



The Voice of Independent Insurance Agents

EXHIBITOR & SPONSORSHIP PROSPECTUS

2024

LAAIA 54TH ANNUAL CONVENTION

JW MARRIOTT MARCO ISLAND BEACH RESORT

AUGUST 21 - AUGUST 24

NETWORKING OPPORTUNITIES THROUGH OUR PARTNERSHIPS

The LAAIA (Latin American Association of Insurance Agencies) was founded in 1969 as “The Voice for the Independent Insurance Agents”. The LAAIA works to ensure a healthy insurance environment by providing continuing education, legislative advocacy representation, networking resources and community outreach as a platform for Latin professionals. Additionally, the LAAIA serves a medium for emerging insurance professionals to find mentors to guide their career paths. The LAAIA’s unique mix of incorporation insurance expertise, diversity and inclusion strategies and value-added events makes it the premier Latino-centric association of its kind.

Our members represent various facets of the insurance industry including:

- Independent insurance agents
- Brokerage General Agencies (BGA)
- Insurance Carriers
- Trade associations
- Risk Management/Consultant Firms
- Vendors for the insurance industry

Through our chapters, we provide opportunities, locally, for our members to enhance their personal growth and professional development while providing opportunities for networking, continuing education, and building mutually beneficial partnerships.

We hold relationships with traditional insurance industry trade associations and other organizations representing the interest of minorities in the ever growing, multicultural marketplace.

LAAIA National Sponsors will be recognized at all events including the national conference. Additionally, LAAIA will partner with these sponsors to conduct events, workshops, or educational opportunities in alliance with select local chapters. The opportunities are below for your review:

DIAMOND -\$50,000

- Leadership**
- Potential to leadership seat on the advisory board of the LAAIA National Conference and LAAIA Expansion Committee
 - Opportunity to host up to two (2) National, web-based professional development events
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- Branding**
- Company logo on National website with link to company website
 - Company logo on LAAIA National printed materials
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- Organizational Relations**
- LAAIA Executive Director, in partnership with the sponsor assigned liaison will develop and implement a strategic plan that represents the specific and mutual interests of both organizations
 - Company will be able to sponsor one in person event at 5 chapters: Atlanta, Broward, Dallas, Houston, Miami-Dade
 - Participate in Think Tanks and other panel opportunities that can increase Latin representation
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- Talent Management**
- Fifteen (15) LAAIA annual memberships with chapter(s) of choice for select personnel
 - Introductions to Chapter leadership to facilitate localized networking and talent sourcing opportunities
 - Allocation of \$5,000 in your company's name to our annual scholarship program. The LAAIA in collaboration with the Spencer Foundation awards scholarship to deserving Latinos entering the insurance industry.
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- Annual Conference**
- Diamond Sponsor Opportunity in one of the following events i.e., NextGen Reception, Welcome Cocktail/Installation Event, Award Ceremony Brunch or Closing Gala
 - Fifteen (15) annual conference registrations with member level fees applicable to all additional employees
 - Full page ad prominently placed in Newsletter for 12 months
 - Company logo featured prominently within conference agenda
 - Logo integration in Official Conference registration site
 - Reserved seating and recognition at all key events during the conference
 - Exhibitor Package (includes a double booth at the Trade Show) in a prominent location
 - Marketing placement among conference "give away" items
 - Lead generation / data collection opportunity (at partner's expense)
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- Expansion**
- Company logo featured on invitation to our next expansion event in the northeast region

PLATINUM -\$35,000

- Leadership**
- Participate in Think Tanks and other panel opportunities that can increase Latin representation
 - Opportunity to host one (1) National, web-based professional development events
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- Branding**
- Company logo on National website with link to company website
 - Company logo on LAAIA National printed materials
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- Organizational Relations**
- LAAIA Executive Director, in partnership with the sponsor assigned liaison will develop and implement a strategic plan that represents the specific and mutual interests of both organizations
 - Company will be able to sponsor one in person event at 4 chapters of choice: Atlanta, Broward, Dallas, Houston, Miami-Dade
 - Company will have a representative seat in LAAIA National Expansion Committee
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- Talent Management**
- Ten (10) LAAIA annual memberships with chapter(s) of choice for select personnel
 - Introductions to Chapter leadership to facilitate localized networking and talent sourcing opportunities
 - Allocation of \$3,000 in your company's name to our annual scholarship program. The LAAIA in collaboration with the Spencer Foundation awards scholarship to deserving Latinos entering the insurance industry.
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- Annual Conference**
- Platinum Sponsor Opportunity in one of the following events i.e., NextGen Reception, Welcome Cocktail/Installation Event, Award Ceremony Brunch or Closing Gala
 - Ten (10) annual conference registrations with member level fees applicable to all additional employees
 - Half page ad prominently placed in Newsletter for 12 months
 - Company logo featured prominently within conference agenda
 - Logo integration in Official Conference registration site
 - Reserved seating and recognition at all key events during the conference
 - Exhibitor Package (includes a double booth at the Trade Show) in a prominent location
 - Marketing placement among conference "give away" items
 - Lead generation / data collection opportunity (at partner's expense)

GOLD - \$25,000

- Leadership**
- Opportunity to host one (1) National, web-based professional development events
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- Branding**
- Company logo on National website with link to company website
 - Company logo on LAAIA National printed materials
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- Organizational Relations**
- LAAIA Executive Director, in partnership with the sponsor assigned liaison will develop and implement a strategic plan that represents the specific and mutual interests of both organizations
 - Company will be able to sponsor one in person event at 3 chapters of choice: Atlanta, Broward, Dallas, Houston, Miami-Dade
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- Talent Management**
- Eight (8) LAAIA annual memberships with chapter(s) of choice for select personnel
 - Introductions to Chapter leadership to facilitate localized networking and talent sourcing opportunities
 - Allocation of \$3,000 in your company's name to our annual scholarship program. The LAAIA in collaboration with the Spencer Foundation awards scholarship to deserving Latinos entering the insurance industry.
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- Annual Conference**
- Title sponsorship opportunity with specific options made available during sponsorship negotiations
 - Six (6) annual conference registrations with member level fees applicable to all additional employees
 - Half page ad prominently placed in Newsletter for 6 months
 - Company logo featured prominently within conference agenda
 - Logo integration in Official Conference registration site
 - Reserved seating and recognition at all key events during the conference
 - Exhibitor Package (includes a single booth at the Trade Show) in a prominent location
 - Marketing placement among conference “give away” items
 - Lead generation / data collection opportunity (at partner’s expense)

SILVER -\$15,000

- Leadership**
- Opportunity to participate in a panel discussion that may increase latin representation
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- Branding**
- Company logo on National website with link to company website
 - Company logo on LAAIA National printed materials
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- Organizational Relations**
- LAAIA Executive Director, in partnership with the sponsor assigned liaison will develop and implement a strategic plan that represents the specific and mutual interests of both organizations
 - Company will be able to sponsor one in person event at 2 chapters of choice: Atlanta, Broward, Dallas, Houston, Miami-Dade
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- Talent Management**
- Six (6) LAAIA annual memberships with chapter(s) of choice for select personnel
 - Introductions to Chapter leadership to facilitate localized networking and talent sourcing opportunities
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- Annual Conference**
- Four (4) annual conference registrations with member level fees applicable to all additional employees
 - Half page ad prominently placed in Newsletter for 3 months
 - Logo integration in Official Conference registration site
 - Company logo featured prominently within conference agenda
 - Exhibitor Package (includes a single booth at the Trade Show) in a prominent location

CORPORATE -\$10,000

Branding • Company logo on National website with link to company website

Organizational Relations • Company will be able to sponsor one in person event at one chapter of choice: Atlanta, Broward, Dallas, Houston, or Miami-Dade

Talent Management • Four (4) LAAIA annual memberships with chapter(s) of choice for select personnel

Annual Conference • Two (2) annual conference registrations with member level fees applicable to all additional employees
• Logo integration in Official Conference registration site
• Company logo featured prominently within conference agenda
• Exhibitor Package (includes a single booth at the Trade Show) in a prominent location

FRIENDS OF LAAIA -\$5,000

Branding • Company logo on National website with link to company website

Talent Management • Two (2) LAAIA annual memberships with chapter(s) of choice for select personnel

Annual Conference • Company logo featured prominently within conference agenda
• Exhibitor Package (includes a single booth at the Trade Show)