



# American Insurance Marketing and Sales Society 2010 Company Partner of the Year Award



## About the Company Partner of the Year Award

**Recognize a property/casualty insurance company for innovative sales and marketing programs!**

The relationship between agents and their companies is a unique partnership. The nature of that relationship can significantly impact the success of an agent. The AIMS Society's *Company Partner of the Year Award* honors companies that create revolutionary and exciting programs that provide agents with tools for success. This award recognizes effective and unprecedented sales and marketing programs insurance companies provide for agents.

### Eligibility

The *Company Partner of the Year Award* is open to all insurance companies and their subsidiaries that operate within the American Agency System. Any **AIMS Society member** may nominate a company that conducts visionary programs designed to help agents sell better.

Submit your nomination based on the **Nomination Form** to the right. The AIMS Society's Awards Committee will review and judge nominations for the *2010 Company Partner of the Year Award* based on significant contributions the company has made, whether it is a bold new marketing program, informative education seminar, or unique product. Give examples of how this particular effort made a positive difference in your agency operation. Judges will look at agent entries to determine if the company clearly designed the program for its agents, if the program was adequately marketed to agents so they could take advantage of it, and if the program met its objectives.

### Entry Deadline

Nominations must be received in the AIMS Society office by 5 p.m. on **Friday, January 15, 2010**. All submission materials remain the property of the AIMS Society.

### Send nominations to:

**AIMS Society**  
**PO Box 35718**  
**Richmond, VA 23235**  
**Phone: 877/674-2742**  
**Fax: 703/579-8896**

## Nomination Form

### Rules

All questions on the entry form must be completed. You may attach your typed responses on a separate sheet. Appropriate supporting information such as reports, brochures, etc... may accompany the nomination. Multiple entries for the same company are allowed as long as each entry is submitted on a separate application form. All submission materials remain the property of the AIMS Society.

I, \_\_\_\_\_ of \_\_\_\_\_ am pleased to recommend the following insurance company as a candidate for the AIMS Society's *2010 Company Partner of the Year Award*.

Company: \_\_\_\_\_

Company Representative(s): \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Please answer the following questions in typewritten format on a separate sheet:

- #1. What is the name of the innovation or program provided by this company?
- #2. How did it help your agency and/or other agents produce business?
- #3. Briefly describe the program. Include any promotional materials/brochures, etc...
- #4. How did the company make agents aware of this program?
- #5. What other unique approach is the company taking to help agents sell better?
- #6. Please list any other information you feel is pertinent.

### Awards Presentation

The *2010 Company Partner of the Year Award* will be presented during the AIMS Society's **23d Annual PRO-to-PRO, March 4-6, 2010 at the Bourbon Orleans Hotel in New Orleans, Louisiana.**

Visit [www.aimssociety.org](http://www.aimssociety.org) for more details.