



2024

# Annual Convention

— SURVIVING THE HARD MARKET —

February 5-7 | Wichita, KS

#KAIAConvention



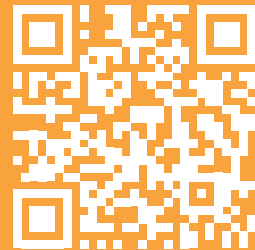
**Register Today!**

**Save \$\$ When You  
Register by Dec. 18.**

## EASY REGISTRATION OPTIONS

1. Return the included registration form via email to [info@kaia.com](mailto:info@kaia.com) or mail to KAIA, 815 SW Topeka Blvd., Topeka, KS 66612  
or
2. Visit [www.kaia.com/annualconvention](http://www.kaia.com/annualconvention) to register online  
or
3. Scan the QR Code to register.

Scan to  
Register Today!



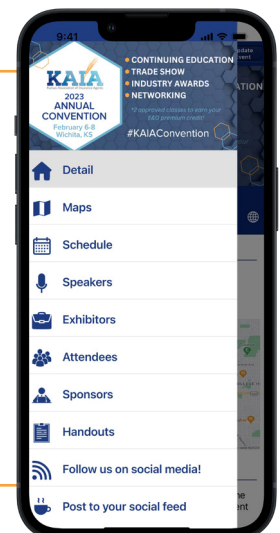
“

The education was genuinely interesting and something I could definitely apply everyday. I was glad to see so many booths at the trade show and the networking opportunities were abundant.”

KRIS SMILEY  
WINN INSURANCE GROUP

### Get the BigEvents app for your Apple or Android device.

Create your personal Annual Convention agenda, see who is attending and make connections, get real-time updates, interact via Q&As, polls, a social wall, and more!



# Join Us!

I am delighted to extend a warm welcome to you as we eagerly anticipate the upcoming 2024 KAIA Annual Convention. It is with great pleasure that we gather industry professionals, thought leaders, and stakeholders to exchange ideas, explore innovative solutions, and strengthen our collective commitment to excellence in the independent insurance industry.

This year's convention promises to be a dynamic and enriching experience, featuring a lineup of distinguished speakers, engaging workshops, and networking opportunities that will foster meaningful connections within our community. I am particularly excited about the chance for us to come together, share insights, and collaboratively shape the future of the insurance landscape in Kansas.

Our team has worked diligently to curate a program that addresses the pressing issues facing insurance professionals today, while also providing ample opportunities for professional development and relationship building. I encourage you to actively participate in the various sessions, engage in conversations, and make the most of this unique occasion. I am confident that the knowledge gained, partnerships formed, and ideas exchanged during our time together will contribute to the continued success of our industry.

Thank you for your commitment to excellence in the insurance industry, and we look forward to welcoming you at the 2024 Annual Convention. Together, let's embark on a journey of collaboration, learning, and growth. Register today!

See you in February!

**Dave Hulcher | Executive Director  
Kansas Association of Insurance Agents**



# CONVENTION SCHEDULE

## MONDAY, FEBRUARY 5

- 8:00 AM - 5:00 PM**      **KAIA Registration Desk Open**  
Location: Foyer, Century II Second Level Promenade
- 8:30 AM - 9:30 AM**      **Breakfast**  
Location: Redbud Ballroom, Century II Second Level Promenade
- 9:30 AM - 12:30 PM**      **Breakout Sessions** (pick one)  
• E&O Risk Management: Less Risk. More Reward.  
• Key Business Income Concepts  
• Technology Trends & Other Changes in Agribusiness & Insurance
- 12:30 PM - 1:45 PM**      **Lunch & KAIA Annual Business Meeting**  
Location: Redbud Ballroom, Century II Second Level Promenade  
*\*Open to KAIA members and attendees*
- 2:00 PM - 4:00 PM**      **Breakout Sessions** (pick one)  
• Professional Liability – No Matter What You Call It, Key Things We Need To Know  
• Refocus, Connect, and Empower Your Agency for the Future
- 2:00 PM - 4:00 PM**      **WIN: Women In Insurance Session**  
Look Out It's a Trap! The Truth about the Pitfalls and Promise of Female Leadership
- 4:00 PM - 7:00 PM**      **Welcome Reception & Trade Show**  
Location: Eagle Ballroom, Conference Center
- 7:30 PM - 10:30 PM**      **Insurance "Beer" Olympics Sponsored by Young Agents of Kansas**  
Location: Riverview Ballroom

## TUESDAY, FEBRUARY 6

- 7:30 AM - 5:30 PM**      **KAIA Registration Desk Open**  
Location: Foyer, Century II Second Level Promenade
- 8:00 AM - 9:00 AM**      **Keynote Address**  
Four Ways to Define and Enhance Your Agency Culture
- 10:00 AM - 12:00 PM**      **Breakout Sessions** (pick one)  
• Buy Low Sell High – What's the current state of the Independent Insurance Marketplace?  
• Ten Minute Mysteries  
• Market Retrievers Sessions
- 10:00 AM - 12:00 PM**      **Optional Headshots - FREE to all attendees**
- 12:00 PM - 1:30 PM**      **Installation of Officers & Industry Awards Luncheon**  
Location: Redbud Ballroom, Century II Second Level Promenade

**1:30 PM - 4:30 PM**

**Breakout Sessions** (pick one)

- Insurance Game of Games
- Mock Trial: Certificates of Insurance Issues
- Navigating the Future: Strategies for Success In the Evolving Industry Landscape

**3:00 PM**

**Farmers Alliance Ice Cream Social**

Location: Foyer, Century II Second Level Promenade

**5:00 PM - 12:00 AM**

**Survivor Island: Hospitality Night**

Location: Redbud Ballroom, Century II Second Level Promenade

## WEDNESDAY, FEBRUARY 7

**7:30 AM - 12:00 PM**

**KAIA Registration Desk Open**

Location: Foyer, Century II Second Level Promenade

**8:00 AM - 9:00 AM**

**Breakfast**

Location: Redbud Ballroom, Century II Second Level Promenade

**9:00 AM - 12:00 PM**

**Breakout Sessions** (pick one)

- Active Assailant Insurance
- Effective Agency Procedure Manual Development
- Personal Lines Updates



## TRADE SHOW

The Exhibit Hall will officially open on Monday, February 5 at 4:00 PM for the Opening Welcome Reception. Enjoy cocktails, hors d'oeuvres, and door prizes while meeting with many vendors anxiously awaiting your arrival.

Join the exhibitors on Tuesday morning for a networking breakfast in the exhibit hall and see who won the booth prizes and the \$500 cash grand prize!

The Exhibit Hall floor plan will be available for attendees to see where exhibitors will be located.



# FEATURED SPEAKERS

**Chris Boggs**

Christopher J. Boggs is a seasoned Senior Product Manager at Verisk (ISO), where he manages policy language for ISO Commercial Property.

**Nicole Broch**

Nicole not only teaches various insurance modules but also serves as the Territory Sales Manager for The Hanover Group, aiding independent agents in Central and Southern Illinois.

**Sara Bradshaw Ray**

Sara Ray is an experienced agency owner with over 30 years in the industry, holding licenses as a Property & Casualty, Life & Health independent agent, and a Certified Insurance Counselor.

**Chris Cline**

With over 25 years in the insurance industry, Chris Cline is a recognized expert in topics ranging from agency operations, marketing, and sales to data analytics.

**Mallory Cornell**

Mallory is the Vice President of the Independent Insurance Agents of Wisconsin. Mallory actively pursues building and improving agency for agents across the United States.

**Brooke Lugonjic**

Brooke Lugonjic is a seasoned professional with an impressive track record in client service and leadership. As Senior Vice President at MarshBerry in the Growth Advisory division, she drives success in various growth initiatives.

**Daniel Smith**

Daniel has over 16 years of marketing experience for insurance agencies, carriers, and trade organizations. He has designed and implemented award-winning campaigns for content, client engagement, publishing, and programs.



## KEYNOTE SPEAKER

**April Simpkins**

April Simpkins, an HR professional with three decades of experience, currently serves as the Chief Human Resources Officer at Questco, specializing in HR services for small to mid-sized businesses.

**Todd Jackson**

Todd Jackson, CIC, is the owner and partner at McGowan Insurance Group in Indianapolis, with multiple Indiana locations. He has served as Big "I" vice chair in 2022 and leading Big I Indiana as president in 2013.

**Monica Meininger**

Monica Meininger, an insurance veteran since 1981, founded Snell-Nelson Insurance Agency, Inc. in 1985 and served as its President and CEO for 31 years, handling clients in Kansas, Oklahoma, and Texas.

**Rick Pitts**

Rick is a private practice attorney in the insurance industry. He serves as Vice-President and General Counsel to Arlington/Roe & Co., Inc. as well as General Counsel to the Big I Indiana and Kentucky.

**Casey Roberts**

Casey is an insurance veteran, working for over 35 years on the agency side of the business. He instructs as part of a nationwide effort to educate on various topics that apply to agribusiness insurance and exposures.

**Carey Wallace**

Carey has worked in the insurance industry for the past 12 years focused on helping agencies leverage data and make informed business decisions.

**Jon Blankenship**

Jon has spent his career developing digital marketing initiatives for fundraising efforts, media companies, trade groups, and audience engagement campaigns. He has a background in content development, web design, email marketing, SEO, and analytics.

# EDUCATION SESSION DETAILS

We believe investing in yourself as an insurance professional is the best way to ensure career growth and expand your knowledge base. Depending on what you are looking for, either learning more about the industry's top trends and issues, or meeting your CE requirements for the year (or possibly a little bit of both), Annual Convention education sessions will meet your needs. Experts are coming in from throughout the country to provide updates on the latest trends, topics, and issues impacting the industry.

## MONDAY SESSIONS

### **Technology Trends & Other Changes in Agribusiness & Insurance**

*with Casey Roberts*  
3 GEN (Pending)

So much has changed over the last few years in farming... this isn't your daddy's way of farming. We look at how these changes have arrived on the farm, what they mean to the farmer and how they need to be considered and addressed by those insurance professionals working with these Ag accounts. We also polish up our crystal ball to see what else may be coming soon to a farm near you.

We'll review these specific areas:

- Drone technology for farms and agribusinesses, the current regulatory environment and the risk management and insurance challenges and opportunities
- Examine the current growth of the Agritourism industry, its impact on traditional farm coverage and the proper methods to manage the various risks including applicable insurance
- Define Precision Farming and understand the myriad issues surrounding its increased use
- Distinguish between Farm Management and Custom Farming and examine the risk management and insurance implications of each
- Determine the variety of applications of new technologies such as autonomous farm vehicles, robots and other mechanization, their advantages and disadvantages and the insurance marketplace for each.

### **E&O Risk Management: Less Risk. More Reward.**

*with Mallory Cornell*  
3 ETH (Pending)

*\*\*Qualifies for E&O Credit and approved by Westport for E&O Risk Management Credit*

Mitigating E&O claims is more than just good documentation. Join us to hear claim stories, gain ideas for new agency practices (real examples!) and learn how to stay out of trouble when navigating social media. Explore the fun side of E&O risk management with actual takeaways to deploy within your agency.

### **Key Business Income Concepts**

*with Chris Boggs*  
3 GEN (Pending)

Businesses exist to make money. Even "non-profits" need to make money to survive. Thus, every business' greatest exposure is the loss of needed income.

Some estimates are that approximately 25% of business operations that suffer a business-closing loss never reopen. Likewise, approximately 50% of those that do re-open close down within a short period after re-opening due to the business-closing loss.

Why do these businesses cease to exist? It's not the lack of property insurance on the building or personal property. The real reason is the loss of income.

The most important asset requiring protection is the business' income. In this session, the five most important business income concepts are discussed. Upon these concepts, business income is built:

- Defining Business Income
- Understanding the Period of Restoration
- Discussion of the Extended Business Income / Extended Period of Indemnity
- Recognizing Dependent Properties
- Completing the CP 15 Business Income Report and Worksheet

### **Professional Liability – No Matter What You Call It, Key Things We Need To Know**

*with Casey Roberts*  
2 GEN (Pending)

Professional Liability exposures and coverages can seem complex. What we will discover in this course is that a logical approach to what they can and cannot provide will make our understanding of this significant area of exposure and coverage easier to attack. That will translate into better information for our clients and prospects and will also make us more proficient in our daily approach to insurance coverages. The topics covered will include:

- What is professional liability
- Policy basics and commonalities
- The application is key
- How claims made policies work
- Sample policy coverages & actual losses paid
- Typical exclusions and areas of concern

# EDUCATION SESSION DETAILS

## **Refocus, Connect, and Empower Your Agency for the Future**

*with Chris Cline*

2 GEN (Pending)

In a world with no shortage of options, risks, and distractions when it comes to technology, it's important to be nimble but also act with intent. Chris Cline will begin this session by challenging you to slow down to speed up when planning your business strategy for the future.

Dave Hulcher will then join to moderate a panel of experts, including Cline, with various technology backgrounds who will explore industry and tech space trends including artificial intelligence, data, best practices, virtual assistants, and what's coming next. Finally, we will look at where we go next. You and your agency are leaving a legacy whether you are managing it or not.

## **Special Women In Insurance “WIN” Session**

*with Sara Bradshaw Ray*

2 GEN (Pending)

## **Look Out It's a Trap! The Truth about the Pitfalls and Promise of Female Leadership**

Even the most well-intentioned, hard-working women out here can still fall prey to the hidden pitfalls that threaten their professional growth, opportunity, and impact as a leader. Equally dangerous are those traps that are “hiding in plain sight,” but what's a girl to do? This session is an enlightening and interactive adventure exploring some of our most chronic career-threatening traps and the truth within each. Female leaders, armed with awareness, have great potential to turn these (and other) traps into the promise of progress and impact that they are uniquely capable of making as women.

## **\*PLUS a Candid Discussion with Kansas Female Insurance Leaders**

Panelists: Beth Smoller (KAIA/ASCK), Ashley Mitchell (EMC), Cindy Hower (Kellerman Insurance)

## TUESDAY SESSIONS

## **Keynote Address: Four Ways to Define and Enhance Your Agency Culture**

*with April Simpkins*

1 GEN (Pending)

According to a recent survey, 46% of job seekers said culture was one of the deciding factors in the application process. In recent years, workplace cultures have undergone a dynamic shift. For many organizations, culture has been redefined by remote work, the talent shortage,

increased mental health awareness, and a multi-generational workforce. We have five generations in the workplace, four of which dominate this space. Understanding each generation's perspective on the changes in culture and leadership can create an engaged team that attracts top talent.

One key element of a healthy culture is ensuring everyone on your team brings their authentic selves to work, feels included in decisions that impact them, and is provided tools and support so they can do their best work.

This energetic and information-packed presentation will explain the correlation between leadership, workplace culture, and attracting top talent.

Attendees of this presentation will learn the following:

- The difference between culture and subculture and how the latter impacts business.
- How to identify and define the company's culture more clearly based on the four distinct styles.
- Tips on building a sustainable culture that develops and prepares multi-generational leaders.

## **Buy Low Sell High – What's the current state of the Independent Insurance Marketplace?**

*with Carey Wallace*

2 GEN (Pending)

In this session, we will look at how the recent trends are impacting the Independent Insurance Marketplace. How have technology, hard market, great resignation, interest rate increases, and private equity impacted the multiples that agencies can expect? How has demand changed and what can agencies do to ensure that they are well positioned in this market whether they are looking to buy, sell, and grow their agency?

## **Ten Minute Mysteries**

*with Rick Pitts*

2 GEN (Pending)

Participants are asked to, in a group format, solve various coverage and insurance-related problems in part one of the seminar. In part two, the groups score points by solving answering specific questions on rates, coverages and causes of loss.

## **Social Media Marketing: It's a Relationship Business**

*with Market Retrievers*

1 GEN (Pending)

Much of insurance is a relationship business. So, is your agency properly utilizing digital relationship tools? This session will discuss how strengthening your relationships through social media content can lead to a better customer experience and a happier team.



### **Reviews & SEO: It's a Referral Business**

*with Market Retrievers*

1 GEN (Pending)

Much of insurance is a referral business. So, is your agency giving the people that would refer you the tools to make it as easy as possible? Your reviews and content can serve as "evergreen" referrals if done properly. This session will help you build a plan for it.

### **Insurance Game of Games**

*with Nicole Broch*

3 GEN (Pending)

Do you hate to be entertained while learning? If "yes," this class is not for you.

Do you prefer to learn in a fun, engaging, and relaxed environment? Then this class is for you! Join host, Nicole Broch, for interactive games of "Pursuing Trivia" and "Agent's Feud," putting your insurance skills to the test. Will your team outsmart the others and win prizes?

This session covers a variety of topics, including Personal Auto & Home, Commercial Property & Auto, Personal Umbrella, EPL, Business Income, Workers Comp, and more. Your host will prove learning can be fun in this session of wits, laughter, and knowledge.

### **Mock Trial: Certificates of Insurance Issues**

*with Rick Pitts*

3 GEN (Pending)

*\*\*Qualifies for E&O Credit and approved by Westport for E&O Risk Management Credit*

The mock trial seminar is an interactive seminar in which the participants as "jurors" are given the instructions, exhibits and hear live "testimony" prior to determining the case.

This mock trial involves a misrepresentation on an application and the company's attempt to rescind the policy.

### **Navigating the Future: Strategies for Success In the Evolving Industry Landscape**

*with Brooke Lugonjic*

3 GEN (Pending)

In this session, you'll gain invaluable insights into the challenges currently facing the industry and learn how to confidently respond to unexpected market changes. Discover best practices for accelerating economic transformation and get a strategic overview of opportunities for independent firm growth in 2024.

The chief objective of the course is to have students gain a wide-ranging sensitivity for the issues they might encounter if asked to insure a dispensary (or a home-grower, too). A secondary objective is to bring people up-to-date on state and federal treatment of marijuana and allied products. Another secondary objective is to have insurance personnel become sensitive to the coverage issues which may arise connected to marijuana, especially in the situations in which the risk has not been thoroughly previewed and underwritten before the loss.

## **WEDNESDAY SESSIONS**

### **Active Assailant Insurance**

*with Rick Pitts*

3 GEN (Pending)

This class is designed to be an introduction to the insurance issues related to violence in schools, workplaces and gatherings. The course has a particular emphasis on examining the commercial risks. The first part of the course is an examination of the ways in which law and risks are changing from a civil perspective. The second portion is an examination of the coverage issues, and specifically the insurance industry's response with providing coverage.

### **Effective Agency Procedure Manual Development**

*with Monica Meininger, Dave Hulcher, Beth Smoller*

3 GEN (Pending)

This course will guide you through the essential components needed to create a customized agency procedure manual, enhancing the efficiency of your operations. In this comprehensive session, we will cover various critical aspects, including the utilization of technology, strategies for effective documentation, error and omission prevention practices, telephone standards, and handling irate clients, cancellation and certificate of insurance procedures, claims handling, agency standards for new commercial and personal lines business, policy changes and endorsements, renewal standards, account reviews, carrier downgrades, MVR reports, and much more.

### **Personal Lines: How we got here and is it forever broken?**

*with Nicole Broch*

3 GEN (Pending)

Personal Lines is experiencing the hardest market on record, agents and account managers are scrambling, carriers are changing course daily, and the insured is left with reduced coverage and higher premiums. This course will explain how we got here; a journey down the timeline from Covid to Winter Storm Elliott and beyond, what we can do to understand, explain, and advise our insureds through this tough market, and forecast the future of Personal Lines.

# ACCOMMODATIONS

## Hyatt Regency (Host Hotel)

Overlooking the scenic Arkansas River and the illuminating lights of downtown Wichita, our landmark hotel is just a short complimentary ride away from historic Old Town, the popular Farm and Art Market, and some of the area's finest entertainment and nightlife. Apart from an esteemed location our landmark hotel also offers luxurious guest rooms with scenic views of the Arkansas River and plush amenities for your comfort. If you desire a complete workout before a day of meetings you can try our StayFit fitness facility or swim a few laps in our indoor pool. For a sumptuous meal try our Harvest Kitchen Bar & Grill before heading downtown to explore entertainment and nightlife. Brimming with lavish décor and unsurpassed service, Hyatt Regency Wichita is the premier spot for any occasion.

- **Rate:** \$136, plus state and local taxes. To receive a refund, reservations must be canceled 48 hours prior to arrival.
- **Parking:** Self-parking is complimentary.
- **Reservations:** Call (888) 591-1234 and reference KAIA Annual Convention or scan QR code.
- **Room cut-off date:** Sunday, January 14, 2023 or until all rooms in the block have been filled.
- **Check-in time** is 3:00 p.m.; check-out time is 11:00 a.m.



## Fairfield Inn & Suites

KAIA has also reserved a room block at the Fairfield Inn & Suites, just 0.2 miles from the Hyatt Regency.

Note: Transportation between the hotels is not provided.

- **Rate:** \$125, plus appropriate state and local taxes. To receive a refund, reservations must be canceled 48 hours prior to arrival. (Code KAIA)
- **Parking:** Complimentary.
- **Reservations:** Call (316) 201-1400 or scan QR code.
- **Room cut-off date:** Monday, January 23, 2023, or until all rooms in the block have been filled.
- **Check-in time** is 3:00 p.m.; check-out time is 12:00 p.m.



To Nominate:  
Scan QR Code  
or Visit  
[kaia.com/industry-awards/](https://kaia.com/industry-awards/)



## INTERESTED IN PERPETUATION PLANNING BUT WANT A MORE PERSONAL CONVERSATION?



Schedule a 20-30 minute consultation with Carey Wallace and have a one-on-one. The conversation doesn't have to stop at the Annual Convention - reach out to KAIA to find out how else Carey can help you with a personalized agency plan.

To Schedule:  
Scan QR Code or Visit  
[kaia.com/annualconvention/sessions/](https://kaia.com/annualconvention/sessions/)



## NOW ACCEPTING NOMINATIONS FOR 2023 INDUSTRY AWARDS!



As your association, we pledge to champion the independent agency system's reputation and future growth. As part of that pledge, we feel it is crucial to recognize those independent insurance professionals who look beyond the bounds of their own business to help our mission of elevating independent insurance agencies.

Our Industry Awards showcase peer-nominated members who have leveraged their resources to solve problems, advance the industry and professional performance, kick-started innovation, and improved their communities. Awards are given to Agent of the Year, Outstanding Young Agent, Distinguished Service Award, Company Rep of the Year, Advocate of the Year and Account Manager of the Year.

KAIA's Annual Insurance Industry Awards are one way to recognize and promote the valuable roles that Kansas independent agents fulfill on the local, state and national levels.

You are invited to nominate independent agents and company representatives for one or more awards! Nomination forms are brief and nominations may be made anonymously.

# REGISTRATION (Member/Non-Member)

## AGENCY OR COMPANY

Agency/Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Contact's Number \_\_\_\_\_ Contact's Email \_\_\_\_\_

|                    | Attendee's Name:   | Attendee's Name  | Attendee's Name  |
|--------------------|--|--|--|
| Full Registration  | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400 | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400 | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400 |
| Monday Day Pass    | <input type="checkbox"/> Mem. - \$175<br><input type="checkbox"/> Non-Mem. - \$275 | <input type="checkbox"/> Mem. - \$175<br><input type="checkbox"/> Non-Mem. - \$275 | <input type="checkbox"/> Mem. - \$175<br><input type="checkbox"/> Non-Mem. - \$275 |
| Tuesday Day Pass   | <input type="checkbox"/> Mem. - \$175<br><input type="checkbox"/> Non-Mem. - \$275 | <input type="checkbox"/> Mem. - \$175<br><input type="checkbox"/> Non-Mem. - \$275 | <input type="checkbox"/> Mem. - \$175<br><input type="checkbox"/> Non-Mem. - \$275 |
| Wednesday Day Pass | <input type="checkbox"/> Mem. - \$125<br><input type="checkbox"/> Non-Mem. - \$225 | <input type="checkbox"/> Mem. - \$125<br><input type="checkbox"/> Non-Mem. - \$225 | <input type="checkbox"/> Mem. - \$125<br><input type="checkbox"/> Non-Mem. - \$225 |
| Spouse/Guest       | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200 | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200 | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200 |
| Socials Only       | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200 | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200 | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200 |
| Tuesday Lunch Only | <input type="checkbox"/> Mem. - \$50<br><input type="checkbox"/> Non-Mem. - \$150  | <input type="checkbox"/> Mem. - \$50<br><input type="checkbox"/> Non-Mem. - \$150  | <input type="checkbox"/> Mem. - \$50<br><input type="checkbox"/> Non-Mem. - \$150  |
| Amount \$          |  |  |  |

### EARLY BIRD SAVINGS

Subtract \$25 from each full conference registration when you register by **Dec. 18.**

▶ **TOTAL DUE:** \$

## PAYMENT OPTIONS

☐ Check (enclosed) made payable to KAIA

☐ Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_ ☐ Visa ☐ MC ☐ Amex

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Cancellation/Refund Policy.** Requests received within 30 days or more of the event, will receive a 50% refund. No refund will be issued for any cancellation requests on or after January 15, 2024. Any approved refunds in full regardless of reason will be subject to a \$30 processing fee. No refunds will be processed for “no shows”. Any other requests for cancellation beyond these guidelines will be assessed by KAIA and a refund will be granted on a case-by-case basis. All cancellations/changes must be made in writing.

**Conference Attire.** The conference is a business casual event. All after-hours events are casual.

**Send More, Save More:** Send 3+ agents from one agency, save \$10 per registration (on top of EB discount)

How to Register:

1. Mail: KAIA, 815 SW Topeka Blvd., Topeka, KS 66612
2. Email: [info@kaia.com](mailto:info@kaia.com)
3. Online: [kaia.com/events](https://kaia.com/events) or scan QR Code:



QUESTIONS?  
CONTACT KAIA!  
800-229-7048  
OR  
[INFO@KAIA.COM](mailto:INFO@KAIA.COM)

# NETWORKING

KAIA's Annual Convention offers many opportunities for attendees to network and unwind, including Monday's Welcome Reception & Trade Show, Monday evening with Young Agents, lunches, and Tuesday night's Hospitality Night and After Hours Entertainment.

## KAIA's Welcome Reception

The exhibitors' hall is where it all goes down. As an agent, this is where you go to expand your contacts, learn about new products, and gain resources to better serve your customers. As an industry partner, this is the time to make and strengthen connections with Kansas' independent agents. Get acquainted with KAIA, your fellow agents, and company members while enjoying cocktails and appetizers.



## Insurance "Beer" Olympics Sponsored by Young Agents

Join the Young Agents of Kansas for a rousing night of Beer Olympics with an insurance twist. Enjoy classic games like beer pong, flip cup, and relay races sprinkled with some insurance trivia. Earn points and win prizes!

*Not a Young Agent? Not a problem! This event is open to all.*



## Networking Breakfast with Exhibitors

Join our exhibitors Tuesday morning for some breakfast and networking time away from the busy exhibit hall. Booth prizes will be announced and we may have a special surprise or two in store! Must be present to win! Trade Show Grand Prize - \$500 Cash!



## Hospitality Night & After Hours

Join KAIA and our company partners to celebrate surviving the hard market! The tribal council has spoken and it's time let loose. Join us for a night of Survivor themed games, cocktails, food, prizes, and entertainment. Do you have what it takes to outwit, outplay, outlast, and of course...outparty?!





# BECOME A HOSPITALITY NIGHT SPONSOR

The generosity of our sponsors allows KAIA to provide a bigger, better conference experience while keeping registration and other fees below cost.

This year, our conference theme is “Surviving the Hard Market,” and our Hospitality Night is going to be an exhilarating night of camaraderie, competition, and connection.

As we gear up for a night that’s all about resilience and teamwork, we would like to extend an exclusive opportunity for you to become a valued sponsor. By supporting this event, you will not only gain exposure to a diverse audience of industry professionals but also align your brand with an evening of unforgettable experiences.

A sample of the hospitality night sponsorship opportunities are listed below. To discuss hospitality night or check the availability of specific sponsorships, email Karlyn Judd at [karlyn@kaia.com](mailto:karlyn@kaia.com) or call 1-800-229-7048. We are more than happy to tailor a sponsorship package that aligns with your goals and expectations.

Sponsorship contributions can be submitted easily when completing your online registration.

By becoming a sponsor, you not only contribute to the success of our Hospitality Night but also gain a unique opportunity to showcase your brand to a diverse and influential audience. We look forward to welcoming you as a partner in our quest to make this year’s Annual Convention unforgettable. Let’s come together to “Survive the Hard Market” in style!

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## Food Sponsor

**\$500**

Showcase your culinary expertise and tantalize taste buds with a delectable spread that will keep our attendees energized throughout the night.

Food Sponsors will be recognized in conference materials and on signage for that evening.

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## Bar Sponsor

**\$500**

Quench our participants’ thirst with an impressive selection of beverages, from refreshing mocktails to premium cocktails. Nobody likes a cash bar!

Bar Sponsors will be recognized in conference materials and on signage that evening. Feel free to bring koozies, cups, etc. for attendees to carry around.

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## Games/Activities Sponsor

**\$250**

Add to the excitement by bringing our Survivor-themed games and activities to life, enhancing our guests’ engagement and enjoyment. Games may include cornhole, beer pong, team relays, puzzles, etc. Activities may include photo booths and caricature artists. If you have a specific game or activity you would like to sponsor, just let us know!

Game/Activity Sponsors will be recognized in conference materials and on signage that evening.

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## DJ/Band Sponsor

**\$500**

Keep the energy high and the dance floor alive with the perfect beats and melodies that will make this night unforgettable.

DJ/Band Sponsors will be recognized in conference materials and on signage that evening.

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## Prize Sponsor

**\$250**

Elevate the competitive spirit by providing enticing prizes for the winners of our games and activities, ensuring that participants remember your generosity.

Prize Sponsors will be recognized in conference materials and on signage that evening.

# EXHIBITOR INFORMATION

KAIA is committed to ensuring high traffic to the Exhibit Hall and your booth. We help maximize your investment by providing early publicity, opening welcome reception in the exhibit hall, and prizes and drawings galore for attendees.

New this year, we've added some additional booth time specifically for our exhibitors and agents. The networking breakfast on Tuesday, February 6, will be in the exhibit hall to offer another opportunity for face-to-face time. Feel free to give out any booth prizes at this time. The exhibit hall will remain open through the remainder of the morning to allow attendees arriving Tuesday time with exhibitors.

## Booth Pricing

To be eligible for an Industry Partner exhibit booth, membership dues must be paid in full for the 2023-2024 fiscal year. Booth confirmations will be sent out once dues are received.

| Booth Type             | Price   | Included Attendees |
|------------------------|---------|--------------------|
| President's Club Booth | \$0     | 5                  |
| Platinum Booth         | \$0     | 3                  |
| Gold Booth             | \$250   | 2                  |
| Silver Booth           | \$350   | 1                  |
| Bronze Booth           | \$500   | 0                  |
| Non-Member Booth       | \$1,500 | 0                  |

## Exhibit Hall Hours

Monday, February 5: 4:00 PM – 7:00 PM  
Tuesday, February 6: 8:00 AM - 12:00 PM  
Set-up schedule  
Monday, February 5: 12:00 PM - 4:00 PM

## Staffing and Registration

Exhibits and equipment must be in place by 4:00 PM, Monday, February 5.  
Exhibits can be taken down after 1:30 PM, Tuesday, February 6. Please, do not start to tear down prior to this time.  
Booths must be properly staffed during posted hours.

## Booth Specs

Each 8' X 8' booth will be set-up with pipe and draping, two chairs, a table, a wastebasket, and an identification sign. If you need electricity , please let KAIA know at time of registration. If you would like to order any additional items for your booth, please contact Helgerson's directly at (316) 943-1851. Helgerson's will begin exhibit teardown at 2:00 PM on Tuesday, February 6, and all exhibits must be cleared from the exhibit hall by 4:00 PM.

*Remember to prominently display your booth number to make it easier for attendees to find you!*

Exhibits may consist of any equipment, merchandise, or service of interest to independent agents. KAIA reserves the right to decline and prohibit any exhibit or any part of an exhibit that, in its opinion, is improper. This reservation extends to persons, conduct, printed matter, souvenirs, or anything that, at the sole discretion of management, may adversely affect the character of the exhibits.



# CARRIER/COMPANY REGISTRATION

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Contact's Number \_\_\_\_\_ Contact's Email \_\_\_\_\_

|                        | Attendee's Name:  | Attendee's Name   | Attendee's Name   |
|------------------------|---|---|---|
| Attendee Registration  | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400            | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400            | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400            |
| Exhibitor Registration | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400            | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400            | <input type="checkbox"/> Mem. - \$250<br><input type="checkbox"/> Non-Mem. - \$400            |
| Booth Registration     | <input type="checkbox"/> Mem. - SEE FEES BELOW<br><input type="checkbox"/> Non-Mem. - \$1,500 | <input type="checkbox"/> Mem. - SEE FEES BELOW<br><input type="checkbox"/> Non-Mem. - \$1,500 | <input type="checkbox"/> Mem. - SEE FEES BELOW<br><input type="checkbox"/> Non-Mem. - \$1,500 |
| Spouse/Guest           | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200            | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200            | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200            |
| Socials Only           | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200            | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200            | <input type="checkbox"/> Mem. - \$100<br><input type="checkbox"/> Non-Mem. - \$200            |
| Tuesday Lunch Only     | <input type="checkbox"/> Mem. - \$50<br><input type="checkbox"/> Non-Mem. - \$150             | <input type="checkbox"/> Mem. - \$50<br><input type="checkbox"/> Non-Mem. - \$150             | <input type="checkbox"/> Mem. - \$50<br><input type="checkbox"/> Non-Mem. - \$150             |
| Amount \$              |   |   |   |

Please indicate your top three booth locations: \_\_\_\_\_

Do you need electricity at your booth? ☐ Yes ☐ No

## HOSPITALITY NIGHT SPONSORS

For all sponsorship opportunities visit  
[kaia.com/annualconvention](http://kaia.com/annualconvention).

### EARLY BIRD SAVINGS

Subtract \$25 from each full  
conference registration when  
you register by

**DEC. 18**

► **TOTAL DUE:** \$

## BOOTH FEES

- ☐ IP President's Club Booth - \$0
- ☐ IP Platinum Booth - \$0
- ☐ IP Gold Booth - \$250
- ☐ IP Silver Booth - \$350
- ☐ IP Bronze Booth - \$500

## PAYMENT OPTIONS

☐ Check (enclosed) made payable to KAIA

☐ Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_ ☐ Visa ☐ MC ☐ Amex

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Cancellation/Refund Policy.** Requests received within 30 days or more of the event, will receive a 50% refund. No refund will be issued for any cancellation requests on or after January 15, 2024. Any approved refunds in full regardless of reason will be subject to a \$30 processing fee. No refunds will be processed for "no shows". Any other requests for cancellation beyond these guidelines will be assessed by KAIA and a refund will be granted on a case-by-case basis. All cancellations/changes must be made in writing.

**Conference Attire.** The conference is a business casual event. All after-hours events are casual.

**Send More, Save More:** Send 3+ agents from one agency, save \$10 per registration (on top of EB discount)

How to Register:

1. Mail: KAIA, 815 SW Topeka Blvd., Topeka, KS 66612
2. Email: [info@kaia.com](mailto:info@kaia.com)
3. Online: [kaia.com/events](http://kaia.com/events) or scan QR Code:



Register & choose  
your exhibit space at  
[kaia.com/  
annualconvention](http://kaia.com/annualconvention)



## NEW THIS YEAR!

- Keynote Speaker
- Survivor Themed Hospitality Night
- FREE Headshots
- Special Women In Insurance Session
- “Beer” Olympics
- Cash Prizes!



**Register  
Today!**

**Save \$\$ When  
You Register  
by Dec. 18.**