



Sponsorship Guide

FAIA'S 121st **CONVENTION &
EDUCATION SYMPOSIUM**
June 18–20, 2025 | Orlando World Center Marriott

FAIA has been
dedicated to

ONE MISSION

for more than
100 years:

*To serve the
needs of Florida
insurance agents
and consumers
by promoting
a healthy and
competitive
insurance
environment.*

FAIA

Florida Association of Insurance Agents

2024

CONVENTION RECAP

1,969

*Registered
Convention Attendees*

1,234

Exhibitors

310

Exhibitor Booths

OUR CONVENTION LINEUP

Exhibit Hall

FAIA's tradeshow is a main attraction at Convention and gives companies a good chance to get in front of attendees in a high-traffic area. For more information about the Exhibit Hall, email Melissa Weaver at mweaver@faia.com.

Breakout Sessions

Breakout sessions at Convention are designed to provide attendees with updates on the industry's top trends and opportunities to fulfill CE requirements.

General Session

Attendees are treated to breakfast and a lineup of entertainment and engaging speakers before a presentation from the keynote speaker.

Hospitality Suites

Company hospitality events are a key part of FAIA's Convention that gives attendees more intimate time with companies they're interested in doing business with.

Networking Opportunities

FAIA's Convention offers many opportunities for attendees to network and unwind, including Thursday's Welcoming Luncheon, Friday night's networking dinner and concert, and more.

DIGITAL MEDIA REACH



Convention App

614 downloads
14.5K sessions



X

@FAIA_Florida
3.2K followers



Instagram

@FL_AGENTS
1.2K followers

Audience Insights:

- Majority in the 25–54 age bracket



Agents Confidential, Member Newsletter

13.9K subscribers



Public Facebook Page

4.7K Followers

Audience Insights:

- Majority in the 35–64 age bracket
- Top 3 locations of followers:
 - Tallahassee
 - Jacksonville
 - Orlando



Members Only Facebook Group

469 members

Created for members to share ideas, successes, challenges, and solutions that are unique to the Florida insurance channels.



LinkedIn

5.7K followers

Audience Insights:

- Top 3 locations of followers:
 - Miami/Ft. Lauderdale
 - Tampa
 - Orlando
- More than 50 percent of followers are senior-level employees.
- More than 50 percent of followers work in insurance, business development, or finance.

SPONSORSHIP LEVELS

Diamond Level: \$20,000 and Up

Sponsorship Recognition:

- Event-specific recognition
- Convention sponsor signage for Exhibit Hall booth
- Full-page ad in the Convention program
- Logo on half-metered sign at the Convention
- Recognition on all social media sites
- Recognition on FAIA's Convention homepage
- Diamond award presented at FAIA Leadership Reception

Exclusive Event Access:

- Priority table for 10 at the Friday Night Concert
- Four full Convention registrations
- Four additional Friday Night All-Access Tickets
- Four Exhibit Hall access passes
- Up to two individuals from your company invited to the FAIA Leadership Reception

Platinum Level: \$15,000–\$19,999

Sponsorship Recognition:

- Event-specific recognition
- Convention sponsor signage for Exhibit Hall booth
- Half-page ad in the Convention program
- Logo on half-metered sign at the Convention
- Recognition on all social media sites
- Recognition on FAIA's Convention homepage

Exclusive Event Access:

- Priority table for 10 at the Friday Night Concert
- Two full Convention registrations
- Two additional Friday Night All-Access Tickets
- Two Exhibit Hall access passes

Gold Level: \$10,000–\$14,999

Sponsorship Recognition:

- Event-specific recognition
- Convention sponsor signage for Exhibit Hall booth
- Recognition in the Convention program
- Company name listed on half-metered sign
- Recognition on all social media sites
- Recognition on FAIA's Convention homepage

Exclusive Event Access:

- One full Convention registration
- One additional Friday Night All-Access Ticket
- One Exhibit Hall access pass

SPONSORSHIP LEVELS

Silver Level: \$5,000–\$9,999

Sponsorship Recognition:

- Logo featured on Silver Sponsor banner
- Event-specific recognition
- Convention sponsor signage for Exhibit Hall booth
- Recognition in the Convention program
- Recognition on general signage
- Recognition on all social media sites
- Recognition on FAIA's Convention homepage

Bronze Level: \$2,500–\$4,999

Sponsorship Recognition:

- Event-specific recognition
- Convention sponsor signage for Exhibit Hall booth
- Recognition in the Convention program
- Recognition on general signage
- Recognition on all social media sites
- Recognition on FAIA's Convention homepage

Advocate Level: \$501–\$2,499

Sponsorship Recognition:

- Convention sponsor signage for Exhibit Hall booth
- Recognition in the Convention program
- Recognition on general signage
- Recognition on all social media sites
- Recognition on FAIA's Convention homepage













Supporting Level: Up to \$500

Sponsorship Recognition:

- Welcome Bag Sponsorship (logo on bag and insert)
- Convention sponsor signage for Exhibit Hall booth
- Additional sponsorship opportunities available

SPONSORSHIP MATRIX

Exclusive Access to Convention Events

	Diamond	Platinum	Gold	Silver	Bronze	Advocate	Supporting
Complimentary Convention registrations	 4 registrations	 2 registrations	 1 registration				
Friday Night All-Access tickets	 4 tickets	 2 tickets	 1 ticket				
Exhibit Hall access passes	 4 passes	 2 passes	 1 pass				
Priority table at Friday Night Concert	 	 					
Up to two individuals from your company invited to the FAIA Leadership Reception	 						

SPONSORSHIP MATRIX

Sponsorship Recognition

	Diamond	Platinum	Gold	Silver	Bronze	Advocate	Supporting
Logo on welcome bag							✓
Welcome bag insert							✓
Convention sponsor signage for Exhibit Hall booth	✓	✓	✓	✓	✓	✓	✓
Recognition on FAIA's Convention homepage	✓	✓	✓	✓	✓	✓	
Recognition on all social media	✓	✓	✓	✓	✓	✓	
Recognition on general signage				✓	✓	✓	
Recognition in Convention Program	✓	✓	✓	✓	✓	✓	
Event-specific recognition	✓	✓	✓	✓	✓		
Logo featured on silver sponsor banner				✓			
Company name on half-metered sign			✓				
Company logo listed on half-metered sign	✓	✓					
Ad in the Convention Program	✓	✓					
Diamond award presented at FAIA Leadership Reception	✓						

LEVEL SPECIFIC

SPONSORSHIP OPPORTUNITIES

Diamond Level

- **Friday Night Networking Dinner** — \$40,000 (includes a reserved table for 10 during the dinner and a priority table for 10 at the Friday concert)
- **Friday Night Concert** — \$30,000 (includes a reserved table for 10 at the Friday concert, backstage meet and greet with Sister Hazel, and on-screen name display during performance)
- **Thursday Welcoming Lunch** — \$20,000 (includes two reserved tables during the lunch and four additional lunch-only tickets)
- **Speaker Sponsorships** — Speaker sponsorships are available as they are confirmed. For more information, email Cindy Molnar at cmolnar@faia.com.

Platinum Level

- **Thursday Dessert in the Exhibit Hall** — \$15,000 (includes logo in lounge, cookie sleeves with logo, and reserved table for 10 at the Friday concert)
- **Friday Night's Networking Dinner Dessert Station** — \$15,000 (includes a reserved table for 10 at dinner and a priority table for 10 at the Friday concert)
- **Wi-Fi** — \$15,000 **SPONSORED**

Gold Level

- **Networking Wall** located in the Lounge — \$10,000
- **Program** — \$10,000
- **Attendee Lanyards** — \$10,000 **SPONSORED**

Silver Level

- **Exhibit Hall:**
 - Exhibit Hall Directional Informational Signage — \$8,000
 - Photo Fun Booth — \$6,000
 - Airbrush T-shirts — \$6,000
 - Exhibit Hall Balloon Art with Rick Weil — \$5,000 **SPONSORED**
 - Exhibit Hall Caricature Artist — \$5,000 (includes balloon art at your exhibit booth and special signage, space permitting.)
- **Friday Night Games** — \$7,500
- **Convention App** — \$7,000
- **Friday Afternoon Ice Cream Break** — \$6,000
- **Headshot Lounge** located in the Exhibit Hall — \$6,000
- **Attendee Badges** — \$5,000 (includes company name on the badge as a sponsor) **SPONSORED**
- **Friday's Continental Breakfast:**
 - Danish and Muffin Station — \$5,000
 - Breakfast Sandwich Station — \$5,000
 - Fruit and Yogurt Station — \$5,000
 - Coffee & Juice Bar — \$5,000
- **Friday's Opening General Session Entertainment** — \$5,000
- **Beverage Bars** at Friday Night Dinner and Concert — \$5,000

LEVEL SPECIFIC

SPONSORSHIP OPPORTUNITIES

Bronze Level

- **Exhibit Hall Opening Entertainment** on Thursday — \$4,000
- **Friday Night Photo Fun Booth** — \$4,000
- **Wednesday Beer Break** — \$2,500
- **Breakout Session Sponsor** — \$2,500
(includes opportunity to introduce the speaker, give a one-minute introduction of the company, and provide handouts) For session information, email Cindy Molnar at cmolnar@faia.com.

Supporting Level

- **Logo on Exhibitor Credentials** — \$500
- **Water Station Coolers** — \$500 each
- **Priority Tables** at Friday Night's Concert — \$500 each
- **Hand Sanitizer Stations** — \$500 each
- **Double-Sided Half-Meter Sign** — \$500 each
- **Welcome Bag** — \$500

Advocate Level

- **Exhibit Hall Lounge:**
 - **Massage Chairs** located in the Lounge in the Exhibit Hall — \$1,750
(five available. Includes signage with your company logo.)
 - **General Lounge Sponsorship** — \$750
 - **Credential Envelopes** — \$2,000
- SPONSORED**
- **Row Prizes** — \$2,000
 - **Charging Stations** located on the Main Convention Floor — \$1,000