



2024 INDUSTRY PARTNER GUIDE



THE POWER OF PARTNERSHIP

KAIA's Industry Partner program and additional marketing opportunities are designed to leverage the power of collaboration and relationship-building. Using a tiered approach, our IP program allows each company to choose a partnership and premium add-on exposure based on the level of interaction and visibility they are looking for with Kansas independent agents. All of our partner levels provide companies with maximized, year-round exposure and opportunities to maintain relationships with KAIA member agencies and their employees.

Your investment as an Industry Partner is an investment to grow, support and sustain the independent agent industry. Together, we can protect, promote and grow the independent insurance system in Kansas for years to come.

ADVERTISE IN KIA&B & KAIA DIGITAL NEWSLETTERS

KAIA's bi-monthly, full color magazine – the only magazine in Kansas that offers industry specific news and explores the many issues and concerns facing independent insurance agents! Each issue of KIA&B also includes lifestyle features to showcase our members in a personal, unique way. These personal, lifestyle features, along with important industry news, make KIA&B a must-read publication with agents in Kansas.

The circulation includes nearly 3,000 agency employees in Kansas, the Kansas Insurance Department, Independent Insurance Agents & Brokers of America, plus business leaders and professionals in related fields. An online version is also included and can be found on the KAIA website at kaia.com/kiab.



KIA&B



► THE NUMBERS



KAIA Member
News &
Updates
2,710
subscribers



Non-Member
KAIA News &
Updates
1,650
subscribers



Capitol Notes
2,220
subscribers



Fans:
1,200



Followers:
953



Followers:
914



Unique Visits:
5,500/mo



Open Rate:
32%



KAIA Reach:
3,300+



Annual Convention:
550+ attendees



Young Agent
Members: 100+



Women In Insurance
Members: 90+



Education Program
Participants:
1000+ annually



Members:
385



BENEFITS

OUR PREMIUM LEVEL:
PRESIDENT'S CLUB \$20,000
Contact us for details.

RECOGNITION/MARKETING	Platinum \$10,000	Gold \$6,500	Silver \$4,750	Bronze \$3,000
Listing on Industry Partner banner at KAIA events	●	●	●	●
Listing on Industry Partners page in KIA&B magazine	●	●	●	●
Complimentary ad in KIA&B magazine (Print & Digital)	1 Back cover	2 Half Page	1 Half page	1 Qtr page
Annual Marketplace Report Advertising (Digital)	1 Full Page	1 Half Page	1/4 Page	
Commission Check Inserts	●			
Logo featured on education communications to KAIA Members	3x	2x	1x	
Featured product video on social media (provided by you)	3x	2x	1x	
Listing on KAIA.com Industry Partners Guide	Logo	Logo	Logo	Listing
Recognition at education classes and events	●	●	●	●
Recognition on all conference registration packets and education materials	●	●	●	●
NEW! Carriers educational classes listed on Ed Calendar	●	●	●	
Priority registration for KAIA Annual Convention and Trade Show	●	●	●	●
NEW! Logo featured on KAIA Annual Convention lanyards	●			
ACCESS & INFORMATION				
Access to KAIA Member Directory	●	●	●	●
Access to Annual and Quarterly Marketplace Reports	●	●	●	●
Subscription to KIA&B magazine	●	●	●	●
Subscription to KAIA e-Newsletter	●	●	●	●
MEETING SPACE				
Use of KAIA's conference/classroom space for your company	4 events	3 events	2 events	1 event

ANNUAL CONVENTION	Platinum \$10,000	Gold \$6,500	Silver \$4,750	Bronze \$3,000
Display recognition signage at the conference	●	●	●	●
Free or discounted single exhibit space at tradeshow (Non member cost: \$1500)	●	\$250	\$350	\$500
Full registration for Annual Convention (Value of \$250 per person)	3 attendees	2 attendees	1 attendee	
Individual session (classroom) sponsor	●	●	●	
Introduce speaker at convention	●	●		

YOUNG AGENTS

Young Agent Conference Sponsorship	●	●		
Free or discounted registration for Young Agent Conference	3 attendees	2 attendees	1 attendee	
Attendance to YAK Outings	●	●	●	●

PRESIDENT'S CLASSIC GOLF TOURNAMENT

Complimentary player registration	4 players	2 players	1 player	
Hole sponsorship for President's Classic fundraiser	●	●		
Beverage cart sponsorship	●			

KANSAS LEGISLATIVE DAY

Participation in Kansas Agents' Legislative Day	●	●	●	●
Legislative Day sponsorship	●	●		

FALL EVENT

Fall Event Sponsorship	●	●	●	●
Free or discounted registration for Fall Event	3 attendees	2 attendees	1 attendee	

Additional sponsorship opportunities may be available for the following and will be available when the event registration is open:

- YAK Outing at Convention
- WIN Lunch & Learn
- Golf Outing
- Key Note Speaker



To sign up and learn more,
visit kaia.com/become-a-kaia-industry-partner/
or scan the QR code.