



INSURANCE
AGENTS & BROKERS

Partners Program

Partners Program

Make the most of your marketing objectives by joining the IA&B Partners Program. Numerous insurance companies and insurance-related businesses participate in the program to show their commitment to IA&B member agents and the Independent Agency System. Choose a sponsor level that complements your marketing objectives and shows your support among independent agents.

MARKETING EXPOSURE

Tap into current or potential markets through independent agents who serve as a direct link to insurance-buying consumers. The IA&B Partners Program offers four different sponsorship levels with graduated amounts of promotion to reach agents—**Platinum, Gold, Silver and Bronze**. Each level provides more marketing exposure than the next.

You can promote your business identity and communicate your message in the industry through IA&B publications, events and Web site which are accessible to IA&B members and prospects.

**To allow adequate time to add your company's name to IA&B promotion material, your promotion benefit cycle will begin within 60 days upon approval of your program registration. The promotion cycle will then be in effect for 12 consecutive months.*

INFORMATION ADVANTAGE

As an IA&B Partner, you will enjoy many of the information benefits of IA&B membership:

- Access to IA&B 's Web site—iabgroup.com. Search for information affecting the industry or register for upcoming IA&B continuing education programs
- Subscriptions to IA&B publications for all company personnel to keep you informed of current agent issues and trends
- Member rates on select IA&B continuing education programs recognized as THE source for ongoing education and training

You will stay updated on the issues that affect independent agents in today's marketplace.

RELATIONSHIP ADVANTAGE

Use the IA&B Partner Program to stay connected to agents who serve as an extension of you. A sponsorship commitment is an investment in your own distribution system.

Become an IA&B partner and make the program work for you! Decide on a sponsor level that matches your marketing objectives and shows your support to independent agents.



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5050 Ritter Road ● PO Box 2023 ● Mechanicsburg PA 17055-0763

Phone: (800) 998-9644/(717) 795-9100 ● Fax: (717) 795-8347 ● E-mail: iab@iabgroup.com ● Web site: iabgroup.com



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PLATINUM (Sponsor Commitment \$4,000)	GOLD (Sponsor Commitment \$3,000)
<p>Sponsorship Benefits:</p> <ul style="list-style-type: none"> ◆ Feature company article in one issue of <i>Primary Agent</i> magazine ◆ Listed in monthly IA&B Partners ad in <i>Primary Agent</i> magazine ◆ Recognized monthly in <i>Agent Headlines</i> electronic newspiece distributed weekly to members ◆ Link to company website from IA&B Web site ◆ Recognized as a reception sponsor at all receptions in conjunction with James K. Ruble Graduate Seminars (four annually) ◆ Recognized as a continental breakfast sponsor at all IA&B professional development programs ◆ Recognized at all IA&B events and activities ◆ Listed in IA&B's Professional Training & Member Benefits Catalog ◆ Receive member rate on select IA&B professional development programs for all company employees ◆ Use of Platinum Partner Logo for business communication pieces ◆ Receive IA&B publications for all company employees including: <i>Capitol Connection</i>, <i>Agent Issues</i>, <i>Agent Headlines</i> ◆ Member access to IA&B Web site 	<p>Sponsorship Benefits:</p> <ul style="list-style-type: none"> ◆ Listed in monthly IA&B Partners ad in <i>Primary Agent</i> magazine ◆ Recognized quarterly in <i>Agent Headlines</i> electronic newspiece distributed weekly to members ◆ Listed on IA&B Web site ◆ Recognized as a continental breakfast sponsor at all IA&B professional development programs ◆ Recognized at all IA&B events and activities ◆ Listed in IA&B's Professional Training & Member Benefits Catalog ◆ Receive member rate on select IA&B professional development programs for all company employees ◆ Use of Gold Partner Logo for business communication pieces ◆ Receive IA&B publications for all company employees including: <i>Capitol Connection</i>, <i>Agent Issues</i>, <i>Agent Headlines</i> ◆ Member access to IA&B Web site
SILVER (Sponsor Commitment \$2,000)	BRONZE (Sponsor Commitment \$1,000)
<p>Sponsorship Benefits:</p> <ul style="list-style-type: none"> ◆ Listed in monthly IA&B Partners ad in <i>Primary Agent</i> magazine ◆ Recognized bi-annually in weekly <i>Agent Headlines</i> electronic newspiece ◆ Listed on IA&B Web site ◆ Recognized at all IA&B events and activities ◆ Listed in IA&B's Professional Training & Member Benefits Catalog ◆ Receive member rate on select IA&B professional development programs for all company employees ◆ Use of Silver Partner Logo to use on business communication pieces ◆ Receive IA&B publications for all company employees including: <i>Capitol Connection</i>, <i>Agent Issues</i>, <i>Agent Headlines</i> ◆ Member access to IA&B Web site 	<p>Sponsorship Benefits:</p> <ul style="list-style-type: none"> ◆ Listed in monthly IA&B Partners ad in <i>Primary Agent</i> magazine ◆ Listed on IA&B Web site ◆ Listed in IA&B's Professional Training & Member Benefits Catalog ◆ Receive member rate on select IA&B professional development programs for all company employees ◆ Use of Bronze Partner Logo for business communication pieces ◆ Receive IA&B publications for all company employees including: <i>Capitol Connection</i>, <i>Agent Issues</i>, <i>Agent Headlines</i> ◆ Member access to IA&B Web site



INSURANCE AGENTS & BROKERS

Partners Program

Company Information

Company Name

Partner Contact

Street Address

Partner Contact Signature

Mailing Address

City

State

Zip

Telephone

Fax

E-mail Address *Required

Company Type:

Insurance Company

Other, please specify: _____

IA&B Partner Sponsorship Levels

Registrations received between:

	Jan. 1-Apr. 30 (100%)	May 1-Aug. 31 (75%)	Sept. 1-Dec. 31 (50%)	Total
<input type="checkbox"/> Platinum Partner	\$4,000	\$3,000	\$2,000	\$ _____
<input type="checkbox"/> Gold Partner	\$3,000	\$2,250	\$1,500	\$ _____
<input type="checkbox"/> Silver Partner	\$2,000	\$1,500	\$1,000	\$ _____
<input type="checkbox"/> Bronze Partner	\$1,000	\$ 750	\$ 500	\$ _____

Note: Promotion benefit cycle will begin within 60 days of program registration approval. The promotion cycle will then be in effect through the end of IA&B's current fiscal year.

Payment Options

Check enclosed payable to IA&B.

PO Box 2023
Mechanicsburg, PA 17055-0763

Amount: \$ _____

Please complete and return to:
Insurance Agents & Brokers
5050 Ritter Road
P.O. Box 2023
Mechanicsburg PA 17055-0763

Charge to my: corporate or personal credit card.

Card Type: Visa MasterCard AMEX

_____/_____
Account Number Exp. Date

Name of Cardholder

Signature of Cardholder



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IA&B Office Use Only:

Rev.10

Date Entered: _____ Date Rcvd: _____
Ck. Amt. \$ _____
Ck #: _____