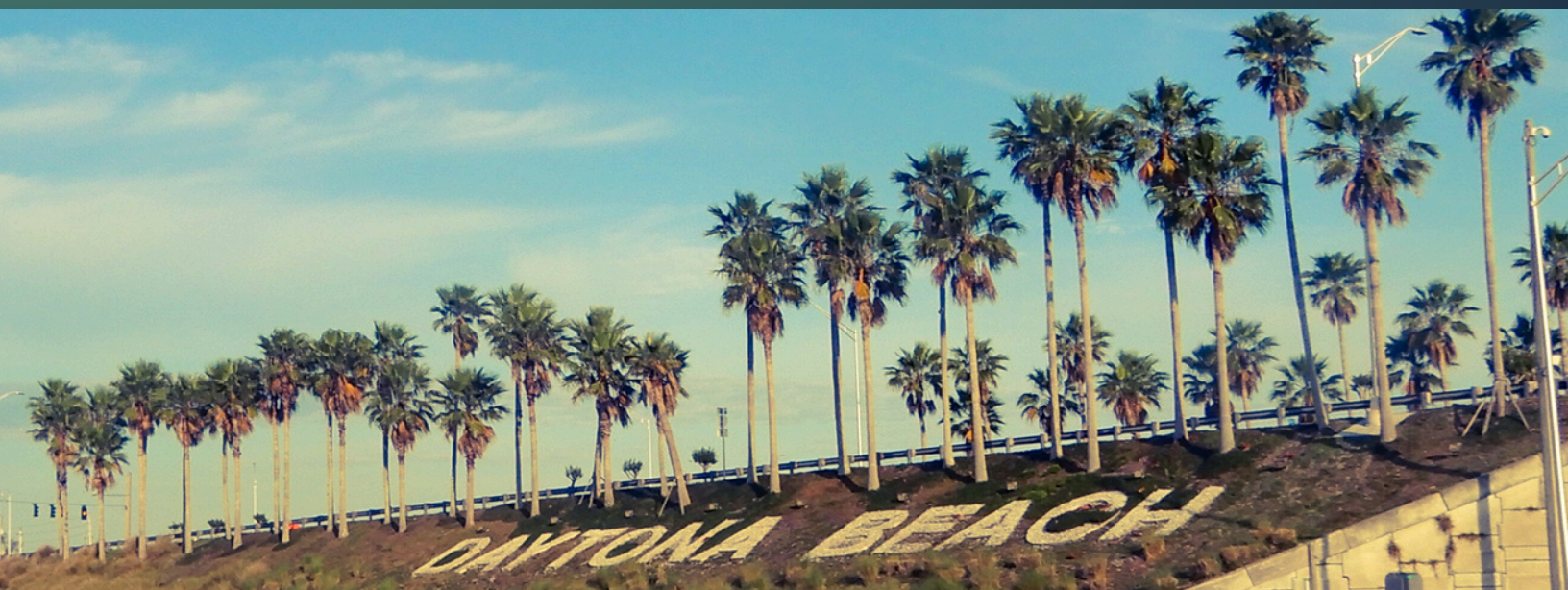




SPONSORSHIP & EXHIBITOR OPPORTUNITIES

HERE FOR YOU!

PIA OF FLORIDA'S ANNUAL MEETING
AND TRADE SHOW



www.piafl.org



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Overview

General Info

PIA of Florida's Annual Meeting & Trade Show will be held on March 12 & 13, 2025 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

Wednesday March 12, 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!

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!**



Wednesday, March 12 - 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

Thursday, March 13 – 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

ONLY
~~12~~
CARRIER
SPACES
AVAILABLE

ONLY
~~21~~
INTERIOR ROOM
SPACES
AVAILABLE

Carrier Row	Early Bird Price ends July 15th	Regular Price
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
Interior Room	Early Bird Price ends July 15th	Regular Price
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 March 12, Welcome Reception for all attendees, exhibitors, and sponsors to follow at 5:30pm. The trade show floor will be open March 13 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
Platinum Conference Sponsor Wednesday Lunch <ul style="list-style-type: none"> • Four conference registrations are included • Branded napkins & speaking time (10 mins) 	\$7500 (SOLD)
Platinum PreCon Sponsor Tuesday All Day with Lunch and refreshments <ul style="list-style-type: none"> • Two conference registrations • Branded napkins and speaking time (20 mins) 	\$5000 (SOLD)
Gold Sponsor Lanyard and badges <ul style="list-style-type: none"> • One conference registration & two additional booth attendees are included (if applicable) 	\$3500 (SOLD)
Gold Sponsor Breakfast <ul style="list-style-type: none"> • One conference registration & two additional booth attendees are included (if applicable) 	\$3500 (SOLD)
Gold Sponsor Registration Bags <ul style="list-style-type: none"> • One conference registration & two additional booth attendees are included (if applicable) 	\$3500 (SOLD)
Gold PRECON – CPIA Sponsor <ul style="list-style-type: none"> • One conference registration & two additional booth attendees are included (if applicable) & advertising during breaks 	\$3000

Sponsorship Opportunities

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

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

Sponsorship opportunities

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

Opportunity	Amount
Bronze PRECON – Sponsor Citizens Personal Lines Training • One conference registration	\$1000 (SOLD)
Bronze Annual Meeting and Trade Show Printed Agenda (company logo included)	\$700 (SOLD)
Bronze Annual Meeting and Trade Show Exhibitor Card (company logo included)	\$700 (SOLD)
Bronze Donation for the Annual Meeting and Trade Show	\$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! 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!, 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! 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!



Contact

Join us at Here For You!

We can't wait for you to join us at Here For You! 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 or
piafl@piafl.org

