



FOR IMMEDIATE RELEASE

IASA SECURES MEDIA PARTNERSHIP FOR IASA XCHANGE™ WITH NU PROPERTY & CASUALTY 360

DURHAM, NC (July 14, 2021) – IASA is excited to announce a media partnership with NU Property & Casualty 360 for its 2021 annual conference, IASA Xchange™, taking place in New Orleans, La., from August 29-September 1, 2021, as well as IASA Xchange™ lite. The partnership provides both parties with exclusive benefits and value within client- and prospect-rich educational and media environments.

This partnership gives NU Property and Casualty 360 year-long access to IASA leaders, members, attendees, and partners through its proprietary IASA Xchange™-branded events with face-to-face networking, visible expertise, and advertising opportunities. Similarly, IASA receives access to NU Property & Casualty 360 clients and readers through its owned assets across a mix of media channels.

“Partnering with NU Property & Casualty 360 is a great opportunity for IASA,” stated Kerry Crockett, MBA, CAE, CMP, DES, CEO for IASA. “We are able to reach mutual target-rich audiences, while achieving our organizational goals and objectives consistent with industry best practices and industry professional preferences.”

“As the leading media brand in the P&C insurance industry trusted by agents/brokers, risk managers, insurance carrier professionals and senior claims executives, we are very excited to have an even deeper partnership with IASA,” said Tamara Gentry, group publisher of NU Property & Casualty. “IASA’s rich lineup of industry leaders and influencers will provide exceptional content to our audience who consume information on our website, magazines, newsletters, as well as via our online and live events.”

The current media partnership concludes with IASA Xchange™ lite in December 2021.

About IASA Xchange™

IASA’s national, annual signature educational-rich event attracts an estimated 2,000 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. Twice per year, a smaller version of the event is held virtually as IASA Xchange™ lite, providing engaging professional development opportunities for members reaching them wherever they are. For more information, visit the IASA [website](#).

About NU Property & Casualty 360

PropertyCasualty360.com is where agents, brokers, insurers and claims professionals go to access breaking insurance news, research and data, product info, compliance and legal updates, technology developments, industry trends and more.. Our suite of products, including PropertyCasualty360.com, *NU Property & Casualty, Claims*, and America’s Claims Executive

(ACE), reach all segments of the property & casualty insurance market during all phases of the insurance buying and selling process. We are part of ALM, a business-to-business information and intelligence media company that delivers premium content to professionals in the legal, financial services, insurance and commercial real estate industries.

About IASA

For almost 100 years, IASA -- a non-profit 501(c)(3) -- has served as the trusted source for knowledge and innovation that guides the community of insurance professionals. IASA fosters an environment of selfless engagement, inclusivity, and conviction, advancing careers and personal growth its for members and constituents. It produces the best education and learning opportunities in an open and sharing environment through exceptional leadership that promotes excellence, collaboration, innovation, and community engagement. Its community roots, consisting of thousands of members and insurance constituents, in addition to 24 national chapters, runs 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 drives future industry innovation through the practice and alliance of insurance professionals. To find out more about IASA, visit the website at www.iasa.org.

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Contact: Tracey Gould, M.S. IMC, CPSM
Marketing and Communications Director
tgould@iasa.org