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IASA SECURES MEDIA PARTNERSHIP WITH AM BEST

TIMBERLAKE, NC (May 15, 2024) – IASA is excited to announce a new media partnership with AM Best for the 2024 annual conference, IASA Xchange™, taking place in Pittsburgh, Pa., from June 2–5. The partnership provides both parties with exclusive benefits and value within client- and prospect-rich educational and media environments.

This partnership gives AM Best, access to IASA leaders, members, attendees, and partners through its proprietary IASA Xchange™-branded event with face-to-face networking, exhibit booth, and advertising opportunities. Similarly, IASA benefits from exposure to AM Best clients and readers through its owned assets across a mix of media channels.

“We’re excited to partner with AM Best as a 2024 IASA Xchange™ Media Partner,” stated IASA Executive Director, Kim Nicholl-Keane. “Through their targeted audience media platforms, we are able to reach mutual audiences to spread awareness of IASA’s signature annual event.”

About AM Best

AM Best is a global credit rating agency, news publisher, and data analytics provider specializing in the insurance industry. Headquartered in the United States, the company does business in over 100 countries with regional offices in London, Amsterdam, Dubai, Hong Kong, Singapore and Mexico City. Learn more at web.AMBest.com.

About IASA

For almost 100 years, IASA, a 501(c)(3), has served as the trusted source of knowledge and innovation that guides the community of insurance professionals. IASA’s community roots, consisting of thousands of members and insurance constituents, in addition to 18 national chapters, run deep, with a mission to accelerate professional growth to shape, influence, elevate, and strengthen the insurance industry. Its vision is to be the definitive source of trusted knowledge, credible collaboration, and common business interests that drive future industry innovation through the practice and alliance of insurance professionals. Learn more at IASA.org.

About IASA Xchange™

IASA's annual signature event attracts an estimated 500 members and industry partners each year. The conference is filled with CPE-eligible content, inspiring keynote speakers, workshops, tradeshow, networking, social events, and IASA business and ceremonial meetings.

About The Institutes

The Institutes® are a not-for-profit comprised of diverse affiliates that educate, elevate, and connect people in the essential disciplines of risk management and insurance. Through products and services offered by The Institutes nearly 20 affiliated business units, people and organizations are empowered to help those in need with a focus on understanding, predicting, and preventing losses to create a more resilient world. Learn more at Global.TheInstitutes.org.

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