



Independent Insurance Agents & Brokers of Louisiana

2012 IIABL PARTNERS PROGRAM

The Independent Insurance Agents & Brokers of Louisiana (IIABL) is a full-service professional trade association providing independent insurance agents with advocacy in government and industry, education, information resources, insurance markets, consumer relations, and agency support services, in order to maximize the business opportunities for member agencies.

Our 400+ member agencies with an estimated 3,500 professional staff are the trusted choice for insurance consumers.

IIABL offers a variety of beneficial and cost-effective marketing opportunities to help your business target Louisiana's insurance industry. Companies can take advantage of IIABL's specialized plans by placing ads in its *Louisiana Agent* and *IIABL Weekly News Blast* publications and also online, through its *Marketplace Directory* featured on www.IIABL.com.

Want to meet and network with insurance industry professionals and potential clients face-to-face? IIABL has several exciting and unique opportunities for your business to make valuable personal contact through sponsorship opportunities at its signature events.

Have a limited budget? IIABL understands the importance of making the most of your advertising and sponsorship deals. Creating an IIABL partnership plan can provide you the ability to fulfill both your marketing and budgetary goals.

IIABL PARTNER PLEDGE FORM

Pledge due by December 1, 2011 ~ Payment due by January 30, 2012

I want to partner with IIABL!! We will participate at the following level...

Gold Partner (\$10,000) Silver Partner (\$5,000) Bronze Partner (\$2,500)

Company: _____ Contact Person: _____

Mailing Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Payment Options:

Send me an invoice Check enclosed Pay by credit card
 Visa MasterCard American Express

Card# _____ Exp Date: _____ Verification Code: _____

Billing Address: _____

Name on Card: _____

Return to: Francine Berendson
IIABL
9818 Bluebonnet Blvd.
Baton Rouge, LA 70810

fberendson@iiabl.com
Phone: 225/819-8007
Fax: 225/819-8027

Trusted Choice® is the independent agents national branding campaign which poses the question 'Why Chose an Independent Agent?' Answer: Choices. Just as independent agent give consumers choices, the IIABL Partner's Program is designed to give your company choices. Listed below are choices for your company to maximize your exposure with independent agents throughout Louisiana.

IIABL PARTNER PACKAGES

IIABL offers partnership packages on some of its advertising and sponsorship opportunities. IIABL Partnerships allow member companies to join forces with the association through an inclusive plan; in turn, participating partners receive greater recognition and more marketing and promotional options through a single annual sponsorship.

The IIABL partnerships have been established as a tiered program, allowing members to decide which level of sponsorship is most appropriate for them.

Gold Partner

IIABL Louisiana Agent one year ad placement (Full page)
IIABL Partner Recognition in every issues of Louisiana Agent
IIABL Annual Convention Gold Level Sponsorship
IIABL Education Conference & Trade Show Gold Level Sponsorship
IIABL Young Agents Conference Platinum Level Sponsorship
IIABL Partner Recognition Sign at the Annual Convention, Education Conference & Trade Show and Young Agents Conference
IIABL Marketplace Directory Listing (Full Year)

Price: \$10,000

Silver Partner

IIABL Louisiana Agent one year ad placement (1/2 Page)
IIABL Partner Recognition in every issues of Louisiana Agent
IIABL Annual Convention Silver Level Sponsorship
IIABL Education Conference & Trade Show Silver Level Sponsorship
IIABL Young Agents Conference Silver Level Sponsorship
IIABL Partner Recognition Sign at the Annual Convention, Education Conference & Trade Show and Young Agents Conference
IIABL Marketplace Directory Listing (Full Year)

Price: \$5,000

Bronze Partner

IIABL Louisiana Agent one year ad placement (1/4 page)
IIABL Partner Recognition in every issues of Louisiana Agent
IIABL Annual Convention Bronze Level Sponsorship
IIABL Education Conference & Trade Show Bronze Level Sponsorship
IIABL Young Agents Conference Bronze Level Sponsorship
IIABL Partner Recognition Sign at the Annual Convention, Education Conference & Trade Show and Young Agents Conference
IIABL Marketplace Directory Listing (Full Year)

Price: \$2,500

IIABL Marketplace Directory

The IIABL Marketplace is a directory listing of insurance companies and brokers prominently featured on www.IIABL.com. The directory listing is the association's primary resource for companies and brokers selling insurance throughout Louisiana.



The directory will be available in the IIABL Marketplace section of the association's web site, which is also available to the public-at-large. The directory features company "tiles", displaying a company logo or name of a company, with a hyperlink to its web site.

Independent Insurance Agents & Brokers of Louisiana

IIABL Marketplace Directory

IIABL Education Seminars

As part of its professional services to the insurance and brokers industry professionals in Louisiana, IIABL offers continuing education courses through its Education Program. Companies have a distinct marketing opportunity to promote products and services by becoming a sponsor of a seminar tour, which consists of four classes conducted throughout Louisiana. The sponsorship includes special recognition on print materials, web site and at the seminars. The sponsor is given a display table at the seminars and provided time to give a formal presentation during the events. The sponsorships are promoted in all IIABL electronic publications that discuss the continuing education program.

INDEPENDENT INSURANCE AGENTS & BROKERS OF LOUISIANA

NFP Flood Course

Sponsored by: **SELECTIVE Insurance Company**

Investor: Kimberly Wilkinson
Approved for 3 Hours CE Continuing Education
Date: 12/14/10

Course Objectives

National Flood Insurance Program (NFIP) basic criteria for selling, underwriting, rating, may review and general rules for National Flood Insurance

Course Outline

- To access the flood insurance market for clients.
- To explain the structure of the National Flood Insurance Program (NFIP).
- To identify the various types of flood insurance in the NFIP.
- To demonstrate familiarity with the rules for policy effective dates.
- To describe the provisions of the NFIP Flood Risk Reducing Guidelines, "Insuring Agreement", "Exclusions", property covered and not covered.
- To list specific coverage limitations of the Standard Flood Insurance Policy (SFIP).
- To compare the SFIP with commonly policies to identify major differences between the two.
- To explain the application of deductibles and the loss settlement provisions of the SFIP.
- To identify potential EOP exposures.
- To marketing flood insurance.

REGISTRATION

Name _____
 Agency _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____
 CE# _____

Cost:
 IIABL Members/Associate Members \$30.00
 Non-Members \$55.00

Registration:
 IIABL 1400
 1400 Suburban Blvd.
 Baton Rouge, LA 70802
 P: 225-769-6200 F: 225-769-6227
 Email: info@iiabl.com Web: www.iiabl.com

Locations
 Baton - 12/14/10
 Pinecroft 1418 E. 29th St.
 Clarksdale
 100015 West Monroe
 1400 Garden St.
 400 Main St.
 102110 Alexandria
 Holiday Inn Express 2340 MAUNIER DR.

Conference Sponsorship

IIABL Education Conference & Trade Show

The IIABL Education Conference & Trade Show provides insurance companies, wholesale brokers and vendors the opportunity to network, share information, and fellowship with independent agents throughout Louisiana. Sponsors will be recognized at designated events and in the conference program.

IIABL Annual Convention

IIABL's Annual Convention is the association's premier conference event, held annually in Destin, FL. Sponsors will be recognized at designated events and in the conference program.

IIABL Young Agents Conference

IIABL, along with the Independent Insurance Agents of Mississippi, annually hold a joint Young Agents conference. The conference provides a special opportunity for sponsor company representatives promote their company's name and interests, while networking with conference participants during a "Meet the Sponsors" Luncheon. Sponsors will be recognized at designated events and in the conference program.

More choices?? In addition to the IIABL Partners Program your company can pick and choose the advertising and sponsorship opportunities listed below.

Please check the box of all of the events, publications, marketing opportunities, etc. that your company would like to participate in. Upon receipt of the completed form IIABL will invoice your company. Thank you for taking advantage of these outstanding opportunities.

Louisiana Agent Electronic Newsletter

- Full Page (8 ¹/₂" width x 11" depth) **\$4,000/year**
- 3/4 Page (7 ¹/₂" width x 10 ¹/₃" depth) **\$3,500/year**
- 1/2 Page (6 ³/₄" width x 4 ¹/₄" depth) **\$3,000/year**
- 1/3 Page (2 ¹/₈" width x 8 ³/₄" depth) **\$2,000/year**
- 1/4 Page (3 ¹/₄" width x 4 ³/₈" depth) **\$1,500/year**

Weekly News Blast **\$3,500 annually**

IIABL Education Seminars **\$1,000 per seminar tour**

IIABL Education Conference & Trade Show

- Gold **\$1,000**
- Silver **\$500**
- Bronze **\$250**

IIABL Young Agents Conference

- Platinum **\$1,000**
- Gold **\$750**
- Silver **\$500**
- Bronze **\$250**

IIABL Convention

- Gold **\$5,000**
- Silver **\$2,500**
- Bronze **\$1,000**

IIABL A-LA-CARTE PLEDGE FORM
Pledge due by December 1, 2011 ~ Payment due by January 30, 2012

Check the above events or sponsorships that your company would like to participate in 2012.

Company: _____ Contact Person: _____
Mailing Address: _____ City/State/Zip: _____
Phone: _____ Email: _____

Payment Options: Send me an invoice Check enclosed Pay by credit card

Card Type and #: _____ Exp Date: _____

Billing Address: _____

Name on Card: _____

Return to: Francine Berendson

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