2027 PALMETTO PARTNERS PROGRAM – BENEFITS BY LEVEL

- Priority access and benefit redemption is confirmed in order by level, starting with our 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.
- **PAGES 5 & 6 ARE REQUIRED** to be completed in full and returned to Kate Shepard by December 30, 2026 to indicate your intentions to participate in 2027 Palmetto Partner program.
- 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 (text only)	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
Premiere sponsor to ABEN Day, *a LIVE VIRTUAL event held in the fall that offers free CE to agents.*	Logo	Logo				
ADVOCACY/MEMBER AGENT ACCESS/ OTHER						
Option to join IIABSC delegation at Big "I" Legislative Conference in DC or to attend a Young Agent legislative gathering when hosted. *(Limit ONE top-level SC representative per company. Partner will arrange & pay related registration, travel & expenses)*	X	X				
IIABSC agency member contacts list *(upon request)*	Excel	Excel	Excel	PDF	PDF	PDF
Priority option to serve 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
Access to SC Big I legislative reports by McGuireWoods						
Access to monthly approved Auto and HO rate filings in South Carolina (PDF)	X	X	X	X	X	X
Access to annual South Carolina Market Share report *(Assesses the market share of independent agents in multiple markets and lines of business, including personal auto, commercial auto, homeowners, commercial multi-peril, commercial group and workers compensation.)*	X	X	X	X	X	X
ALL EVENTS						
Advanced priority attendee & exhibitor registration/space selection at reduced pricing w/ complimentary attendees *(access granted in order by level)*	1st	2nd	3rd	4th	5th	6th
Extra sponsorship recognition of IIABSC's choice with company logo to increase visibility	X					
First right of refusal on any previously sponsored additional/enhanced sponsorships	X					
25 drink tickets (max per company/ per event) will be provided to be used during the event IF a ticketed bar(s) is provided	X					
Top Level Partner highlights signage displayed at events (Top 3 things you want agents to know about your company)	X					

2027 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 *(greyscale)*	X	X				
Ad space in event program *(greyscale)*	n/a	n/a	1/4 page $450	bus. card $300	n/a	n/a
Exhibit booth space *(Must REGISTER to redeem this benefit)*	Double Premium	Double Standard	Premium	Premium	Standard	Discounted
Full registration *(additional exhibitor or company rep attendee)*	4	4	3	3	1	1
Sponsored YOUNG AGENT attendee: Full agent conference registration.	2	1	1	1	1	1
EMPOWERHER WOMEN'S CONFERENCE						
Premiere Event Sponsors	X					
Sponsor recognition in event program.	LOGO	Listing	Listing	Listing		
Complimentary Full Registration as Company Attendee	1	1				
Discounted Full Registration as Company Attendee			50% off	50% off	discounted	discounted
YOUNG AGENT SCHOLARSHIP GOLF						
Full Team Sponsorship *(up to 4 players total, must REGISTER by the deadline)*	X	X	X	X		
Premium Hole Sponsorship *(can set up at hole if you wish)*	X	X	X			
Recognition as tournament sponsor	X	X	X			
YOUNG AGENT CONFERENCE						
Complimentary DOUBLE exhibit table top *(Must register, first come, first reserved)*	X					
Complimentary exhibit table top *(Must register, first come, first reserved)*		X	X			
Reduced cost exhibit table top *(based on availability)*				X	X	X
Complimentary 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 *(greyscale)*	Full page	Full page	1/2 page	1/4 page	business card	business card
Upgrade ad space in event program *(greyscale)*	n/a	n/a	Full Page $200	1/2 Page $200	1/4 $200	1/4 $200
Exhibit booth space *(Must REGISTER to redeem this benefit)*	Double Premium	Double Standard	Premium	Premium	Standard	Discounted
Full registration *(additional exhibitor or company rep attendee)*	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