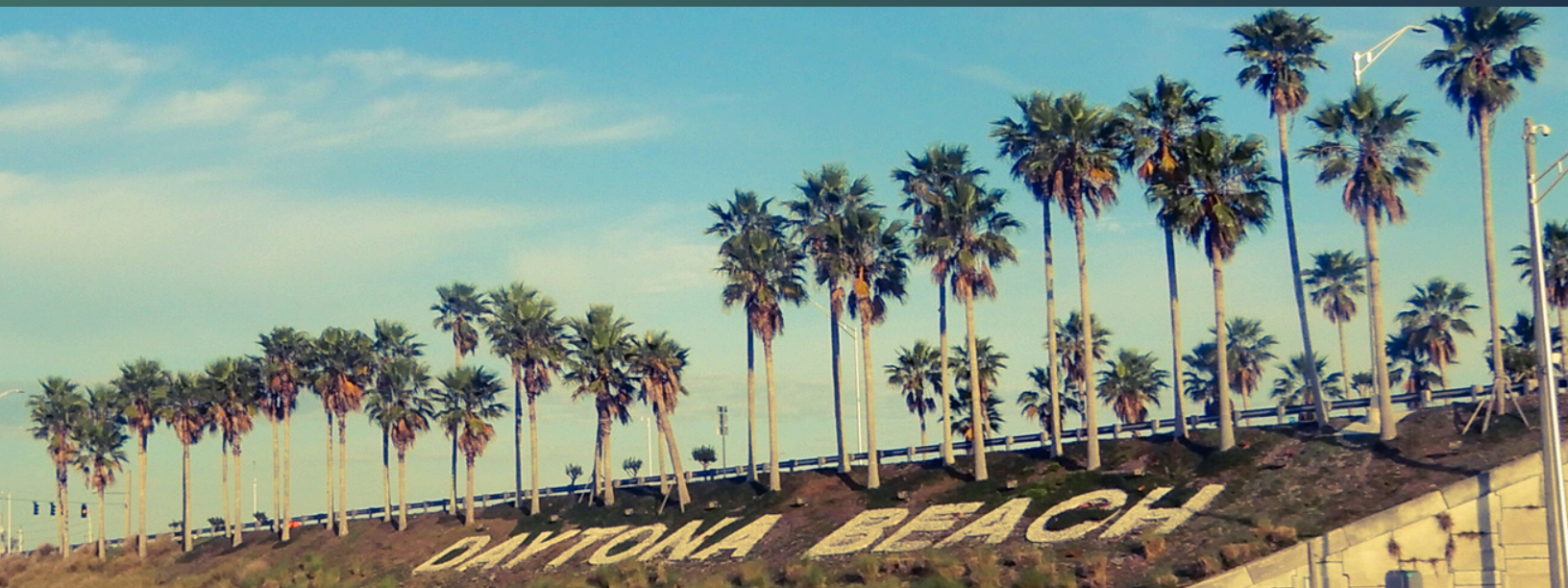




# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

HERE FOR YOU 2024

PIA OF FLORIDA'S ANNUAL MEETING  
AND TRADE SHOW



[www.piafl.org](http://www.piafl.org)

# Table of Contents

## Overview

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|              |    |
|--------------|----|
| General Info | 01 |
| Location     | 02 |
| Demo Times   | 03 |

## Opportunities

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|                  |    |
|------------------|----|
| Exhibitor Info   | 04 |
| Sponsorship Info | 06 |

## Closing

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|                 |    |
|-----------------|----|
| Closing Remarks | 11 |
| Contact         | 12 |

## Overview

# General Info

PIA of Florida's Annual Meeting & Trade Show will be held on October 15 & 16, 2024 at The Shores Resort and Spa in Daytona Beach, FL.

This year's event will offer the opportunity for you to join us as an exhibitor, a sponsor, or both, and will provide the the option to participate in our Demo days!

Get yourself and your company in front of hundreds of independent insurance agency owners, decision-makers, and industry professionals in this unique boutique-style exhibitor experience! Limited spaces are available, so do not delay!





## Overview

# Location

## The Shores Resort & Spa – Daytona Beach

Join us in beautiful Daytona Beach, FL at The Shores Resort & Spa. Nestled on the peninsula, this incredible beach front resort is only 20 mins from the Daytona International Airport and boasts loads of amenities and spectacular views.

The Trade Show will be held in the spacious Richard Petty Room on the property, with Carrier Row right outside in the corridor.

**Interested in sponsoring the welcome reception?** This event will be held on Tuesday, October 15, on the stunning patio overlooking the ocean.



# Demo Times

We're thrilled to invite you to be a part of the excitement at the PIA of Florida's Annual Meeting and Trade Show: Here For You 2024.

This isn't your typical event—it's a chance to mingle, showcase your offerings, and make connections that count.

This year we've decided to add in a bonus for attendees and exhibitors alike. Demo times! These 30-minute Demo opportunities will be available throughout the 2 days of the event and will be on a first-come, first-serve basis as an add-on to your exhibitor space. The 30 minutes will be broken down as follows: 5 minute set up, 20 minute presentation/Q&A time and 5 minute clean up/exit.



Day 1 Pre-conference has limited exclusive demo opportunities available while agents attend the Certified Professional Insurance Agent (CPIA) Designation course and Citizens PL and CL training classes.

Day 2 is where the real fun begins! Sessions, networking, and a bustling trade show floor await. With demo slots sprinkled throughout the day (yes, even during lunch!), you'll have plenty of chances to shine and connect with agency pros.



**\* Contact Samantha for the Demo time schedule and to book your spot!**



## Tuesday, October 15 -Preconference

|                    |  |
|--------------------|--|
| 9:00 am - 5:00 pm  | CPIA 1 (Position for Success); Instructor: Becky Lathrop, CIC, CPIA 7 CE |
| 9:30 am - 12:00 pm | Citizens Commercial Lines Training; Instructors: Citizens Training Team  |
| 12:00pm - 2:00 pm  | Lunch  |
| 2:00 pm - 4:30 pm  | Citizens Personal Lines Training; Instructors: Citizens Training Team    |
| 3:30 PM            | Exhibitor Move-in  |
| 5:30 pm - 7:00 pm  | Welcome Reception  |
| 7:00 PM            | Dinner on your own   |

## Wednesday, October 16 – PIA of FL Trade Show and Annual Meeting

|                    |  |
|--------------------|--|
| 8:00 am - 8:50 am  | Breakfast  |
| 9:00 am - 10:00 am | Insurance Secret Shoppers: 10 Ways We Hurt Our Sales; Kelly Donahue-Piro - Agency Performance Partners |
| 10:00 am-11:00 am  | Trade Show Open  |
| 11:00 am -12:00 pm | AI Your Secret Weapon; Jason Cass - Agency Intelligence  |
| 12:00 pm - 1:30 pm | Lunch and Trade Show Open  |
| 1:00 pm - 1:30 pm  | Member Annual Meeting  |
| 1:30 pm - 2:15 pm  | Advocacy Update - Lisa Miller - Lisa Miller & Associates   |
| 2:20 pm - 3:20 pm  | Staffing & Recruiting in Today's Insurance Market: Key Strategies for Success; Nolan Duda-IdealTraits  |
| 3:25 pm - 3:35 pm  | Break  |
| 3:40 pm - 4:40 pm  | The Future is Now! How the Use of AI is Changing Insurance, Chad Guyer-ABA Insurance Services Inc.     |
| 4:45 pm - 6:00 pm  | Trade Show and Open Networking   |

Opportunities

# Exhibitor spaces



| <b>Carrier Row</b>                  | <b>Early Bird Price</b><br>ends July 15th | <b>Regular Price</b> |
|-------------------------------------|---|----------------------|
| Carrier Row Member                  | \$1100                                    | \$1300               |
| Member Additional Staff             | \$75                                      | \$75                 |
| Carrier Row Non-Member              | \$1300                                    | \$1500               |
| Non-Member Additional Staff         | \$85                                      | \$85                 |
| 30 min Demo Add-on                  | \$250                                     | \$300                |
| <b>Interior Room</b>                | <b>Early Bird Price</b><br>ends July 15th | <b>Regular Price</b> |
| Interior Exhibitor Space Member     | \$800                                     | \$875                |
| Member Additional Staff             | \$75                                      | \$75                 |
| Interior Exhibitor Space Non-Member | \$925                                     | \$1000               |
| Non-Member Additional Staff         | \$85                                      | \$85                 |
| 30 min Demo Add-on                  | \$250                                     | \$300                |

## Overview

# Exhibitor Info

### Exhibitors receive the following included with your tabletop display purchase:

- 1 full conference registration (welcome reception, sessions, breakfast, and lunch included)

Additional Trade Show Booth Attendee Passes will be available for purchase:

- \$75 For members (welcome reception, breakfast, and lunch included)

- \$85 For non-members (welcome reception, breakfast, and lunch included)

**Additional Trade Show booth attendees have access to the Trade Show ONLY. To attend other Annual Meeting events, individuals MUST register for the full conference.**

### Tabletop Specs

#### Each tabletop display area will be provided with:

- One 6 ft skirted banquet table with two chairs
- Basic wi-fi is included with your tabletop display
- Electricity is not included and can be purchased separately directly from the hotel

### Schedule

Exhibitor Move-in will start at 3:30pm on October 15, Welcome Reception for all attendees, exhibitors, and sponsors to follow at 5:30pm. The trade show floor will be open October 16 only, from 10-11 am, during lunch, and during open networking from 4:45-6pm .





## Opportunities

# Sponsorship opportunities

PLATINUM  
SPONSORSHIP  
INCLUDES AN  
EXHIBITOR  
SPACE

See page 11 & 12 for additional inclusions in each sponsorship type.

| Opportunity   | Amount                   |
|---|--------------------------|
| <b>Platinum Conference Sponsor Wednesday Lunch</b> <ul style="list-style-type: none"><li>• Four conference registrations are included</li><li>• Branded napkins &amp; speaking time (10 mins)</li></ul>           | <del>\$7500</del> (SOLD) |
| <b>Platinum PreCon Sponsor Tuesday All Day with Lunch and refreshments</b> <ul style="list-style-type: none"><li>• Two conference registrations</li><li>• Branded napkins and speaking time (20 mins)</li></ul>   | <del>\$5000</del> (SOLD) |
| <b>Gold Sponsor Lanyard and badges</b> <ul style="list-style-type: none"><li>• One conference registration &amp; two additional booth attendees are included (if applicable)</li></ul>                            | <del>\$3500</del> (SOLD) |
| <b>Gold Sponsor Breakfast</b> <ul style="list-style-type: none"><li>• One conference registration &amp; two additional booth attendees are included (if applicable)</li></ul>                                     | <del>\$3500</del> (SOLD) |
| <b>Gold Sponsor Registration Bags</b> <ul style="list-style-type: none"><li>• One conference registration &amp; two additional booth attendees are included (if applicable)</li></ul>                             | <del>\$3500</del> (SOLD) |
| <b>Gold PRECON - CPIA Sponsor</b> <ul style="list-style-type: none"><li>• One conference registration &amp; two additional booth attendees are included (if applicable) &amp; advertising during breaks</li></ul> | \$3000                   |

# Sponsorship opportunities

See page 11 & 12 for additional inclusions in each sponsorship type.

| Opportunity  | Amount   |
|--|--|
| <p><b>(2 available) Silver Sponsor Welcome Reception on Tuesday night</b></p> <ul style="list-style-type: none"> <li>• One conference registration &amp; one additional booth attendees are included (if applicable)</li> <li>• Branded napkins &amp; speaking time</li> </ul> | <p><del>\$2500</del> <b>(SOLD)</b> /<br/><del>\$2500</del> <b>(SOLD)</b></p> |
| <p><b>Silver Sponsor Networking Hour @ Trade Show (Drink Tickets &amp; Snack)</b></p> <ul style="list-style-type: none"> <li>• One conference registration &amp; one additional booth attendees are included (if applicable)</li> </ul>  | <p>\$2500</p>  |
| <p><b>Silver Sponsor Event Engagement – Headshots</b></p> <ul style="list-style-type: none"> <li>• One conference registration &amp; one additional booth attendee are included (if applicable)</li> </ul>   | <p>\$2500</p>  |
| <p><b>Silver Sponsor Refreshments in AM/PM</b></p> <ul style="list-style-type: none"> <li>• One conference registration</li> </ul>   | <p>\$2500</p>  |
| <p><b>Silver Sponsor Branded Writing Notebooks for Event</b></p>   | <p>\$2000</p>  |
| <p><b>Silver Sponsor Banner Signage at the Event</b></p>   | <p><del>\$2000</del> <b>(SOLD)</b></p>                                       |
| <p><b>Silver Sponsor a Session</b></p> <ul style="list-style-type: none"> <li>• Includes 2 min speaking time about company and introduction of the speaker</li> </ul>  | <p>\$1500 (5 2 available)</p>  |
| <p><b>Bronze PRECON – Sponsor Citizens Commercial Lines Training with introduction</b></p> <ul style="list-style-type: none"> <li>• One conference registration</li> </ul>   | <p>\$1000</p>  |

# Sponsorship opportunities

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See page 11 & 12 for additional inclusions in each sponsorship type.

| Opportunity   | Amount               |
|---|----------------------|
| <b>Bronze PRECON – Sponsor Citizens Personal Lines Training</b><br><i>• One conference registration</i> | \$1000 <b>(SOLD)</b> |
| <b>Bronze Annual Meeting and Trade Show Printed Agenda (company logo included)</b>                      | \$700 <b>(SOLD)</b>  |
| <b>Bronze Annual Meeting and Trade Show Exhibitor Card (company logo included)</b>                      | \$700 <b>(SOLD)</b>  |
| <b>Bronze Donation for the Annual Meeting and Trade Show</b>  | \$100-\$\$\$1,000+   |
|   |                      |



## Sponsorship Opportunities

# Rundown

### Included with Platinum Sponsorship

- One exhibit space is included
- Promotional literature included in the registration bag
- Signage on-site and near sponsored item (if applicable)
- Logo and link in marketing materials
- Sponsored by messaging in PIA of Florida event calendar entry
- PIA of Florida Premium Social Media Spotlight
- Marketing articles in e-newsletter with text or logo recognition of sponsor
- Recognition in registration confirmation emails

### Included with Gold Sponsorship

- Promotional literature included in registration bag
- Signage on-site and near sponsored item (if applicable)
- Logo and link in marketing materials
- Sponsored by messaging in PIA of Florida event calendar entry
- PIA of Florida Social Media Spotlight
- Marketing articles in e-newsletter with text or logo recognition of sponsor
- Recognition in registration confirmation emails

## Sponsorship Opportunities

# Rundown con't...

### Included with Silver Sponsorship

- Promotional literature included in registration bag
- Signage on-site and near sponsored item
- Logo and link in marketing materials
- Sponsored by messaging in PIA of Florida event calendar entry
- PIA of Florida Social Media Spotlight
- Marketing articles in e-newsletter with text or logo recognition of sponsor
- Recognition in registration confirmation emails

### Included with Bronze Sponsorship

- Promotional literature included in registration bag
- Logo and link in marketing materials
- Sponsored by messaging in PIA of Florida event calendar entry
- PIA of Florida Bronze Group Social Media Spotlight
- Marketing articles in e-newsletter with text or logo recognition of sponsor

# Closing Remarks

Don't miss out on the opportunity to showcase your brand and connect with industry leaders at PIA of Florida's Annual Meeting and Trade Show: Here For You 2024. With spaces filling up fast in this exclusive boutique-style event, now is the time to secure your spot as an exhibitor or sponsor.

As a participant in Here For You 2024, you'll have the chance to engage with hundreds of agency owners, independent agents, and decision-makers, all in an intimate and interactive setting. Whether you choose to exhibit your products or services, sponsor a lunch, or a session, your presence at Here For You 2024 is sure to make a lasting impact.

Spaces are limited, so don't delay—reserve your spot today and become part of this unparalleled opportunity to elevate your brand and expand your network within the insurance community.

For more information about exhibitor, sponsorship, and advertising opportunities, contact us now to secure your place at Here For You 2024!



Contact

# Join us at Here For You 2024!

We can't wait for you to join us at Here For You 2024! Please reach out to Samantha with any exhibitor, advertising, or sponsorship questions, to set up a call, or to get your space or sponsorship locked in. Space is limited so don't wait!

## Contact Us

✉ [sdeboer@pianational.org](mailto:sdeboer@pianational.org) or  
[piafl@piafl.org](mailto:piafl@piafl.org)

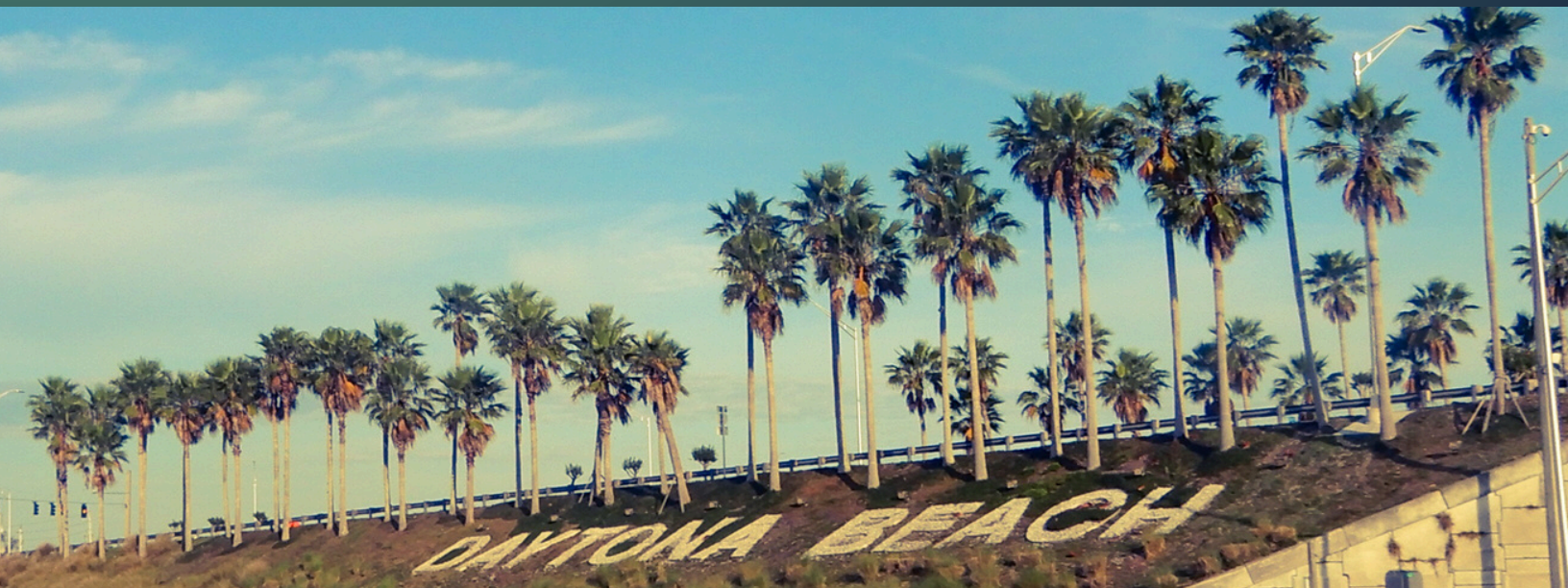




# FLOOR PLANS & DEMO SCHEDULE

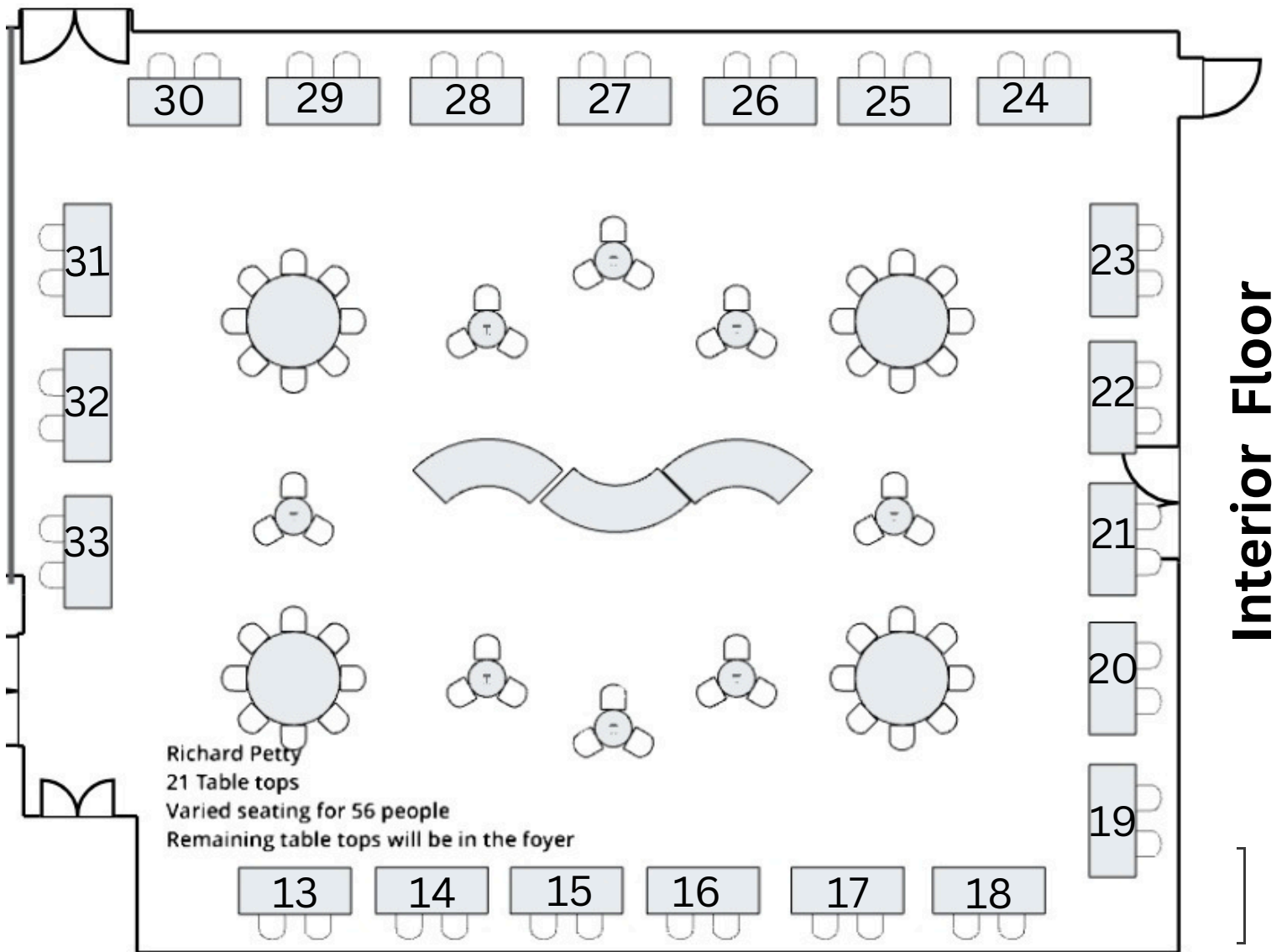
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**PIA OF FLORIDA'S ANNUAL MEETING  
AND TRADE SHOW**



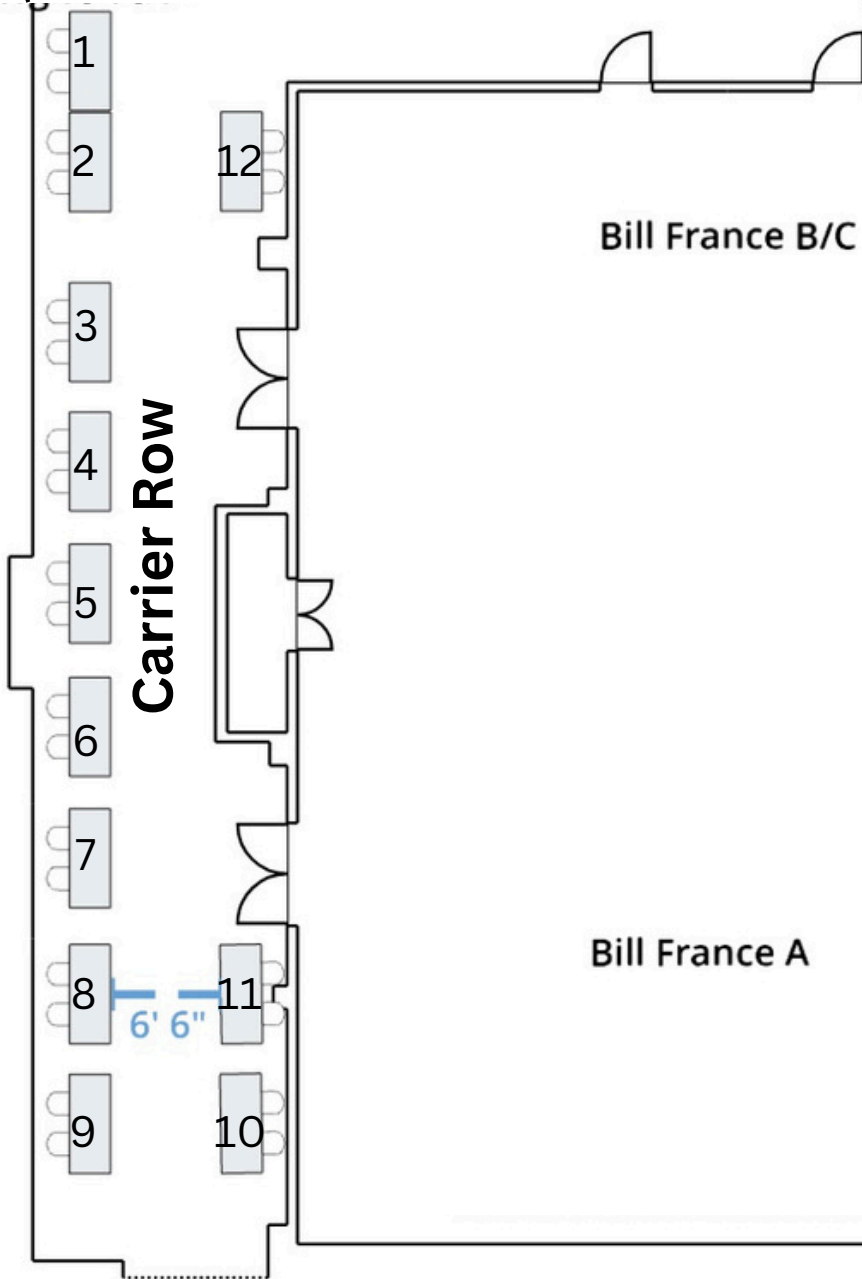
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# Interior Floor

|  |                                  |
|--|----------------------------------|
| 13. AgentPro!                          | 24. Ascend                       |
| 14. IdealTraits                        | 25. Bass Underwriters            |
| 15. Anthem Software                    | 26. The Brokers                  |
| 16. ePayPolicy                         | 27. Acrisure                     |
| 17. FTP of Florida                     | 28. Freshquote                   |
| 18. Remote Insurance Team              | 29. Berkley MP                   |
| 19. GAIL by LULA                       | 30. IPFS                         |
| 20. Shelly, Middlebrooks & O'Leary Inc | 31. Agency Brokerage Consultants |
| 21. Applied Systemes, Inc.             | 32. InsBoss Inc.                 |
| 22. Insurance Agency Intelligence      | 33. People's Premium Finance     |
| 23. VanillaSoft                        |                                  |



|   |
|---|
| 1. Universal Property Casualty                      |
| 2. Mercury Insurance                                |
| 3. American Integrity                               |
| 4. FLSLO  |
| 5. Pennsylvania Lumbermens Mutual Insurance Company |
| 6. Appalachian Underwriters                         |
| 7. Southern Oak Insurance                           |
| 8. National General Insurance                       |
| 9. Citizens   |
| 10. Cabrillo Coastal                                |
| 11. Progressive                                     |
| 12. Hartford Flood                                  |

**ONLY**  
**\$300**  
PER 30 MIN  
DEMO TIME

**Day 1 - Tuesday, October 15**

**Time**

|             |              |
|-------------|--------------|
| Demo spot 1 | 1:00 PM SOLD |
| Demo spot 2 | 1:30 PM SOLD |
| Demo spot 3 | 4:30 PM SOLD |
| Demo spot 4 | 5:00 PM      |

**Day 2 - Wednesday, October 16**

**Time**

|              |               |
|--------------|---------------|
| Demo spot 1  | 8:30 AM SOLD  |
| Demo spot 2  | 10:00 AM SOLD |
| Demo spot 3  | 10:30 AM SOLD |
| Demo spot 4  | 12:00 PM SOLD |
| Demo spot 5  | 12:30 PM SOLD |
| Demo spot 6  | 1:30 PM SOLD  |
| Demo spot 7  | 2:30 PM SOLD  |
| Demo spot 8  | 3:00 PM SOLD  |
| Demo spot 9  | 3:30 PM SOLD  |
| Demo spot 10 | 4:00 PM       |