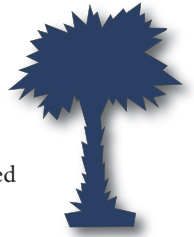


2023 PALMETTO PARTNERS PROGRAM – BENEFITS BY LEVEL



- 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 |