONTACT NAME: _____

Mailing Address: _____
(City/State/Zip)

Contact Email: _____ Contact Phone: _____

Additional PALMETTO PARTNER CONTACT NAME: _____

Mailing Address: _____
(City/State/Zip)

Contact Email: _____ Contact Phone: _____

KEY DECISION MAKER NAME*: _____

Contact Email: _____

**For membership record-keeping purposes. If there are more than one, please attach names & email addresses separately*

We need your logo!

Please send a vector file to Anita Trevino
(atrevino@iiabsc.com) by January 30.

Submit complete form & payment to:

Megan Huebner
IIABSC, 800 Gracern Rd, Columbia, SC 29210
mhuebner@iiabsc.com

Pledge form due by December 30, 2022 •
Payment due no later than January 30, 2023

2023 IIABSC EVENTS:

March 15–16 • SPRING CONFERENCE

Columbia Metropolitan Convention Center, Columbia, SC

End of April/Early May • YA GOLF TOURNAMENT

Orangeburg Country Club, Orangeburg, SC

August 10–12 • YA CONFERENCE

Sonesta Resort, Hilton Head Island, SC

November 5–7 • ANNUAL CONVENTION

Omni Grove Park Inn, Asheville, NC

MARKETING & PROMOTIONAL BENEFITS:

LOGO USAGE:

We need your logo for promotion and publicized appreciation of your support throughout the year. We request your company's full-color logo in a vector format. Send to atrevino@iiabsc.com along with any branding guidelines or specific requirements for use.

PARTNER GUIDE & MEMBER DIRECTORY PROFILES:

Each year we print a book listing each of our Palmetto Partners by level that includes contact info for each company as well as a brief list of markets and whether they are currently seeking new agencies for appointments.

Diamond Elite, Diamond and Platinum Partners' logos are included in their profile with the option for a longer company description. We have a secure online survey to submit your profile information, which is sent by email to all listed Palmetto Partner Contacts. *If renewing Partners do not submit an updated profile by the deadline, we will automatically reprint the previous year's profile.*

New in 2023 - We also produce a printed member directory, of which Palmetto Partners will have enhanced profiles from the standard listing of other corporate associate members.

EVENT PROGRAM AD SPACE:

All levels include some form of event program ad space. You must claim your space with each event and provide the graphics by sending to: atrevino@iiabsc.com.

All event program ads are printed in greyscale and should be high resolution files at 300 dpi of higher. JPG, TIF or PDF files accepted.

AD SIZES:

- FULL-PAGE - 7.5 in x 9.75 in with bleeds
- HALF-PAGE - 7.5 in x 4.875 in with bleeds
- QUARTER-PAGE - 3.5 in x 4.625 in
- BUSINESS CARD - 3.5 in x 2 in

Diamond Elite — Spring Conference: half-page.
Annual Convention: full-page.

Diamond — Spring Conference: half-page.
Annual Convention: full-page.

Platinum — Annual Convention: half-page
with upgrade options.

Gold — Annual Convention: quarter-page
with upgrade options.

Silver — Annual Convention: business-card size
with upgrade options.

Bronze — Annual Convention: business-card size
with upgrade options.

Thank you, IIABSC PALMETTO PARTNERS



Diamond



Johnson & Johnson
The Experience of the Past with a Vision for the Future



IIABSC Agency, Inc.

Platinum



Gold

CRC Group Wholesale and Specialty

Heritage Insurance

Nationwide Insurance

Slide

Silver

| | |
|----------------------------------|--|
| AAA Insurance | Imperial PFS - Premium Financing |
| Allied Trust Insurance Insurance | JM Wilson |
| Allstar | Main Street America Insurance |
| AmTrust | MidSouth Mutual Insurance Company |
| Assure Alliance | The National Security Group |
| Bankers Insurance Group | Progressive Insurance |
| Builders | Secure Risk (SASTN, LLC) |
| Capital Premium Financing | Southern Trust & Southern Specialty Underwriters |
| Encova Insurance | Travelers |
| Frank Winston Crum Insurance | TypTap Insurance Company |
| Frontline Insurance | |
| ICW Group | |

Bronze

| | |
|--|--|
| Accident Fund Insurance Co. of America | Markel |
| AFCO/Prime Rate Premium Finance | Mid-Continent Group |
| AMERISAFE | National General, an Allstate company |
| Auto-Owners Insurance | Openly Insurance |
| Bass Underwriters | Orion180 Ins. Services LLC |
| Berkley Southeast Ins. Group | Penn National Insurance |
| Berkshire Hathaway GUARD Insurance Companies | Peoples Premium Finance |
| Burns & Wilcox | Pie Insurance |
| Centauri Insurance | Risk Placement Services |
| Central Insurance Companies | Selective Insurance Company of America |
| Donegal Insurance Group | Southern Fidelity Insurance Co. |
| First Benefits Insurance Mutual | Southern Ins. Underwriters |
| Frankenmuth Insurance | Standard Premium Finance Mgmt. Corp. |
| Homeowners of America Insurance Company | State Auto Insurance |
| Hull & Company, LLC and Peachtree Special Risk Brokers LLC | TAPCO Underwriters, Inc. |
| | Universal North America |
| | Zenith Insurance Company |

10+ year Palmetto Partner recognition:

THANK YOU FOR YOUR LOYAL SUPPORT FOR MORE THAN A DECADE!

AFCO/Prime Rate Premium Finance
AmTrust
Frontline Insurance
Johnson & Johnson, Inc.
Main Street America Insurance
Preferred Specialty, LLC

Progressive Insurance
Risk Placement Services
Safeco/Liberty Mutual Business Insurance
Southern Insurance Underwriters
TAPCO Underwriters, Inc.
Travelers



Special thanks to

Johnson & Johnson
The Experience of the Past with a Vision for the Future

for 12+ years
at the top partnership level