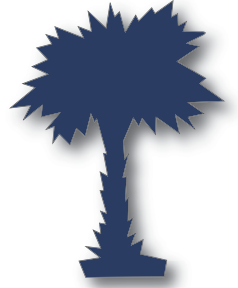


2021 PALMETTO PARTNERS PROGRAM – BENEFITS BY LEVEL

ELITE LEVEL UPGRADES: Each level of Palmetto Partnership participation has benefits that are included, as well as elite-level benefits you can add-on to enhance your Palmetto Partner experience. Review each level benefits carefully to choose the best promotional opportunity for your company.



Independent Insurance Agents
& Brokers of South Carolina



- IIABSC complementary items & registrations must be *redeemed* by submitting an online registration for each event.
- Conference registrations do not include hotel accommodations, spouse/guest passes or optional activities.
- **DEADLINES APPLY.** It is the responsibility of the sponsor to meet any associated deadlines for redeeming benefits.

	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade? Circle one
RECOGNITION/MARKETING						
Profile in annual Partner Market Resource Guide	1/2 page (+ logo & photo)	1/4 page (+ logo)	1/4 page	business card size (text only)	business card size (text only)	
Listing on Palmetto Partners Banner displayed at IIABSC events	Logo	Logo	Name	Name	Name	
Top-tier logo sign displayed at IIABSC events	X	X				
Listing on Palmetto Partners Banner displayed in IIABSC Ed Room	Logo	Logo	Name	Name	Name	
Rolling logo on iiabsc.com/partners webpage	X	X				
Listing with hyperlink to your company website from iiabsc.com/partners	X	X	X	X	X	
Listing on Partners page of SC Agent & Broker magazine	X	X	X	X	X	
Listing with hyperlink in Agent News email newsletter	X	X	X	X	X	
10% discount on magazine ad space through Blue Water Publishing	X	X	X	X	X	
Palmetto Partner Spotlight in magazine, website & social media	All 3	All 3	website & social media	website & social media	social media	
MEMBERSHIP						
Associate membership in 2021	X	X	X	X	X	
Optional IIABSC Foundation Contribution	\$_____	\$_____	\$_____	\$_____	\$_____	yes / no
ADVOCACY/MEMBER AGENTS ACCESS						
Invitation to join IIABSC delegation at Big “I” Legislative Conference in DC <i>(Limit ONE top-level SC representative per company)</i>	X					
IIABSC agency member contacts list <i>(upon request)</i>	X	X	X	X	X	
Serve on IIABSC Committees	X	X	X	X	X	
SPECIAL RECOGNITION						
IIABSC Board meeting sponsorship	X	X				
EDUCATION						
Use of IIABSC Ed Room in Columbia, SC <i>(based on availability)</i>	X	X	X	X	X	
IIABSC General Education seminar sponsorship <i>(session of choice)</i>	X	X	X			



2021 PALMETTO PARTNERS PROGRAM—BENEFITS BY LEVEL, CONT'D

	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade? Circle one
ALL EVENTS						
Advanced priority attendee & exhibitor registration						
Reduced pricing & complementary attendees (by level)						
Two weeks' priority exhibit space selection	1st	2nd	3rd	4th	5th	
Exclusive Partner-identifying exhibitor signage & draping <i>(Spring Conf. & Convention)</i>						
Event sponsor recognition by level						
NEW: Priority access for event sponsorship add-ons (first come, first reserved) <i>Priced by item; offers increased recognition of specific high-profile items during event, on website/ social media, and in program</i>	X	X	X	X	X	
VIRTUAL: Added visibility on virtual tradeshow page, enhanced profile settings	X	X	X	X	X	
SPRING CONFERENCE						
1/2 page ad space in event program <i>(greyscale - in person, full color - virtual)</i>	X					
Ad space in event program <i>(greyscale - in person, full color - virtual)</i>	n/a	1/4 page \$450	bus. card \$300	n/a	n/a	yes / no
Exhibit booth space <i>(Must REGISTER to redeem this benefit)</i>	Double Premium	Premium	Premium	Standard	Discounted	
Full registration <i>(additional exhibitor or company rep attendee)</i>	4	3	3	1	1	
Sponsor private breakfast, lunch or coffee break for one agency of choice <i>(coordinated with sponsor by IIABSC)</i>	\$500 breakfast or lunch, up to 15 ppl	\$1,000 breakfast or lunch, up to 15 ppl	\$1,000 coffee break, up to 15 ppl	n/a	n/a	yes / no
YOUNG AGENT SCHOLARSHIP GOLF						
Full Team Sponsorship <i>(up to 4 players total)</i>	1	1	1			
Premium Hole Sponsorship <i>(can set up at hole if you wish)</i>	X	X				
Signage listing as tournament sponsor	X	X				
YOUNG AGENT CONFERENCE						
Complementary exhibit table top <i>(Must register, first come, first reserved)</i>	X	X				
Reduced cost exhibit table top			X	X	X	
Full Registration as Company Attendee	2	2	1	1		
Sponsored AGENT attendee: Full agent conference registration	1	1	1	1	1	
YOUNG AGENT REGIONAL EVENTS						
Full sponsorship recognition of YA regional event + complementary registration for up to 4 company reps. Bring unlimited marketing materials/promotional items. <i>(YA Committee will execute planning, IIABSC will coordinate details w/ sponsor)</i>	\$1,500	\$1,500	n/a	n/a	n/a	yes / no



2021 PALMETTO PARTNERS PROGRAM—BENEFITS BY LEVEL, CONT'D

	Diamond \$12,000	Platinum \$10,000	Gold \$8,000	Silver \$5,000	Bronze \$3,000	Upgrade? Circle one
ANNUAL CONVENTION						
Ad space in event program (<i>greyscale - in person, full color - virtual</i>)	Full page	1/2 page	1/4 page	business card	business card	
Upgrade ad size in event program (<i>greyscale - in person, full color - virtual</i>)	n/a	Full Page \$200	1/2 Page \$200	1/4 \$200	1/4 \$200	yes / no
Exhibit booth space (<i>Must REGISTER to redeem this benefit</i>)	Double Premium	Premium	Premium	Standard	Discounted	
Full registration (<i>additional exhibitor or company rep attendee</i>)	4	3	3	1	1	
Sponsor private breakfast, lunch or coffee break for one agency of choice (<i>coordinated with sponsor by IIABSC</i>)	\$500 breakfast or lunch, up to 15 ppl	\$1,000 breakfast or lunch, up to 15 ppl	\$1,000 coffee break, up to 15 ppl	n/a	n/a	yes / no

TOTALS

ENTER THE SUM of all Elite Upgrade items here:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
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A NOTE ABOUT VIRTUAL EVENTS:

We are looking forward to returning to in-person events, but in the case where any IIABSC Events move to a virtual space in 2021, we are prepared to provide you with alternate promotional benefits to enhance your online experience. Please note, as with your current benefits, ad sizes, quantities, etc. all vary by level and benefits will be confirmed and communicated prior to each event.

- Digital program (as opposed to printed) with increased online visibility, links to website, and FULL COLOR ad space
- Virtual exhibit space/vendor profiles (vs. in-person booth space) with ample networking & promotional features
- Complimentary attendance to the virtual event
- Opportunities to give limited number of agents complementary attendance
- Sponsor video commercials and/or verbal recognition on live broadcast
- Virtual prize giveaway sponsorship recognition

