

# INVITATION TO EXHIBIT

Missouri Association of Insurance Agents  
March 18-19, 2021, Online



MAIA presents an innovative, engaging and fun Virtual Small Agency Conference. If you provide products or services to the insurance industry in Missouri ... you should exhibit!

We're offering an opportunity to gather on our NEW virtual platform. This platform offers many of the same opportunities we know you love from our in-person conferences but in a NEW way.

## Virtual Platform Features:

- All-in-one, easy-to-use software
- Digital Passport and prizes; encourages attendees to visit each booth
- Virtual trade show
- Interactive and engaging sessions
- Public chat for all

## Standard Exhibit Booth Features:

- Three and a half hours of unopposed exhibit time
- Exhibitor listing with a link to your website on MAIA's website prior to the conference
- Post-event booth visitor list
- One-on-one text or video chat with attendees; video chat allows for screen sharing
- Opportunity for attendees to request a meeting with exhibitors tending the booth (e.g., Calendly)
- It is encouraged that each booth be staffed by multiple registered users simultaneously to better communicate with attendees (Each person tending the booth must be registered)
- Public chat within booth for all
- Customizable (with real-time updates) virtual booth including:
  - Exhibitor description
  - Link to social media accounts and website
  - Promotional video (MP4)
  - Two-way file sharing
  - Upload your own logo, thumbnail and custom banner (JPEG or PNG)

## Small Agency Conference Agenda

### Wednesday, March 17

1 - 4 PM

E&O Roadmap to Cyber and  
Privacy Insurance

4 - 5 PM

Young Agents Happy Hour  
(only for SAC attendees & exhibitors)

### Thursday, March 18

9 - 11 AM

Business Income Coverage:  
COVID & Beyond

11 - 11:30 AM

Hot Topics Panel

11:30 AM - 1 PM

**Trade Show Opens**

1 - 3 PM

The Hard Truth About Ethics

3 - 5 PM

**Trade Show Continues**

### Friday, March 19

8 - 10 AM

Homeowners Policy  
Sharing Exposures

10 AM - 12 PM

We Call It "Cannabis" Now

12 - 1 PM

Legislative Update

## Premium Exhibit Booth Upgrade:

- Customizable Lead Retrieval capabilities; allows attendees to seamlessly share contact information with exhibitors. Can be used for booth prizes or drawings.
- Live video meetings with up to 25 attendees directly from your booth; allows for screen sharing and can be used for product demos or face-to-face contact.

## Virtual Platform Access:

January 25/Following registration: Exhibitors receive access to the virtual platform to setup booth  
March 10, 2021: Exhibit booth completely setup  
March 11, 2021: Attendees receive access to virtual platform and can view booths

## Who Attends Small Agency Conference?

The attendees are made up of employees at every level of the agency from all across Missouri. There are, on average, almost 300 agents from more than 130 different agencies in attendance. The vast majority of our members are full-line agencies that sell all products; 95% sell property-casualty lines and 75-80% sell life-health.

# Small Agency Conference Exhibitor Registration

Missouri Association of Insurance Agents  
March 18-19, 2021, Online



Type of Business:

- Insurance Company   
  Insurance Wholesaler   
  Automation for Agencies   
  Premium Finance   
  Communications Equip.  
 Adjusters & Services   
  Third Party Administrator   
  Self-Insurance Fund   
  Other: \_\_\_\_\_

Organization's name as it is to appear on booth: \_\_\_\_\_

Name: \_\_\_\_\_ DOB: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Exhibit Booth Registration	Qty.	Member Price		Non-Member Price	Total
		By 2/17/21	After 2/17/21		
<b>Standard Exhibit Booth:</b> Virtual exhibit booths will be listed in the virtual platform primarily by MAIA partnership level and secondarily by date/time of registration. Exhibitors will receive an email with more information regarding access to the virtual platform. Please see attached "Exhibit Booth Example" for more information.		\$200	\$250	\$350	\$
<b>Premium Exhibit Booth Upgrade:</b> All Standard Exhibit Booth features PLUS enhanced networking including lead retrieval capability and live video meetings with groups of visitors supporting video & screen sharing. Please see attached "Exhibit Booth Example" for more information.		\$100	\$125	\$175	\$
<b>Individual Registration (Each exhibitor must register to receive access to the virtual platform)</b>					
<b>Ind. Registration (Thurs. - Fri.):</b> Includes individual access to education sessions, digital materials and trade show. Does not include E&O Seminar. Each individual must purchase an individual registration option to staff the booth. Exhibitors will receive an email with more information regarding access to the virtual platform.			\$75	\$135	\$
<b>Optional Items</b>					
<b>E&amp;O Seminar:</b> (Wed., March 17, Online)			\$50	\$75	\$
<b>Young Agents Happy Hour:</b> (Wed., March 17, Online)			FREE	FREE	FREE
Badge Name _____ Last Name _____ Email _____ <input type="checkbox"/> Ind. <input type="checkbox"/> E&O <input type="checkbox"/> Young Agents Happy Hour <input type="checkbox"/> YES, I will be seeking continuing education credits in Missouri or Kansas for the education sessions! Please indicate your home state for filing purposes: <input type="checkbox"/> Missouri <input type="checkbox"/> Kansas					
Badge Name _____ Last Name _____ Email _____ <input type="checkbox"/> Ind. <input type="checkbox"/> E&O <input type="checkbox"/> Young Agents Happy Hour <input type="checkbox"/> YES, I will be seeking continuing education credits in Missouri or Kansas for the education sessions! Please indicate your home state for filing purposes: <input type="checkbox"/> Missouri <input type="checkbox"/> Kansas					
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<b>Full payment must accompany this form to guarantee booth reservation.</b>				<b>TOTAL DUE \$</b>	
Payment Type: <input type="checkbox"/> Check <input type="checkbox"/> VISA <input type="checkbox"/> MC <input type="checkbox"/> AmEx <input type="checkbox"/> Discover					
Card No. _____			Cardholder Signature _____		
Exp. Date _____ 3 Digit Security Code _____ Billing Address _____					

## 3 WAYS TO REGISTER

### ONLINE

Use the fast online registration at [www.moagent.org/SAC](http://www.moagent.org/SAC)

### FAX

Complete form and fax to 573-893-3708

### MAIL

Complete the form and mail with payment to:  
MAIA 3315 Emerald Lane Jefferson City, MO 65109

## Booth Cancellation Refund Policy

A full refund for a standard exhibit booth and premium booth upgrade will be given provided a written cancellation notice is received no later than February 17, 2021. No refunds will be issued for the cancellation of a premium booth upgrade after February 17, 2021. Cancellations for a standard exhibit booth made from February 18 to March 11, 2021, will receive a 75% refund. No refunds for a standard exhibit booth will be issued for cancellations made after March 11, 2021. Note: there is a different cancellation policy for individual registrations that can be found at [www.moagent.org/SAC](http://www.moagent.org/SAC).