



SPONSORSHIP & EXHIBITOR OPPORTUNITIES



THE NEXT WAVE

PROFITABILITY & POSSIBILITIES

PIA OF FLORIDA'S CONFERENCE AND TRADE SHOW

www.piafl.org



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Overview

General Info

PIA of Florida's Annual Meeting & Trade Show
February 23–24, 2026 | Tradewinds Resort, St. Pete Beach, FL

Get your company in front of independent insurance agency owners, decision-makers, and industry professionals at this unique boutique-style exhibitor experience.

This year's event will be bigger, bolder, and better than ever, while still keeping the intimate, high-value networking environment our exhibitors and sponsors love.

What's New for 2026

- **Reimagined Demo Times:** Our popular Demo Day presentations are back — but completely redesigned for maximum exposure with fresh formats and new locations throughout the conference space.
- **Expanded Sponsorship Opportunities:** This year we've added creative and exciting sponsorships designed to help your brand shine before, during, and after the event.

Why Join Us?

- **Connect directly** with independent insurance agency owners and key decision-makers.
- **Showcase your products and services** to a highly engaged audience.
- **Boost your brand visibility** through multiple sponsorship levels and opportunities.
- **Take the stage** with our Demo Times and highlight how your company brings value to the industry.

Limited Availability

With only **45 vendor spaces** available, spots will sell out quickly. Secure your booth and sponsorship early to make sure you don't miss your opportunity to get involved with our exciting event!





Overview

Location

TradeWinds Resort | St. Pete's Beach, FL

We're excited to welcome you to St. Pete Beach, one of Florida's most beautiful destinations, for the PIA of Florida Annual Meeting & Trade Show, February 23–24, 2026.

This year, we'll be at the Tradewinds Island Resorts, offering the perfect balance of top-tier meeting space, beautiful beachfront views, and convenient access — just 30 minutes from Tampa International Airport.

Bigger Space, Better Experience

We heard your feedback from 2025 that the trade show floor felt a little tight. For 2026, we're moving everything into the Tradewinds Pavilion, a spacious 10,584-square-foot venue designed to be the hub of all conference activity.

This year, the trade show, demos, and speaker sessions will all be under one roof, giving exhibitors, sponsors, and attendees more room to connect, learn, and engage — all in a dynamic, open-concept environment.

With only 45 vendor tables available, the boutique-style setup keeps the networking experience personal while providing the space and energy to showcase products, share ideas, and build relationships.

Showcase your brand at our Welcome Reception, held on Monday, February 23, on the resort's stunning beachfront deck. This premier sponsorship opportunity puts your company front and center as attendees connect and network against the backdrop of a Gulf Coast sunset.



Demo Times: Bigger. Brighter. Right on the Trade Show Floor.

Back by popular demand—and reimagined for impact. Our Demo Times give solution providers a high-visibility stage to showcase real value to **independent insurance agents and owners** right where the action is: the trade show floor.

What's New This Year

- **One immersive day:** Demo Times are offered only during Day 2 (Conference & Trade Show Day) to concentrate traffic and energy.
- **On the floor:** A dedicated demo zone within the Tradewinds Pavilion (10,584 sq. ft.) puts you in the flow of attendee foot traffic.
- **Bigger audience potential:** Staged between sessions and during peak exhibit windows to maximize attendance.

Why Demo

- Meet qualified clients, fast: Put your product in front of agency owners, producers, and decision-makers.
- Tell your story your way: Live, guided walkthroughs beat only relying on static booth conversations.
- Create momentum: Drive visitors to your booth and show them why your product/service is the best option for their agency.



Format & Timing

- Length: 30 minutes total
 - 5 min: Set-up
 - 20 min: Presentation + Q&A
 - 5 min: Wrap/transition
- When: Day 2 only (Conference & Trade Show Day), during official trade show hours.
- Where: Demo Zone on the trade show floor (clearly branded with seating/standing room).

What's Included

- AV basics: Large display, mic, and house sound.
- Signage: Onsite schedule board + floor markers directing traffic to the Demo Zone.
- Listing & promotion: Included in the event agenda, onsite signage, and push reminders in pre-event communications (as timing allows).
- Lead flow: QR codes encouraged; bring your lead-capture



*** Limited slots available on a first-come, first-served basis as an add-on to your exhibitor package. Contact Samantha for the Demo time schedule and to book your spot!**

Monday, February 23 - Preconference

8:30 am - 4:30 pm	CPIA 1 (Position for Success); TBD (7 CE)
10:00 am - 12:00 pm	Flood Risk Uncovered: Modern Tools, Coverage Solutions & Client Communication - Nick Lamparelli, Insurance Nerds (2 CE)
12:00pm - 1:00 pm	Lunch
1:00 pm - 5:00 pm	Law & Ethics 4 HR Update; Instructor: Tony Becerra, Hilda Tucker Insurance School (4 CE)
3:30 PM	Exhibitor Move-in
5:00 pm - 7:00 pm	Welcome Reception; TradeWinds South Lawn
7:00 PM	Networking Dinner (Optional)/Dinner on your own

Tuesday, February 24 – PIA of FL Conference & Trade Show

8:00 am - 8:50 am	Breakfast
9:00 am - 10:15 am	How to Grow Your Book in 2026; Kelly Donahue-Piro, Agency Performance Partners
10:15 am-11:15 am	Trade Show Open; Demos
11:15 am -12:30 pm	Agency Panel; Moderator - Keith Savino; Participants - Billy Wagner, Chris Paradiso & David Carothers
12:30 pm - 2:00 pm	Lunch and Trade Show Open; Demos
12:45 pm - 1:15 pm	Advocacy Update; Lisa Miller, Lisa Miller & Associates
1:30 pm - 2:00 pm	Member Annual Meeting
2:00 pm - 3:30 pm	AI Readiness & Risks Workshop: Secure Adoption for the Modern Agency; Moderator: Mitch Gibson; Participants - Vic Yeh, Daniel Metcalf, Peter Macdonald, & more to be announced
3:30 pm - 5:00 pm	Trade Show and Cocktail Hour

Opportunities

Exhibitor spaces

ONLY
4532
TABLES
AVAILABLE

Trade Show Floor	Early Bird Price ends Nov 21st	Regular Price
Exhibitor Table Member	\$900	\$1100
Member Additional Staff	\$80	\$80
Exhibitor Table Non-Member	\$1100	\$1300
Non-Member Additional Staff	\$100	\$100
30 min Demo Add-on	\$400	\$500

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:

- \$80 For members (welcome reception, breakfast, and lunch included)
- \$100 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 February 23rd, Welcome Reception for all attendees, exhibitors, and sponsors to follow at 5:00pm. The trade show floor will be open February 24th only, from 10:15-11:15 am, during lunch, and during open cocktail hour from 3:30-5pm .



Opportunities

Sponsorship opportunities

PLATINUM
SPONSORSHIP
INCLUDES AN
EXHIBITOR
SPACE

See page 10 & 11 for additional inclusions in each sponsorship type.

Opportunity	Amount
Platinum Conference Sponsor – Tuesday Lunch • Four conference registrations • Branded napkins & speaking time (10 mins) • Conference and Trade Show Printed Agenda (company logo included) • Conference and Trade Show Exhibitor Card (company logo included)	\$8000
Platinum PreCon Sponsor – Monday All Day with Lunch and refreshments • Two conference registrations • Branded napkins and speaking time (10 mins)	\$6000 SOLD
Platinum Sponsor – Welcome Reception on Monday night • Two conference registrations • Branded napkins & speaking time (10 Mins) • Table for promotional materials	\$5500 SOLD
Gold Sponsor – Lanyard and badges • One conference registration & one additional booth attendee (if applicable)	\$3500 SOLD
Gold Sponsor – Tuesday Breakfast • One conference registration & one additional booth attendee (if applicable) • Branded napkins	\$3500
Gold Sponsor – Registration Bags • One conference registration & one additional booth attendee (if applicable)	\$3500

Sponsorship Opportunities

See page 10 & 11 for additional inclusions in each sponsorship type.

Opportunity	Amount
Gold Sponsor – Cocktail Hour @ Trade Show (Drink Tickets & Snack) • One conference registration & one additional booth attendee (if applicable) • Branded napkins	\$3500
Gold Sponsor – Photobooth • One conference registration & one additional booth attendee (if applicable) • Logo-branded prints	\$3000
Gold Sponsor – Networking Dinner Cocktails – Monday Night • One conference registration • 5 mins speaking time • Branded napkins	\$3000
Gold PRECON – CPIA Sponsor • One conference registration & one additional booth attendee (if applicable) & advertising during breaks	\$3000
Gold Sponsor – Branded Writing Notebooks for Event • One conference registration & one additional booth attendee (if applicable)	\$3000
Gold Sponsor – AI Workshop Workbooks • One conference registration & one additional booth attendee (if applicable)	\$3000 SOLD
Silver Sponsor – Refreshments in AM/PM • One conference registration • Branded napkins	\$2500

Sponsorship Opportunities

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

Opportunity	Amount
Silver Sponsor – Hole-In-One Mini Putt (during Welcome Reception) • One Conference Registration • Small table for promotional materials in mini putt area	\$2000
Silver Sponsor – Banner Signage at the Event • One Conference Registration	\$2000
Bronze Sponsor – Sponsor a Session • Includes 2 min speaking time about company and introduction of the speaker	\$1500 (4 available)
Bronze Sponsor – Welcome Reception Entertainment • Sponsorship signage @ location	\$1500 SOLD
Bronze Sponsor – Masseur • Sponsorship signage @ location	\$1500
Bronze PRECON – Sponsor 4 HR Law & Ethics CE • Includes 2 min speaking time about company and introduction of the speaker	\$1000
Bronze PRECON – Flood CE • Includes 2 min speaking time about company and introduction of the speaker	\$1000 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

Ride the Next Wave of Opportunity

Don't miss your chance to make a splash at PIA of Florida's Annual Conference & Trade Show: The Next Wave – Profitability & Possibilities.

This is your opportunity to showcase your brand, connect with agency leaders, and position your company at the forefront of Florida's independent insurance community. With expanded exhibit space, new demo time opportunities, and high-impact sponsorship options, The Next Wave offers more ways than ever to engage decision-makers and strengthen your presence in the market.

As an exhibitor or sponsor, you'll gain direct access to hundreds of independent insurance agents, agency owners, and industry innovators in an energetic, interactive environment designed for meaningful connection. Whether you're looking to launch a new product, build partnerships, or grow your visibility, your participation in The Next Wave will help you do it all.

Spaces are limited and filling quickly—reserve your spot today and join us as we chart a course toward profitability, possibilities, and the future of our industry.

For exhibitor, sponsorship, or advertising opportunities, contact us now to secure your place at The Next Wave: Profitability & Possibilities.



Contact

Join us at The Next Wave!

We can't wait for you to join us at The Next Wave: Profitability & Possibilities! 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





DEMO SCHEDULE



THE NEXT WAVE

PROFITABILITY & POSSIBILITIES

PIA OF FLORIDA'S CONFERENCE AND TRADE SHOW

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Tuesday, February 24

10:15 AM

~~10:45 AM~~

1:00 PM

~~1:30 PM~~

~~3:30 PM~~

4:00 PM

4:30 PM

\$500

**PER 30 MIN
DEMO TIME**