

IIABAZ's 92nd Annual Convention ◆ **Thursday, September 3, 2026** ◆ **JW Marriott Desert Ridge, Phoenix**

Our Convention and Trade Show is one of the biggest insurance events of the year in Arizona, an event aggressively promoted to thousands of agents and brokers. Top agency principals and agents alike, as well as customer service representatives, will be in attendance seeking products and services to boost their business potential and to promote to their clients.

What Does It Mean To You?

This is the ultimate showcase event that provides the insurance/financial services industry a powerful platform to showcase leading-edge products and services, learn about evolving industry trends and unmatched networking opportunities with "shakers" in our industry. Don't miss out on the opportunity this extensive exposure can provide your company.

The Top 5 Reasons YOU Should Exhibit Are:

- Quality Time with Decision Makers in Agencies as well as Large Brokers
- Attracting New Accounts and Finding New Markets
- Presenting Your Products and Services and Introducing New Ones
- Your Competition Is There
- Networking

Location

JW Marriott Desert Ridge Resort & Spa
5350 East Marriott Drive
Phoenix, Arizona 85054
(480) 293-5000

Show Date

Thursday, September 3, 2026

Booth Hours

Set-Up: 7 a.m. — 2 p.m.
Show Hours: 2 p.m. — 6:30 p.m.
Tear Down: 6:30 p.m. — 9:30 p.m.

As a professional courtesy we ask you not to dismantle booth before 6:30 p.m.

Convention Agenda

Please see www.iiabaz.com/Convention for the agenda.

Booth Dimensions

10' Wide x 10' Deep
8' high draped back wall and 3' high draped side rails
Standard Piping and Draping (Black Drapes)

Booth Equipment

Each booth comes equipped with one 6' skirted table, two chairs, one wastebasket, and Exhibitor ID Sign.

Booth Fee

\$1,700 Per Booth for Non-Members
\$1,200 Per Booth for IIABAZ Members

No discounts offered for multiple booths purchased.

Amenities Included in Booth Fees

5 Drink Tickets
Pre-Convention Advertising
Listing in Convention Program and printed copy of Program
Advance List of Registered Convention Attendees
Unlimited Number of Exhibitor Personnel for the Trade Show
Pre-Printed Name Badges for all Exhibitor Personnel
Listing on Convention website and Event App

Not Included in Booth Fees

Electric, Internet, or Wi-Fi
Shipping or Installation of Displays
Hotel Sleeping Rooms

Exhibitor Service Kits

Heritage Exposition Services is the official Exhibit Servicing Company for shipping and booth extras. Exhibitor Service Kit with all those details will be sent in late May 2026.

Hotel Room Reservations

Discounted rate of \$169 + \$10 Resort fee and tax before 8/3/26. Portage and Housekeeping fees at guest discretion. Online Reservations <https://book.passkey.com/go/ArizonaIIABA2026> or 800-898-4527 and identify ArizonaIIABA2026 Group. 21-day prior cancellation required for full refund. *Do not make reservations through outside parties who may call or email you claiming a better rate or our block is full. It is a scam. They are not affiliated with IIABAZ or the Hotel and may have hidden fees.*

Convention Program

The Convention Program will list all Exhibitors and their contact information that we have on file as of August 1, 2026. Inquire at convention@iiabaz.com for Program advertisement rates/specs.

Colonial General 5			Ironpeak 24	43	44	63	64	83	84	103	104	Berkshire Hathaway 123			
Branch 4	American Collectors 6	Pennsylvania Lumbermen's 23	25	42	45	62	65	82	85	102	105	122	Safeway Insurance 124		
	7	22	26	41	46	61	66	81	86	101	106	121	125		
	8	21	27	40	Amwins Access 47-48	60	67	80	87	100	107	Liberty Mutual & Safeco Insurance 119-120	126		
	Deans & Homer 9	Westfield 20	Mercury 28	Capital Premium Financing 39		UCA General 59	Minico 68	Personal Umbrella 79	88	CRC Specialty 99	108		Care West Insurance 127		
Kowalski Construction 3	Insurors Indemnity 10	MexiPass 19	Johnson & Johnson 29-30	ePayPolicy 38	Amigo Mexico Insurance 49	West Bend 58	Novo Insurance 69	78	89	98	109	118	128		
2	Auto Owners 11	18		37	50	Aegis General Insurance 57	70	77	90	97	110	117	Philadelphia Insurance 130		
	12	17		31	36	51	56	71	76	91	96	111	116	IIABAZ 131-133	
	13	16		32	35	52	55	72	75	92	95	Commonwealth Casualty 112-115			
1	Dairyland / The General 14	15	33	34	53	Burns & Wilcox 54	73	74	Builders 93	Travelers 94					

Booth Space Assignment

Company Name:

Company Name for Exhibit Booth Sign (if different than above):

Contact Name (Booth confirmations/details): _____ Email: _____

Contact Name (Listed in Convention Program): _____ Email: _____

Company Address (Listed in Program): _____ City/St/Zip: _____

Phone: _____ Website: _____

BOOTH CHOICE(S): 1st 2nd 3rd BOOTH PRICE: \$ **\$1,700 per Booth. IIABAZ Members Deduct \$500.**

If possible, do not assign near: _____

Payment is Easy:

1. ☐ Paying by Check (Payable to IIABAZ and return with completed Forms.) Require an Invoice to pay? ☐ YES. We will email invoice promptly.
2. ☐ Paying by Credit Card :

CARD #: _____ EXPIRATION DATE: _____ SECURITY #: _____

NAME ON CARD: _____ SIGNATURE: _____

EMAIL RECEIPT TO:

CARD BILLING ADDRESS:

Exhibit Booth Contract and Hotel Regulations Form

THIS AGREEMENT is made between the Independent Insurance Agents and Brokers of Arizona, Inc. hereafter referred to as IIABAZ, and _____, hereafter referred to as Exhibitor.
(Exhibiting Company Name)

In consideration of the premises and mutual covenants herein contained, the parties agree IIABAZ will permit Exhibitor to occupy booth(s) at the Trade Show on September 3, 2026 and Exhibitor agrees that full rental fee must be paid upon requesting reservations and submitted with this signed Exhibit Booth Contract and Hotel Regulations Form.

Cancellation Policy

All booth space cancellations must be submitted in writing (email is acceptable) and receipt must be acknowledged by IIABAZ. Exhibitor, please note that a cancellation causes substantial disruption in the assignment of the booth space and in planning of the Convention. Exhibitor is given the right to cancel this agreement at any time prior to the Trade Show on September 3, 2026 with applicable cancellation fees from the Schedule below applying.

Cancellation Fee Schedule:

Time of signing to June 1, 2026	10% of the Total Rental Fee
June 2, 2026 to July 27, 2026	25% of the Total Rental Fee
On or after July 28, 2026	No Refunds
No Shows	No Refunds

IIABAZ reserves the right to resell booth space.

In the event the Trade Show is cancelled, Rental Fees will be refunded in full.

Rules & Regulations

Exhibitor agrees to abide by the Rules and Regulations and special regulations, such as set-up and tear-down times, drayage rules and regulations, city or town restrictions, hotel rules and regulations governing exhibits at the hotel, etc.

Licenses

Exhibitor agrees that it is properly licensed to transact business in the State of Arizona, which will include insurance licenses if writing insurance. Exhibitor is prohibited from selling merchandise out of their booth unless Exhibitor complies with local ordinances and state laws. Exhibitor agrees to pay all music licensing fees in the event copyrighted music is played by the Exhibitor.

List of Registered Convention Attendees

Exhibitor agrees to sign a Confidentiality Agreement, that would include damages if broken, before receiving the list of convention attendees which states that Exhibitors may not provide the list to any other person or entity and that the list may only be utilized by Exhibitors to invite attendees to visit their booth at the event, or to promote the Exhibitor’s products or services.

Booth Space Layout and Booth Assignments

Booth floor space layout is as accurate as possible as of this date. Changes or modifications may be necessary for safety reasons, fire prevention, or program changes at IIABAZ’s sole discretion. If a space change or modification occurs, IIABAZ will notify Exhibitor in a timely manner and will offer Exhibitor equitable adjustments as determined by IIABAZ and at IIABAZ’s sole discretion.

Occupancy

Exhibitor agrees to not sublet, or to otherwise assign, to any other person or organization whatsoever and rights to occupy any booth, or part of any booth covered by this agreement without first obtaining the written consent of IIABAZ.

Fire Prevention

All booth decorations must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Safety Code. If inspection indicates that any Exhibitor has neglected to comply with these regulations, or otherwise creates a fire hazard, the IIABAZ reserves the right to demand removal of all or such part of the exhibit as may be non-conforming or hazardous. The Exhibitor is charged with the knowledge of all local laws, ordinances, and regulations pertaining to health, fire prevention and public safety while participating in the Trade Show. Compliance of such laws is mandatory of all Exhibitors and the sole responsibility is that of the Exhibitor. Aisles must be kept clear at all times. Safety and fire exits and equipment including ceiling sprinkler systems must be accessible at all times.

Use of Space

Booth displays must be contained in the booth space rented by Exhibitor and arranged so that it does not obstruct other exhibits. No display shall be constructed with a height exceeding 8’. Side displays over 3’ must have a blank backing so that it will not be objectionable to the Exhibitor in the next booth. Exhibitor must get pre-approval from Hotel if they have an unusual display requiring special hookup, technical assistance or special installation. If approval is not provided, Exhibitor is prohibited from utilizing that display at the Trade Show.

Distribution of circulars and promotional material may be made only within the booth assigned to the Exhibitor presenting such material. Solicitation of business must be confined to the Exhibitor’s own booth. Exhibitor agrees not to advertise, promote, or provide product information that is a competing product or service offered by IIABAZ and its subsidiaries at the booth. Vendors not exhibiting are prohibited from soliciting on the Exhibit Floor and IIABAZ will have them removed from the Trade Show.

Audio Visual

Public address, sound producing or amplifying devices which project sound beyond exhibitor’s space will not be permitted. Promotional videos pertaining to the exhibit only will be permitted.



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Prizes and Drawings

Individual drawings from Exhibitors booth are the sole responsibility of the Exhibitor. IIABAZ asks that drawings be handled with honesty and integrity.

IIABAZ will offer a cash drawing prize for any Convention Registrants who visits every booth at the event. Registrant will be provided with a Booth Drawing Card and will require each Exhibitor to initial or hole punch Exhibitor booth number. Please do not validate for other Exhibitors as the purpose of this is to see that every registrant visits every booth.

Food and Beverages

JW Marriott Desert Ridge Resort retains the exclusive right to provide all food and beverage services on its premises. Exhibitors are not permitted to bring any outside food or beverages onto hotel property without express permission of the JW Marriott Desert Ridge Resort’s Conference and Services Manager. Exhibitors are solely responsible for contacting the JW Marriott Desert Ridge for said permission.

Security

JW Marriott Desert Ridge Resort, IIABAZ, or any officer or staff member thereof will not be responsible for the safety of the Exhibitor’s property. Safekeeping of the Exhibitor’s property shall remain the sole responsibility of the Exhibitor. Exhibitor understands that there will be no security provided for the Trade Show,

Insurance

Exhibitor agrees to obtain and maintain, during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering Exhibitor’s indemnity obligations in this contract. JW Marriott Desert Ridge Resort and Independent Insurance Agents and Brokers of Arizona shall be named as additional insureds on such policy, and Exhibitor shall supply IIABAZ with a Certificate of Insurance at least 30 days prior to September 3, 2026. Exhibitor understands that neither JW Marriott Desert Ridge Resort nor the IIABAZ will maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

Limitation of Liability

Notwithstanding any provision in this agreement to the contrary, the IIABAZ’s entire liability for all matters relating to the Trade Show and Exhibitors participation in the Trade Show, in any respect, irrespective of the theory of liability shall be limited to the lessor of: (1) Direct actual damages for the specific matter that is the subject of the dispute; and (2) The actual total Booth Rental Fee paid to the IIABAZ. Neither the IIABAZ nor any IIABAZ officers, directors, members, or employees shall be liable for consequential, incidental, indirect, punitive or special damages, even if advised of the likelihood of such damages occurring. Without limiting the generality of the foregoing, recourse shall be limited to the assets of the IIABAZ and no party shall have recourse against, and shall bring no claim or action against, any officer, director, member, or employees of the IIABAZ or any of the assets thereof.

Indemnification

Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor’s activities on The Phoenician Resort’s premises. Exhibitor will indemnify, defend, and hold harmless the IIABAZ, its officers, directors, members, and employees as well as JW Marriott Desert Ridge Resort, its owner, management company, and employees from any such losses, actions, damages, liability, and claims, costs and expenses (including attorney fees). IIABAZ and JW Marriott Desert Ridge Resort will not be responsible or liable for any loss, damage, or claims arising out of Exhibitor’s activities on JW Marriott Desert Ridge Resort’s premises except for any claims, loss, or damages arising directly from the IIABAZ ’s or The Phoenician Resort’s own gross negligence.

Compliance

Exhibitor agrees that if any of the above covenants are broken by the Exhibitor, the IIABAZ has the right to cancel the Exhibitor’s Booth Rental and/or ask the Exhibitor to remove themselves from the Exhibit Floor. If this occurs, refunds for the booth rental will be at the IIABAZ’s discretion.

By signing this Agreement, I acknowledge that I am an authorized representative and authorized to bind the below organization, and that the organization will agree to abide by the Exhibit Booth Contract and Hotel Regulations Form along with the policies set forth by the IIABAZ for the Trade Show. Electronic Signature accepted.

By: _____ Organization: _____
(Signature of Authorized Representative) (Exhibiting Company Name)

By: _____ Dated: _____
(Print Name and Title)

Complete and return with signed **Exhibit Space Reservation Form** with **PAYMENT** to: