

2027



INDUSTRY PARTNER PROGRAM



Partnership Benefits



390
MEMBER
AGENCIES



1,000
INDUSTRY
PROFESSIONALS
AT EVENTS



5,200
LICENSED
MEMBER
AGENTS



9,600
ANNUAL
MAGAZINE
VIEWS

The Power of Partnership

The Missouri Association of Insurance Agents is a trade association representing nearly 400 independent insurance agencies including over 600 agency locations and over 5,000 licensed agents in Missouri.

We are the oldest and most active independent agent group in Missouri, and one of the largest in the Midwest.



Our Mission

MAIA educates, informs, promotes and advocates for independent agents and their clients, encourages networking and high standards, and works to perpetuate the independent agency system.

F.A.Q.s

Who is the Industry Partner Program for?

Companies, wholesalers and vendors who do business in the independent agency system in Missouri.

What do Partners receive?

Guaranteed high-profile, year-long exposure to MAIA members.

When and where do I pledge?

Pledges may be submitted via mail, email or in person at the MAIA registration desk at MAC Summit. All pledges received by July 31 will be placed in a random drawing for the selection order. Any pledges received after July 31 will be placed in the order received.

Why should our organization become a Partner in Missouri?

Many of the perks you receive as an MAIA Partner are not available to other organizations – at any cost. This includes sponsorship opportunities at events, first pick of exhibit booths and more.

3315 Emerald Lane, Jefferson City, MO 65109
573-893-4301 | maia@moagent.org | www.moagent.org/partners

What does the Partner Program include?

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
SPECIAL RECOGNITION					
Listing on MAIA Partner banners displayed at the Small Agency Conference and Missouri Agents Connection Summit	logo	logo	name	name	name
Listing as an MAIA Partner in each issue (6 issues, circulation of approx. 1200) of Missouri Agent magazine for the year pledged	logo	logo	name	name	name
Recognition at all education programs and events	logo	logo	name	name	name
Recognition on social media platforms throughout the year	x	x	x	x	
Listing as MAIA Partner on event app at conferences	logo	logo	name	name	name
Priority exhibit booth selection at the Missouri Agents Connection Summit & the Small Agency Conference	x	x	x	x	x
Opportunity to purchase bulk drink tickets at events	x	x	x	x	x
Listing as MAIA Partner on moagent.org	logo	logo	name	name	name
Discounted use of education center rental at MAIA Headquarters	2 free, then 50% off	1 free, then 50% off	50% off	25% off	10% off
Sponsorship of MAIA board meeting	x				
Three complimentary event registrations* to MAIA event of your choice (in addition to others specified below)	x				
MISSOURI AGENTS CONNECTION SUMMIT – July 28–30, 2027, Margaritaville, Osage Beach					
Special sponsorship of high profile event or speaker and recognition at the event and in the conference materials as a sponsor**	x	x			
Major sponsorship of event or speaker, education session, etc. and recognition at the event and in the conference materials as a sponsor**			x		
Regular sponsorship of coffee break, handouts, etc. and recognition at the event and in the conference materials as a sponsor**				x	
Exhibit booth at the Missouri Agents Connection Summit	XL booth	XL booth	x	25% off	
Full conference registration(s)* – number indicated at right	2	2	2	1	1
SMALL AGENCY CONFERENCE – March 24–26, 2027, Wyndham Executive Center, Columbia					
Special sponsorship (see description above)	x	x			
Major sponsorship (see description above)			x		
Regular sponsorship (see description above)				x	
Exhibit booth at the Small Agency Conference	x	x	x	25% off	
Full conference registration(s)* – number indicated at right	2	2	2	1	1
CSR DEVELOPMENT CONFERENCE – Fall 2027, MAIA Headquarters, Jefferson City					
Recognition as a Partner at the conference	x	x	x	x	x
TOTAL SPONSORSHIP COST	\$13,279	\$8,179	\$4,767	\$2,420	\$1,356
ASSOCIATE MEMBERSHIP	\$600	\$600	\$600	\$600	\$600
MAIA Associate Membership for the calendar year pledged – or an equal credit toward regular membership dues for wholesalers	x	x	x	x	x
ADVERTISING	\$1,621	\$1,621	\$1,133	\$780	\$444
One free ad (size & color description at right) in any one issue of Missouri Agent magazine during 2027. Also a discount on additional ads for the calendar year (good for ads run during 2027).	Full Page Color	Full Page Color	1/2 pg Color	1/2 pg B&W	1/4 pg B&W
TOTAL VALUE TO PARTNERS (approximate)	\$41,500	\$28,500	\$17,000	\$9,800	\$4,400
TOTAL COST TO PARTNERS	\$15,500	\$10,400	\$6,500	\$3,800	\$2,400

*Conference and event registrations are for meals, education, etc. Hotel accommodations, golf and other optional activities not included.

**Selection order based on Partner level and the order pledges are received.



DIAMOND & PLATINUM PARTNERS

have exclusive enhancements opportunities!



Partner Enhancement Program

Diamond and Platinum Partners will be eligible to choose from a list of exclusive enhancements to add to their Partnership. These enhancements will be detailed when you pledge as a Diamond or Platinum Partner.

Choose to enhance an upcoming conference by providing branded notepads for each session, or provide outreach to young agents by sponsoring a regional event for the next generation of professionals. There are several options to enhance your Partner Program!



For more information about our Partner Program, simply scan the QR code, email Shari at smatchell@moagent.org or call us at 573-893-4301.



RETREAT

The WEWIN Retreat is an empowering event designed to celebrate, elevate and connect the women shaping the future of the insurance industry.



WHAT IS WEWIN?

Women Empowering Women in Insurance (WEWIN) not only empowers women leaders, but also provides a platform to collaborate, network, address challenges and inspire the next generation of women leaders in the insurance industry.

Sponsorship opportunities
for the upcoming 2027

WEWIN Retreat
will be open to

ALL PARTNER LEVELS!

Call 573-893-4301 for more details.

▲ 2026 PARTNERS ▲

DIAMOND

MEM · Missouri Rural Services · SurSafe Mutual Insurance Company
Barton Mutual Insurance Company · CFM Insurance

PLATINUM

Liberty Mutual Insurance · Nationwide · VIAA · Jencap · AmTrust Insurance

GOLD

EMC Insurance · Columbia Insurance · Markel · Arlington/Roe · Capital Premium Financing
National General an Allstate company · Old Missouri Mutual · Travelers Insurance · Keystone
CRC Group · Progressive · NCMIC Finance Corporation · UBIC · Healthcare Services Group

SILVER

Burns & Wilcox · AF Group · RT Specialty · Stonetrust Workers' Compensation
Southern Pioneer Insurance · Risk Placement Services · SECURA Insurance · Foremost Insurance · Ironpeak
Berkshire Hathaway GUARD Insurance Companies · Cochrane & Co. · West Bend Insurance Company
REInsurePro · Madison Mutual Insurance Company · HawkSoft · AMWINS Access · Imperial PFS

BRONZE

FCCI Insurance Group · AMERISAFE · Acuity · Philadelphia Insurance Companies
One General Agency/Cannabis Insurance Wholesalers · Aegis General Insurance Agency · Missouri Farm and Home Mutual Ins. Co.
Med James · SafetyCulture Care Insurance Services · Berkley Management Protection · Selective Insurance
ICW Group Insurance Companies · W. A. Schickedanz Agency · Dairyland · Grinnell Mutual Reinsurance Co., SI
Graham-Rogers Insurance · Agent Support Network of America – ASNOA · Auto-Owners Insurance
Steadily | Landlord Insurance · MOPERM · Standard Premium Finance · Insurance Specialties · Lumen Select
The Cincinnati Insurance Companies · Chris-Leef General Agency, Inc.



2027 Partner Pledge Form

NOTE: Pledge due by December 1, 2026
Payment due by January 31, 2027

Yes! We want to Partner with MAIA! Our company will participate at the following level:

☐ **Diamond** (\$15,500) ☐ **Platinum** (\$10,400) ☐ **Gold** (\$6,500) ☐ **Silver** (\$3,800) ☐ **Bronze** (\$2,400)

Company Name (as it should be printed) _____

Partner Contact Name _____ Form Completed By _____

Mailing Address _____ City/State/ZIP _____

Phone _____ Website _____ Email _____

Missouri Field Reps (List Names & Email) _____

Payment Options (must be completed for pledge to be accepted)

☐ Invoice me ☐ Bill me after January 1, 2027 ☐ Check Enclosed

Return to MAIA by email: maia@moagent.org; fax: 573-893-3708; or mail: 3315 Emerald Lane, Jefferson City, MO 65109

2027 Partnership commitments may be mailed or emailed to MAIA or hand-delivered to the registration desk at the MAIA Missouri Agents Connection Summit in Branson. All pledges received by July 31 will be placed in a random drawing for the selection order. Any pledges received after July 31 will be placed in the order received.

Partner pledges are considered fully earned as of December 1, 2026, with an option to pay either in the current or following calendar year until January 31, 2027.