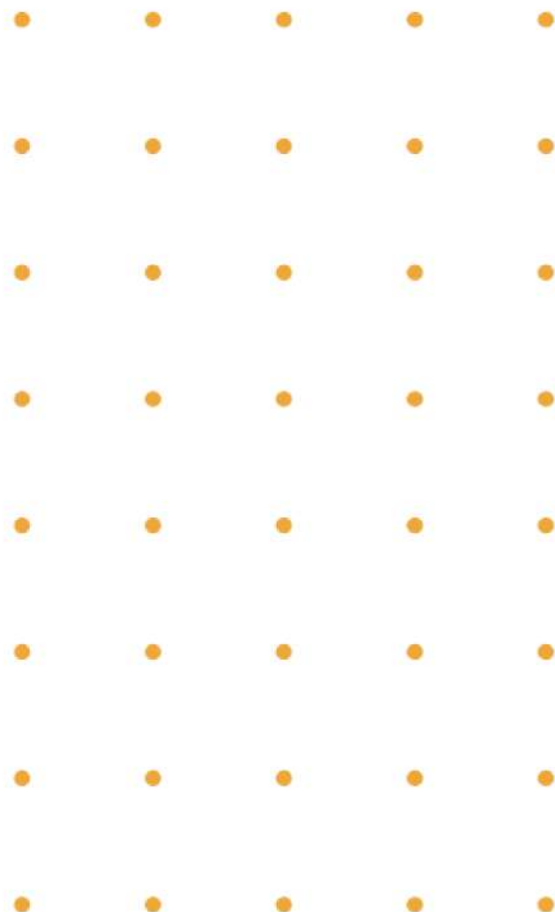




NATIONAL  
AFRICAN AMERICAN  
INSURANCE ASSOCIATION

## 2024 NATIONAL **PARTNERSHIP GUIDE**

[WWW.NAAIA.ORG](http://WWW.NAAIA.ORG)



# A Message from NAAIA Leadership!

Welcome to the New NAAIA! Since 1997, NAAIA has been the soul and consciousness of the insurance industry, a catalyst for the creation of talent opportunity and professional development.

After a record year with over 2,000 members, the chartering and reactivation of two chapters, the launch of the *Next Steps* study and a sold out conference in Columbus, we have no plans to slow down!

NAAIA proudly stands as the preeminent organization for African American professionals in the insurance industry, offering a dynamic platform to forge meaningful connections with peers and executives. Through our steadfast commitment to continuous learning, outreach, and support, our members are not only empowered but strategically positioned to achieve their personal and professional goals.

We are unwaveringly committed to fostering collaborative and enduring relationships with organizations that share our values and our industry-wide dedication to cultivating a more diverse talent pool.

We appreciate your consideration and look forward to living out these commitments alongside you as a NAAIA Partner.

*George Woods*      *Omari Aarons-Martin*



**GEORGE WOODS**  
Chair, National Board of  
Directors



**OMARI AARONS-MARTIN**  
Executive Director &  
Chief Operating Officer

## Our Membership

Our membership is representative of all facets of the insurance industry:

- Independent Agency Owners, Agents & Brokers
- Insurance Carriers
- Captive Agents
- Financial Services, Property & Casualty, Life, Health, Benefits and Reinsurance Professionals
- Professionals from all levels i.e., C-Suite, Senior Executives, Managers, Students, etc.
- Managing General Agencies (MGA)
- Risk Managers
- Trade associations
- Risk Management/Consultant Firms
- Law Firms
- Remediation firms



# Who is NAAIA?

NAAIA was founded by Jerald L. Tillman, LUTCF, an independent agency owner, on March 5, 1997, in Cincinnati, Ohio. We are a 501(c)(6) non-profit organization dedicated to empowering African-American insurance professionals and professionals of color and accelerating their career advancement at every level of the industry.



## Why NAAIA?

- **Become Your Best Self**

Through our focus on your development, our members learn from industry experts and thought leaders on emerging trends in the industry in our webinars, roundtables and events.

- **Access Your Network**

Membership gives access to dynamic programming networking, mentorships and leadership and service opportunities.

- **Grow Your Career**

From our career fairs and job posting alerts, match with a NAAIA Partner for your next opportunity.



# NAAIA Now, Wherever You Are!

Since establishing our first chapter in Chicago in 2003, NAAIA has continually expanded across the continental United States with plans to expand further in cities with a critical mass of Black insurance professionals.





NAAIA's Strategic Plan to guide our growth, overcome barriers to entry and retention for Black and African Americans, and close wealth inequities in the Black American community.



### NAAIA Today

#### **2000 members**

23 chapters and growing in every major financial center across the US.

#### **1.9 MM revenue**

Funding supports operations, staffing and programming.

#### **\$100K scholarships**

\$50K in Talent Competition awards and \$50K to J.L. Tillman Scholars.

#### **75+ partners**

Over 75+ of the leading insurance companies are our Partners.



### NAAIA Tomorrow

#### **5000 members**

50 professional chapters and 25 student chapters across the US, and 5 global affiliates.

#### **3.8 MM revenue**

Expanded programs by career stage and discipline.

#### **\$500K social impact**

Increased scholarships and investments in industry non-profit organizations.

#### **150+ partners**

Expanded partner network increases talent mobility and advancement.

## OUTCOMES

1

Insurance as a career of choice for Black Americans

2

Insurance as a trusted tool for growing and protecting generational wealth

3

Insurance as a key driver in closing the racial wealth gap

# Our Programs



## National Leadership Summit

NAAIA's premier development event equips attendees to lead themselves and others through development activities and exercises designed to accelerate their career advancement and success.

## National Talent Development Competition

Now in its ninth year, sponsored teams of college students give a 15-minute pitch in response to a critical problem in the industry. All students receive scholarships for their efforts, with higher placed teams receiving higher amounts.

## Virtual Career Fairs

Offered twice annually in the spring and fall, our career fairs attract employers and job seekers alike. Our Summer Career Fair is targeted to early career and college hire talent and our Spring Career Fair is for experienced and executive talent.

## Affinity Partnerships

A unique opportunity to grow the number of Black agents with carrier appointments. NAAIA provides access to agent members and Partners provide training, access to licensing, and continuing education.



# Our Programs



## Leadership U for Humanity

In partnership with Korn Ferry, NAAIA Partners nominate participants for this state-of-the-art cohort-based leadership program that features personalized career coaching, peer-to-peer learning, and access to a career development platform.

## Regional Forums

NAAIA goes on the road in each of its regions! Located in select cities this spring and summer, join NAAIA for a day of learning, networking, and continuous education.

## Agent Roundtables

Offered monthly throughout the year, our agent roundtable series provides opportunities for Black agents to share best practices on topics ranging from securing appointments and growing your book to managing staff and marketing your brand.

## Chapter Engagement

NAAIA has chapters located across the United States in every major financial center. Members have access to dynamic programming, networking, mentorship and leadership and service opportunities.

# National Conference

New Orleans – September 17-19, 2024

The premier event for African Americans in insurance and adjacent fields to build relationships, network and gain invaluable industry experience.



## MainStage Plenary

Industry keynotes and panel discussions on emerging trends.

## Workshops

Highly-interactive and engaging workshops featuring NAAIA leaders, Partners and relevant experts.

## Talent & Career Expo

Participating employers meet career-ready candidates actively or passively looking for their next opportunity.

## Gala & Awards

Celebrate our annual leadership award winners and lifetime achievement award recipient.

## Networking

The conference includes many specialized spaces and opportunities for attendees to engage together.





# Becoming a NAAIA Partner

At NAAIA, we use the term “partnership” intentionally to highlight a mutual commitment to making the insurance industry more inclusive and representative of the world we live in. Our Partner Network includes the leading companies in our industry.

## Why NAAIA?



### ■ Engage Your Employees

Do your employees have a best friend at work? NAAIA provides best friends in the industry through our chapter network and events.

### ■ Promote Your Brand

With over 2,000 members, partnering with NAAIA gets your company recognized.

### ■ Hire the Best People

From our career fairs to job posting alerts, meet top candidates ready for their next opportunity.

Level I	\$50,000 and above
Level II	\$35,000 - \$49,999
Level III	\$25,000 - \$34,999
Level IV	\$15,000 - \$24,999
Level V	\$10,000 - \$14,999
Level VI	\$5,000 - \$9,999



# Partnership Levels

	Level I	Level II	Level III
National webinar or signature event speaker	✓	✓	✓
National Talent Development Competition Corporate Advocate or Judge	✓	✓	✓
NAAIA Affinity Program opportunity	✓	✓	
Annual Memberships with chapter of choice	25	20	15
National Leadership Summit Registrations	15	10	5
National Conference Registrations	20	10	5
Agent/Broker Pre-Conference Registrations	3	2	1
Emerging Leaders Pre-Conference Registrations	3	2	1
Korn Ferry Leadership U for Humanity nominations	6	4	2
Spring Career Fair Booth (virtual)	✓	✓	✓
Summer Career Fair Booth (virtual)	✓	✓	✓
Job Posting Access	UNLIMITED	UNLIMITED	UNLIMITED
Annual Conference Talent and Career Expo Booth	10X20	10X10	10X10
Company Ad in Annual Conference Souvenir Booklet	FULL PAGE	FULL PAGE	FULL PAGE
Company Logo displayed at Annual Conference	✓	✓	✓
Company Logo on Website	✓	✓	✓
Company listed in Annual Report	✓	✓	✓



# Partnership Levels

	Level IV	Level V	Level VI
Annual Memberships with chapter of choice	10	6	3
National Leadership Summit Registrations	3	2	1
Annual Conference Registrations	3	3	1
Agent/Broker and Emerging Leaders Pre-Conference Registrations	\$225/PP	\$225/PP	\$225/PP
Spring Career Fair Booth <b>OR</b> Summer Career Fair Booth (virtual)*	✓	✓	
Job Posting Access**	9 MONTHS	6 MONTHS	4 MONTHS
Annual Conference Talent and Career Expo Booth (partner discounted rate)	\$3,500	\$3,500	\$3,500
Company Ad in Conference Souvenir Booklet***	HALF PAGE	QUARTER PAGE	
Company Logo displayed at Annual Conference	✓	✓	✓
Company Logo on Website	✓	✓	✓
Company listed in Annual Report	✓	✓	✓

\*Additional virtual career fair – \$1,500

\*\*Extended job posting access

- Quarter Page – \$750
- Half Page – \$1,500
- Full Page – \$2,500

\*\*\*Upgrade/add-on company ad in conference booklet. See specifications on page 21.

# EVENT SPONSORSHIP OPPORTUNITIES

## Regional Forums



### Presenting Sponsor – \$15,000

Exclusive Sponsorship of one of the five Regional Forums Program Day.

- 10 forum registrations
- Opportunity to present “Sponsor Remarks” at Opening Luncheon
- Sponsorship Recognition on Signage and Social Media

### Forum Bag Sponsor – \$10,000

Co-branding with NAAIA National on ALL Regional Forum bags.

- 10 forum registrations (can be allocated to any Forum)
- Sponsorship Recognition on Signage and Social Media

### Founder’s Reception Sponsor – \$7,500

Co-Sponsorship of one of the five Regional Forums.

- 5 forum registrations
- Opportunity to present “Sponsor Remarks” at Founder’s Reception
- Sponsorship Recognition on Signage and Social Media

### WiFi Sponsor – \$5,000

Exclusive sponsorship available at one of the five Regional Forums.

- 2 forum registrations
- Sponsorship Recognition on Signage and Social Media

### Locations

- Northeast:  
Mar 1 – Boston
- South:  
April 18 – Richmond
- Midwest:  
July 12 – Detroit
- Central:  
June 12 – St. Louis
- West:  
May 15 – Las Vegas



# EVENT SPONSORSHIP OPPORTUNITIES

## 2024 National Conference

New Orleans – September 17–19, 2024



NAAIA is excited to bring you to the vibrant city of New Orleans, where history, culture, and rhythm converge to create an unparalleled experience. Nestled along the mighty Mississippi River, New Orleans is a melting pot of diverse influences, boasting a rich tapestry of French, African, Spanish, and Creole heritage. Known as the birthplace of jazz, the city's musical heartbeat echoes through the cobblestone streets, captivating visitors with the soulful sounds of trumpets and saxophones.

The New Orleans Marriott is located in the unique architecture of the French Quarter, where wrought-iron balconies adorn colorful buildings, and the aroma of Creole cuisine wafts through the air. From world-class restaurants serving gumbo and beignets to lively street performances, every corner tells a story in this enchanting city.

New Orleans is a haven for artistic expression, with galleries and street art reflecting the city's creativity and resilience. The annual Mardi Gras celebration, a kaleidoscope of colors and festivities, showcases the city's unbridled spirit and sense of community.

Whether strolling through the historic Garden District, exploring the vibrant Bywater neighborhood, or cruising down the Mississippi on a steamboat, New Orleans promises a sensory feast that will linger in your memory long after the conference concludes. Join us in the Big Easy, where every moment is a celebration of life, culture, and the unmistakable magic that is New Orleans.





## EVENT SPONSORSHIP OPPORTUNITIES

# Pre-Conference Summits

September 16, 2023

10am - 4pm



### Emerging Leaders Summit

For the next generation of industry leaders in manager roles under age 40, this high impact session will equip attendees with the skills needed to lead high profile teams and functions.

**\$35,000**  
**1 Available**

### Agent & Broker Summit

Whether new to agency ownership or several years in the business, this interactive session will unveil keys to success for thriving as an entrepreneur.

**\$35,000**  
**1 Available**

### Sneaker Ball Pre-Conference Reception

Attendees from both Summits come together for our Sneaker Ball Reception to mix and mingle, share stories and swap learnings from the day!

**\$25,000**  
**1 Available**





# EVENT SPONSORSHIP OPPORTUNITIES

## Annual Conference

### Diamond Sponsor – \$50,000

Exclusive Sponsorship of one of the following Conference Events/Areas:

- MainStage Plenary
- Agent Development Summit
- Emerging Leaders Summit
- Registration Area

Co-Sponsorship of one of the following Conference Events/Areas:

- Sneakerball Pre-Conference Reception
- Welcome Reception
- Gala & Awards Ceremony

Opportunity to present “Sponsor Remarks” (if sponsored/co-sponsored event)

Sponsorship/Co-Sponsorship Signage Recognition

### Additional Benefits

- Ten (10) annual conference registrations
- One (1) Reserved table at the Conference Gala
- Full-page Ad prominently placed in conference souvenir booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App
- One (1) 10'x10 Exhibitor Booth at the Talent and Career Expo (staffing included in the above-referenced registrations OR expo only passes)



# EVENT SPONSORSHIP OPPORTUNITIES

## National Conference

### Platinum Sponsor – \$35,000

Exclusive Sponsorship of one of the following Conference Events/Areas:

- Breakfast
- DEI Roundtable (invitation only)
- Executive Session (invitation only)
- NAAIA Leadership Meeting and Farewell Brunch

Co-Sponsorship of one of the following Conference Events/Areas:

- Pre-Gala Cocktail Reception

Opportunity to present “Sponsor Remarks” (if sponsored/co-sponsored event)

Sponsorship/Co-Sponsorship Signage Recognition

### Additional Benefits

- Ten (10) annual conference registrations
- One (1) Reserved table at the Annual Gala and Awards
- Full-page Ad prominently placed in conference souvenir booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App
- One (1) 10'x10 Exhibitor Booth at the Talent and Career Fair (staffing included in the above-referenced registrations OR expo only passes)





# EVENT SPONSORSHIP OPPORTUNITIES

## National Conference

### Gold Sponsor – \$25,000

Exclusive Sponsorship of one of the following Conference Events/Areas:

- Coffee Break
- NAAIA Fit

Opportunity to present “Sponsor Remarks”  
Sponsorship Signage Recognition

#### Additional Benefits

- Five (5) annual conference registrations
- Full-page Ad in conference souvenir booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App
- One (1) 10'x10 Exhibitor Booth at the Talent and Career Expo (staffing included in the above-referenced registrations OR expo only passes)



### Silver Sponsor – \$10,000

- Exclusive Sponsorship of a Conference Workshop with presenting “Sponsor Remarks”
- Sponsorship Signage Recognition
- Two (2) annual conference registrations
- Quarter Page Ad in conference souvenir booklet
- Company logo featured prominently at conference
- Logo integration, ad and URL listing in Official Conference App



### A La Carte Sponsor Options

- Attendee WiFi – \$15,000
- Conference Bag (NAAIA co-branded) – \$15,000
- Conference App – \$10,000
- Hotel Key Card Sleeve (NAAIA co-branded) – \$10,00
- Conference Lanyard (NAAIA co-branded) – \$10,000
- Marketing placement among conference “give away” items (at partner’s expense)
- Opportunity to provide on-site activation (at partner’s expense)

# EVENT SPONSORSHIP OPPORTUNITIES

## Conference Activation

### Trade Show Stage

The Trade Show Stage will host 15-minute presentations throughout both days providing for an immense amount of exposure and impressions.

Sponsorship Includes:

- Presenting sponsor in Trade Show Stage name.
- Branding in the Trade Show Stage area.
- Opportunity for marketing materials display.
- Opportunity to host a 15-minute presentation on each of the two (2) Trade Show days.

**\$45,000**

**1 Available**



### Conference T-Shirt

Sponsorship Includes:

- Sponsor to custom design t-shirt (Conference logo on front)
- T-shirt to be included in conference bag distributed to every full conference attendee.

**\$30,000**

**1 Available**



### The Belonging Lounge

Located in the Trade Show, this area will provide opportunities for networking, and dialogue.

Sponsorship Includes:

- Branding in the Belonging Lounge
- Opportunity for marketing materials display.
- Opportunity to host a DEI&B discussion in the Belonging Lounge.

**\$25,000**

**1 Available**



### NAAIA HEADSHOT STUDIO

Sponsorship Includes:

- Branding in the NAAIA Headshot Studio in Trade Show.
- Opportunity for marketing materials display.
- Sponsor recognition in Conference program

**\$20,000**

**1 Available**





# EVENT SPONSORSHIP OPPORTUNITIES

## Conference Activation

### NAAIA reCHARGE Lounge

The NAAIA reCHARGE Lounge provides an opportunity to brand a dynamic recharging lounge area. This lounge will be located just outside of the Plenary / Gala room and is certain to be a high-traffic attraction.

Sponsorship Includes:

- Branding in the reCharge Lounge
- Opportunity for marketing materials display.
- Opportunity to host a coffee/snack break in the reCharge Lounge.

**\$25,000**  
**1 Available**



### NAAIA Wellness Studio

Provide attendees an opportunity to rest and relax! Studio to include chair massages, flavored water and guided meditation. Located in the Talent and Career Expo.

Sponsorship Includes:

- Branding in the Wellness Studio
- Opportunity for marketing materials display.
- Opportunity to host a wellness related break/discussion in the Wellness Studio.

**\$20,000**  
**1 Available**



### Community Service Project

Drive impact by giving attendees the opportunity to serve the local community.

Sponsorship Includes:

- Opportunity for sponsor remarks
- Sponsor logo on Community Service Project item
- Sponsor recognition on signage
- Sponsor recognition in Conference program

**\$20,000**  
**1 Available**



# EVENT SPONSORSHIP OPPORTUNITIES

## Conference Activation

### MainStage Plenary Introduction

Take center stage with this opportunity to introduce MainStage Plenary speakers.

Sponsorship Includes:

- Representative to introduce Keynote Speaker / Plenary Panelist
- Option for 30 second video to be played prior to the Keynote / Panel (sponsor to produce video)
- Sponsor recognition at selected Keynote / Plenary session
- Sponsor recognition in Conference program

**\$15,000**

**3 Available**



### Expo Reception

Sponsorship Includes:

- Custom branding signage at all food and beverage stations during reception
- Sponsor recognition in Conference program

**\$15,000**

**4 Available**

### WiFi

- Exclusive sponsor of attendee WiFi
- Sponsor recognition in Conference program

**\$15,000**

**1 Available**

### Conference Bag

- Sponsor of Conference bag co-branded w/NAAIA
- Sponsor recognition in Conference program

**\$15,000**

**1 Available**

### Conference App

- Exclusive sponsor of Conference App
- Sponsor recognition in Conference program

**\$10,000**

**1 Available**

### Hotel Key Card

- Hotel Key Card co-branded w/NAAIA
- Sponsor recognition in Conference program

**\$10,000**

**1 Available**

### Conference Lanyard

- Conference Lanyard co-branded w/NAAIA
- Sponsor recognition in Conference program

**\$10,000**

**1 Available**

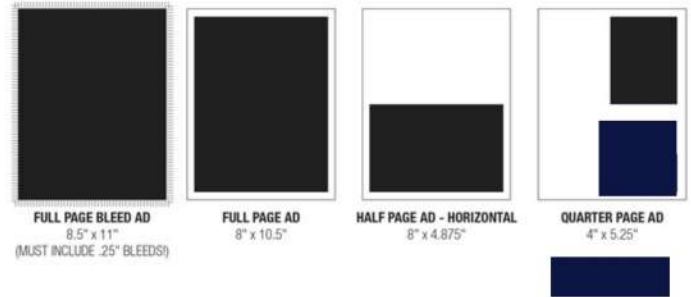


## EVENT SPONSORSHIP OPPORTUNITIES

### Ad Booklet Specs

The 2024 Annual Conference will feature a souvenir gala program booklet that contains partner ads, leadership award recipients, and gala program.

#### Advertisement Sizes Available



#### Full Page

**\$2,500**

**8" x 10.5" /  
8.5" x 11" full bleed**

#### Half Page

**\$1,500**

**8" x 4.875"  
(horizontal)**

#### Quarter Page

**\$750**

**4" x 5.25"  
(vertical)**

## Accepted Digital Formats

**General Requirements:** Provide a high-resolution PDF of your completed advertisement that is compliant with PDF/X-1a:2001. Export your ads using the PDF/X-1a:2001 settings with compatibility set to version 1.3. High resolution .jpg, .png, or .eps files are also acceptable (must be sized to the provided specs). File must contain only one page.

**Supported Applications:** Ad can be created in any application capable of exporting to PDF/X-1a:2001 standards. We recommend Adobe InDesign, Illustrator, Photoshop, Quark XPress, Canva, etc. DO NOT create ads in Microsoft Word, Publisher or other word processing programs. Photos and graphics in ads should be 300dpi minimum.

Although we prefer to use your PDF file, we may require 'native files' if the PDF is not X-1a compliant or has other issues. If this is the case, we will contact you to provide the original files. Additional charges may apply for ads submitted not adhering to the guidelines above.

**File Naming:** When naming your ad, please use NAAIA and advertiser's name plus ad size. Ex: NAAIA-ABC Corp Half Page

## Submission Instructions:

**Upload:** Directly uploading your file is the preferred method of submission. Upload files to <https://bit.ly/NAAIA-Ads24>. Please email [info@naaia.org](mailto:info@naaia.org) to confirm your upload was sent.

**Email:** Files can also be emailed directly to [info@naaia.org](mailto:info@naaia.org).

**Deadlines:** Files for NAAIA Conference Souvenir Book must be received by August 12, 2024.

## EVENT SPONSORSHIP OPPORTUNITIES

# Conference Exhibitor

The NAAIA Annual Conference is your key to an expanding network of diverse insurance professionals and endless opportunities to elevate and promote your company's brand.



## BOOTH SPACE INVESTMENT

Booth Space Size	Booth Cost	Booth Space Size	Booth Cost
10' x 10'	\$3,500	20' x 30'	\$20,000
10' x 20'	\$7,000	20' x 40'	\$26,000
10' x 30'	\$10,500	20' x 50'	\$33,000
20' x 20'	\$14,000	20' x 60'	\$40,000

- Additional booth sizes available. Contact us for a custom configuration.

## WHAT IS INCLUDED WITH EXHIBIT SPACE?

- Two (2) full conference registrations (includes all conference meals)
- Three (3) exhibitor booth personnel per 10' x 10' booth (access to exhibit hall only)
- Access to events in the exhibit hall
- Conference App directory listing
- Draped 8' back and 3' side walls
- 7' x 44" sign identifying your company's name and booth number
- Professional floor management and daily security in exhibit hall
- Access to the NAAIA Exhibitor Promotion Toolkit
- Opportunity to meet NAAIA and local career seekers
- Opportunity to provide promotional/marketing item in conference bag (at your expense)



# GENERAL EXHIBIT INFORMATION

New Orleans Marriott

4555 Canal Street, New Orleans, LA, 70130

## HALL HOURS (time in CST)

**Tuesday, September 17**

9:30am – 5:00pm

1:00pm – 5:00pm **Free and Open to the Public**

**Wednesday, September 18**

9:30am – 5:00pm

1:00pm – 5:00pm **Free and Open to the Public**



## MOVE-IN HOURS

**Monday, September 16**

11:00am – 8:00pm

## MOVE-OUT HOURS

**Wednesday, September 18**

5:00pm – 8:00pm

**Thursday, September 19**

8:00am – 5:00pm





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