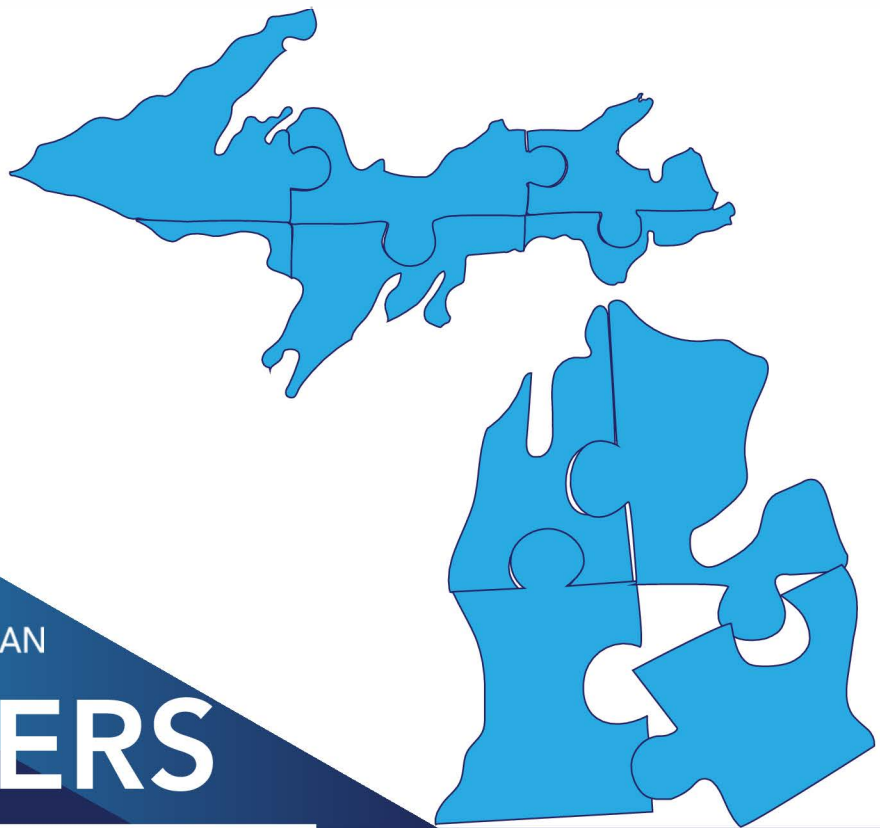




Position Your Brand and Products at the Heart of Michigan's Independent Agency Community

As the **most influential association** representing independent insurance agents in Michigan, and leading the voice for our members in Lansing and Washington, D.C., Big I Michigan offers **unparalleled opportunities** to support the industry while showcasing your brand and connecting with the very professionals who drive your success.

By partnering with Big I Michigan, you gain more than visibility; **you gain credibility within the premier network of independent agents.**

Our strategic priorities make us the ideal partner for businesses like yours:

- Empowering agencies to optimize operations and build resilience.
- Attracting and cultivating talent to ensure a thriving industry for years to come.
- Advocating boldly on behalf of our members and the industry at state and national levels.
- Hosting the largest and most dynamic events for independent agents across Michigan.

Become a Big I Michigan Partner, and position your business where it belongs; at the forefront of Michigan's independent agent community. *The decision should be easy.*

WHO WE ARE

Over 600 MI agencies and branches
5,000+ MI agency team members supported

BRAND EXPOSURE & IMPRESSIONS

7,500 active users this past year at MichAgent.org
6,300 social media followers across channels
Impressive, above-industry standard email open rates
5200 industry team members in email distribution list
Active and engaged group of agency principals/decision makers

BIG MICHIGAN • Flagship Events

MI Convention & Trade Show

Built to Last

Radisson Hotel & Suites • Kalamazoo
February 16-18, 2026

Sales & Leadership Conference

Mission Point Resort • Mackinac Island
June 23-25, 2026

Additional Events

Big I Michigan Legislative Day • Lansing
Big I National Legislative Conference • Washington, D.C.
Women in Insurance
CSR Day
Holiday Mixer
Great Lakes Automation Day (GLAD)
PAC Clay Pigeon Shoot





BENEFITS	SUPER PLATINUM \$21,000	PLATINUM \$16,000	DIAMOND \$12,000	GOLD \$8,500	SILVER \$5,500	BRONZE \$3,000
VIP ACCESS						
Exclusive invitation to present to Big I Michigan Board of Directors	•					
Access to the Big I Michigan contact directory	•	•	•	•	•	
Eligibility for company meeting program	•	•	•	•	•	•
Big I Michigan Partner Logo for your use	•	•	•	•	•	•
NETWORKING & RELATIONSHIP BUILDING						
Recognition in Big I Michigan marketing and e-newsletters, tiered by level	Logo + website link	Logo + website link	Logo + website link	Company name listed		
Company Logo or name displayed on Partner Wall in Big I Michigan boardroom/classroom	Prominent Logo display	Prominent Logo display	Prominent Logo display	Company name listed	Company name listed	Company name listed
Submit sponsored content to be shared with Big I Michigan's social media audience.	•	•				
Company Logo featured as sponsor on cover of one issue of MI Agent Magazine	•	•				
Spotlight opportunity: contribute an article to the Partner's Perspective feature in MI Agent Magazine	•	•	•			
Sponsor recognition by tier in each issue of MI Agent Magazine	•	•	•	•		
Discount on advertising in MI Agent Magazine	•	•	•	•	•	•
EVENTS						
In-house sponsor slide or display during Big I Michigan classes	•	•				
Convention & Conference premier sponsor	On stage & prominent logo	•				
Sponsor Recognition on Convention webpage	•	•				
Opportunity to present a 60-second video message, played in the main ballroom during a high-visibility program segment.	•	•	•			
Sponsor recognition for any Convention or Conference giveaways	•	•	•			
Discounted exhibit booth at the Big I Michigan Convention & Trade Show.	Complimentary	\$1500	\$1600	\$1800	\$1900	\$2000
Exclusive "Early Bird Exhibitor" Invitation & booth location selection (booth reservation dates are based on partner tier)	First priority	Second priority	Third priority	Fourth priority	Fourth priority	Fifth priority
Complimentary Convention & Conference registrations (transferrable to agent)	5 total w/ reserved table	4	3	2	1	25% off

Convention & Conference attendee list	•	•	•	•	•	•
Eligibility to attend Big I Michigan & NextGen events	•	•	•	•	•	•
Exclusive invitation to participate in Big I Michigan's Legislative Day at the Capitol	•	•	•	•	•	•
BRAND EXPOSURE & IMPRESSIONS						
Host a private webinar for Big I Michigan members	2	1				
Publish a guest blog post amplified across Big I Michigan's social channels	4	3	1			
Banner ad on Big I Michigan homepage as website sponsor, and shared on socials	Logo + website link	Logo + website link	Logo + website link	Company name listed with others in same tier	Company name listed with others in same tier	Company name listed with others in same tier
BIG I MICHIGAN CORPORATE PARTNER MEMBERSHIP						
Exclusive access to the MI P&C Marketplace Report and quarterly updates	•	•	•			
Access to CatalyIT State of Tech Report	•	•	•			
Ensure your team stays connected with a full staff subscription to Big I Michigan communications	•	•	•	•	•	•
Educational class discounts for staff	•	•	•	•	•	•
Discounted member programs	•	•	•	•	•	•

WHAT IS A NEXTGEN LEADERS OF MICHIGAN AMBASSADOR?

NextGen Ambassadors are the eyes and ears on the street helping young agents connect with Big I Michigan and its resources. An Ambassador is a Big I Michigan Partner who is out in the offices of our member agents and regularly attends Big I Michigan events.

BIG i | MICHIGAN



If you are interested in becoming a NextGen Ambassador and are a Big I Michigan Partner, contact Sarah Allen for an application.





MICHIGAN

CONVENTION & TRADE SHOW



ABOUT THE TRADE SHOW

The Big I Michigan Convention & Trade Show has historically welcomed over 500 attendees, and we're excited to surpass that number in 2026! Join us for two action-packed days filled with education, networking, the trade show, and so much more. It's the perfect opportunity to connect with industry leaders, showcase your brand, and be part of Michigan's premier insurance event.

BOOTH INFORMATION & PRICING

Non-Member: \$2,500

Member Pricing by Tier

- | | |
|--------------------------------|--------------------|
| ◦ Super Platinum - FREE | ◦ Gold - \$1,800 |
| ◦ Platinum - \$1,500 | ◦ Silver - \$1,900 |
| ◦ Diamond - \$1,600 | ◦ Bronze - \$2,000 |

WHERE IS IT VENUE & LOGISTICS

Location: Radisson Plaza Hotel & Suite, Kalamazoo
Trade Show room location: Kalamazoo Room (within the Radisson)

The Radisson plaza is a full convention hotel in downtown Kalamazoo.

CANCELLATION POLICY

- A \$400 fee applies for cancellation of your booth reservation
- No refunds after February 6, 2026

BOOTH FEE COVERS

WHAT'S INCLUDED

- Lunch
- Free Wi-Fi
- Entrance for up to 3 Exhibitors
 - Additional exhibitors: \$100 each
 - Maximum 6 people per booth
- 8'x10' Exhibit Space
- 8' back wall draping + 3' high side rails
- 2'x8' covered & skirted table, 2 chairs & wastebasket
- Booth Sign with Company name

Contact Sarah Allen
with questions or to reserve
your booth



sallen@michagent.org



bit.ly/exhibit26





ADVERTISE WITH BIG i MICHIGAN

Grow visibility with Michigan's independent insurance community across print & digital. Reserve your spot, pick your frequency, and lock in premium placement.

MI AGENT DISTRIBUTION

Six print issues per year to nearly **1,200** members and partners, plus a digital edition to **6,000+** recipients.

2026 EDITORIAL CALENDAR

- **Jan/Feb:** Election Recap
- **Mar/Apr:** Company Agency Meetings
- **May/Jun:** Member Benefits Spotlight
- **Jul/Aug:** MI Market Share Report
- **Sep/Oct:** Leadership Issue
- **Nov/Dec:** Broker/Agency Meetings
- Special Promotional Convention edition

ADD-ON

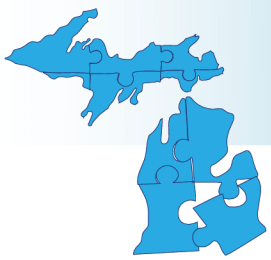
PREMIUM PLACEMENT

- Inside Front Cover
- Opposite Front Cover
- Opposite Table of Contents
- Back Cover



MI AGENT ADVERTISING SIZE & RATES

- Full Page, as low as \$1100 per issue
- Half Page, as low as \$700 per issue
- Third Page, as low as \$525 per issue
- Quarter Page, as low as \$400 per issue
- Discounts:
 - Frequency discounts. Best rates when you commit to all six issues
 - Partner discounts, based on tier, up to 25%
 - Early pay discount of 5% (if paid by 12/01/25)



Partnership Form

due by January 15, 2026

I WANT TO SUPPORT MY INDEPENDENT AGENCY NETWORK!

Super Platinum (\$21,000)

Gold (\$8,500)

Platinum (\$16,000)

Silver (\$5,500)

Diamond (\$12,000)

Bronze (\$3,000)

Company: _____

Main Contact Name: _____

If billing contact is different, please provide it here: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Website : _____

TOTAL AMOUNT DUE: \$ _____

Payment information:

Credit Card

Check

Please invoice me

Visa

Mastercard

American Express

Credit Card Number: _____

CVV: _____ Zip: _____

Name on Card: _____

Signature: _____

Billing Address: _____

BIG I MICHIGAN SUPPORTING PARTNERS PROGRAM TERMS & CONDITIONS

The Big I Michigan Supporting Partners program operates on a calendar year (benefits applicable January 1 – December 31). Commitments must be renewed each year to continue as a partner of Big I Michigan, and to receive corresponding benefits based on your selected tier level. This contract serves as a binding agreement between your company and Big I Michigan. Your company is responsible for the full, contracted balance, as no cancellations are permitted.

Big I Michigan must receive this commitment form and complete payment by January 15th of corresponding year to receive applicable benefits. If payment is received after this date, benefits may be adjusted accordingly. Please note, if you choose “credit card” option, your card will be charged upon Big I Michigan’s receipt of this form.

I agree to all terms and conditions outlines in this agreement.

Signature: _____ Date: _____

Mail form to:
Sarah Allen, Big I Michigan, 1141
Centennial Parkway, Lansing, MI 48917 or
email sallen@michagent.org



THANK YOU TO OUR SUPPORTING PARTNERS

SUPER PLATINUM



PLATINUM



DIAMOND



GOLD PARTNERS

Accident Fund & AmeriTrust
Acuity
EMC Insurance Company
Fremont Insurance Company

Hastings Mutual Insurance Co
Liberty Mutual Insurance
Michigan Insurance Company
Pioneer State Mutual Insurance Co.

Retailers Insurance Company
Rockford Mutual Insurance Co
Wolverine Mutual Insurance Co

SILVER PARTNERS

American Collectors Insurance
AmWINS
Burns & Wilcox
Citadel
Conifer Insurance Services
CRC Group
Encova Insurance

Enterprise Mobility
Foremost Insurance Group
Globe Midwest Adjusters International
Grange
Homeowners of America
Imperial PFS
JENCAP Group

Keystone Insurers Group
MJ White and Son
Risk Placement Services
RT Specialities
SECURA Insurance Company
Union Bay Risk Advisors LLC
Westfield

BRONZE PARTNERS

AmTrust Insurance
Berkshire Hathaway GUARD Ins Companies
Builders
Capital Premium Financing
Central Insurance Companies
CompScience
ePayPolicy

FCCI Insurance Group
Grand River Insurance Agency
ICW Group Insurance Companies
Input I
Lift Local
Madeira Networks
Main Street America Insurance
MarshBerry

Michigan Agency Partners
National American Insurance Company (NAICO)
Nationwide Insurance
Northern Mutual Insurance Company
The Cincinnati Insurance Companies
The ProSure Fund
Travelers Insurance
West Bend Insurance Company
XPT Specialty

