



NATIONAL ASSOCIATION OF INDEPENDENT LIFE BROKERAGE AGENCIES  
**2012 PROMOTIONAL OPPORTUNITIES**  
ADVERTISE | EXHIBIT | SPONSOR



## Partner with NAILBA

**REACH AN INTENSELY LOYAL, WELL-EDUCATED  
PROFESSIONAL AUDIENCE WITH BUYING POWER**

*"NAILBA is a great organization that provides a platform for companies like Portamedic to spend time with our customer partners in one place. It also allows us the opportunity to build new relationships with members who are not our partners, yet!"*

**Debbie Smith**

**Account Executive, Portamedic/HooperHolmes**

# Opportunities with Advantages

NAILBA is pleased to provide you with the 2012 Promotional Opportunities Guide, offering you a complete catalog of all of NAILBA's corporate involvement opportunities for the coming year.

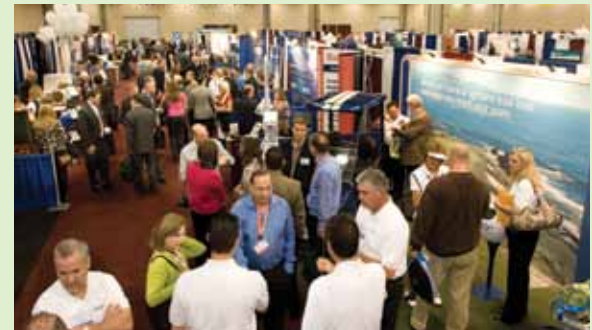
This consolidated guide offers you both a full Media Kit and a Corporate Opportunities catalog outlining exhibit and sponsorship opportunities.

**By taking advantage of these opportunities you will gain access to:**

- The nation's top independent brokerage general agency principals
- The senior officers of major insurance carriers
- Technology and business leaders

The purpose of NAILBA is to serve as the national association of life, health and annuity insurance distributors. **Don't miss the chance to showcase your company's products and services before this select audience!**

NAILBA



## Reach Your Niche

NAILBA membership is comprised of over 350 brokerage general agencies representing over 250,000 independent producers who deliver over \$4 billion in insurance premiums annually.

Our strength rests in our ability to bring together all the key players in independent insurance brokerage distribution—our *Perspectives* readership, web audience and meeting attendance includes agency principals, CEOs, presidents, chairmen of the board, senior vice presidents and chief marketing and technology executives from all of the leading companies in the brokerage community.

*“Working with the NAILBA Staff and Members for the last 15 years has been very gratifying. Their consistent commitment to the independent distribution channel has fostered an understanding for carriers and vendors alike to provide the solutions which reduce time and cost to process. Everyone associated with NAILBA knows excellence in everything is the only thing.”*

**Mike Bridges**  
President, PaperClip Inc.

## NAILBA by the Numbers

**250,000+**

Number of independent agents in the field represented by NAILBA member agencies

**1,500**

C-Level decision-makers (CEOs, Presidents, Vice Presidents, Senior Management) from independent agencies, leading financial institutions, insurance carriers, and industry vendors receive *Perspectives*

**Nearly \$18 Billion**

Annualized premiums written through independent marketing entities



EXHIBIT

# Exhibit Opportunities

## SHOWCASE YOUR PRODUCT

NAILBA events are a powerful medium for building and growing your business. NAILBA attracts top level decision-makers from the independent life brokerage industry, which means you will be talking to the right people in the right place at the right time.

*"NAILBA is the only venue in the industry where you can network with your BGA customers in one location. The amount of productive work that can be accomplished at this meeting is second-to-none. During these challenging times in our industry, this venue is more important than ever!"*

**Colleen Horner, VP, National Accounts  
Nationwide Financial**





**NOVEMBER 15 -17, 2012  
JW MARRIOTT ORLANDO GRANDE LAKES  
ORLANDO, FLORIDA**

#### **WHERE THE BROKERAGE INDUSTRY MEETS**

For 31 years, NAILBA has assembled the principals and senior management of the leading independent life insurance brokerage agencies, plus executives from major insurance carriers and vendors all in one place at our annual meeting. ***This is the must-attend event in the brokerage industry - registrants come to NAILBA to stay connected and get informed.***

Annual meeting attendees enjoy the networking, but remain focused on learning about the latest financial products, services, industry technologies, sales products, and business applications.

Showcasing your products and services at NAILBA 31 is the most powerful and cost-effective way to reach and influence hundreds of decision-makers whose agencies represent over 250,000 independent producers in the field.



# Exhibitor Benefits

- Exposure to an audience of the most influential purchasers in the insurance industry.
- Unopposed exhibit time during meeting food functions and selected breaks.
- Opportunity to attend non-exhibit events providing valuable networking and education time.
- Free pre-show and post-show attendee mailing list.

## Generous Exhibit Booth Package which includes:

- 8' high backwall and 3' high side rail drape
- Carpet
- 2-Side Chairs
- Electric
- First right of refusal for next year's event with priority point criteria
- Subscription to *Perspectives* magazine
- Subscription to NAILBA Now e-newsletter
- Draped Table
- 1-Wastebasket
- Identification sign

## Booth Selection and Rental Fees

We will make every effort to accommodate your first selection, however booth placement is made first based on NAILBA's Priority Point System and then on a first-received, first assigned basis. No booth spaces will be held or confirmed without receipt of 25% deposit.

<b>Carrier/Life Settlement Provider</b>	<b>10' x 10' booth</b>	<b>\$92.00 per sq. foot</b>
<b>Vendor</b>	<b>10' x 10' booth</b>	<b>\$72.00 per sq. foot</b>

**NOTE:** Booths are sold in 100 sq. foot increments only, with a four (4) 10'x10' booth maximum purchase per company. Multiple booths must be placed next to one another.



# Exhibit Application & Contract

Please review and complete both sides of this application/contract.



NOVEMBER 15 - 17, 2012  
JW MARRIOTT ORLANDO GRANDE LAKES  
ORLANDO, FLORIDA

By completing the following, you are making a formal application for exhibit space which will become binding upon confirmation from the National Association of Independent Life Brokerage Agencies (NAILBA). Please complete the first section with your current company information as you intend for it to appear in NAILBA marketing materials.

Company \_\_\_\_\_  
CEO \_\_\_\_\_  
Main Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Website \_\_\_\_\_

Please complete the next section with your company contact information\*. The first (booth) contact is the person who will receive all mailings, e-mails, attendee lists, and invoices, as well as booth logistic information. The second (marketing) contact is the person who is empowered to make PR and promotions commitments for your company.

Booth Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Direct Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Mobile \_\_\_\_\_  
E-mail \_\_\_\_\_  
Marketing Contact Name \_\_\_\_\_  
Direct Phone \_\_\_\_\_  
E-mail \_\_\_\_\_

\* Please notify NAILBA immediately if your contact information changes! This is NOT your registration form. You must ALSO register prior to the published deadline date.

**NAILBA Confirmation**  
Dimensions \_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_ Total Square Feet  
Booth Number \_\_\_\_\_  
Approved by \_\_\_\_\_  
Date \_\_\_\_\_

## Booth Space & Rates

Booth space is sold in 100 sq. ft increments. Minimum purchase is 100 sq. ft. (10'x10'); maximum is 400 sq. ft. (4 – 10'x10' inline only booths). Booth space is assigned first on a priority space selection process and then on a first-received, first assigned basis.

**Exhibit Space Request**  
\_\_\_\_\_ ft. X \_\_\_\_\_ ft. = \_\_\_\_\_ Total Net Sq. Ft.  
1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

**Select type of company**  
 Carrier/Life Settlement Company (C/LS) **\$92/sq. ft.**  
 Vendor (V) **\$72/sq. ft.**

**Total Booth Cost**  
\_\_\_\_\_ total sq. ft. X \_\_\_\_\_ Rate = \$ \_\_\_\_\_

## Payment Amount

**Initial 25% Deposit due with contract for 10x10 space- 2x for double: 3x for triple and 4x for quad**  
 **\$2,300** (C/LS)  **\$1,800** (V)  
**2nd 25% Deposit due on or before April 20, 2012**  
 **\$2,300** (C/LS)  **\$1,800** (V)  
**Final 50% payment due on or before August 24, 2012**  
 **\$4,600** (C/LS)  **\$3,600** (V)  
**Charge entire amount**  
 **\$9,200** Carrier/Life Settlement Company (C/LS)  
 **\$7,200** Vendor (V)

Check box if you would like remaining deposits to be charged to credit card provided below on the scheduled due date.

## Payment Instructions

### Pay by Credit Card

Please return completed exhibit contract, including credit card information by one of the following ways:

**Fax** 703.383.6942 **E-mail** shaining@nailba.org  
**Mail** NAILBA, 11325 Random Hills Road, Suite 110  
Fairfax, VA 22030

**Credit Card**  VISA  MasterCard  American Express

Name \_\_\_\_\_  
(as it appears on card - please print)  
Signature \_\_\_\_\_  
Credit Card No. \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

### Pay by Check

Please mail completed exhibit contract and check (payable to NAILBA) to:  
NAILBA, PO Box 79968, Baltimore, MD 21279-0968  
 Check No. \_\_\_\_\_

## EXHIBITING TERMS & CONDITIONS

- 1. CHARACTER OF THE EXPOSITION** Show Management reserves the right to determine the eligibility of any company, product, or service, and the right to restrict, prohibit, or evict any exhibitor or product that, in the opinion of Show Management, detracts from the character of the Exhibition or for any violation of the following Terms and Conditions. In the event of such restriction or eviction, NALBA Show Management shall not be held liable for refunding exhibit fees or any other costs incurred by the exhibitor. Violations of the Terms and Conditions may also result in a loss of exhibitor priority.
- 2. PAYMENT SCHEDULE** Space contract amounts may be paid in deposit installments according to the following schedule: 25% deposit of the total booth payment is due with the submission of this space contract; another 25% deposit of the total booth payment will be due on or before April 20, 2012; final payment or final 50% of the total booth payment will be due on or before August 24, 2012.
- 3. CANCELLATION POLICY: FINAL PAYMENT FOR EXHIBIT SPACE IS DUE ON OR BEFORE August 24, 2012.** Failure to pay balance of fees by due date shall be considered a material breach of the agreement and may result in cancellation of exhibit space. Upon such breach, exhibitor shall forfeit deposits paid and NALBA reserves the right to assign or resell forfeited spaces to other exhibitors. Requests for cancellation and refunds must be made in writing. NALBA will retain 25% of the total contracted booth space amount for cancellation requests received after January 6, 2012 and before April 20, 2012. NALBA will retain 50% of the total contracted booth space amount for cancellation requests received after April 20, 2012 and before August 24, 2012. NALBA will retain the full space contract amount for any cancellation requests received after August 24, 2012. The total fee for booth space is non-refundable after August 24, 2012, and should a balance remain, the exhibitor will be obligated to pay the full balance of the space contracted. NALBA shall not be liable for any interest on any amount refunded.
- 4. UNOCCUPIED SPACE** Unless special arrangements have been made, any space not claimed and occupied by 1:00:00 am Thursday, November 15, 2012 may be sold or reassigned by Show Management without obligation for any refund whatsoever.
- 5. SUBLEASING OF Exhibit Space is prohibited.** All signs, displays, persons, and product in the booth(s) must be related to the exhibiting company.
- 6. SPACE ASSIGNMENTS** shall be indicated on the exhibit space rental agreement as approved by NALBA. No one company can have a total of more than four (4) booths. NALBA reserves the right to rearrange or adjust the floor plan to accommodate the best interests of the Show. All insurance companies or suppliers of insurance products (including life settlement companies) will pay a booth fee of \$92 per square foot. All other companies will pay booth fee of \$12 per square foot.
- 7. BOOTH PACKAGE TO INCLUDE** For each 10x10 booth NALBA will provide 8' high back wall drapes, 3' high side rail drapes, (1) 6' table, (2) side chairs, (1) wastebasket, electric, and booth signage. The exhibit hall is carpeted, however should you require thicker carpet you will need to contact the General Contractor. Additional furniture and services will be available through the Exhibitor Services Manual, or Show Kit, provided by the General Contractor. You will also receive both a pre and post meeting attendee list. See Section 25 for rules governing this list.
- 8. BOOTH SIZE/RESTRICTIONS/RULES** The actual usable exhibit area is reduced by six inches from given dimensions. Width of exhibit spaces shown on the official floor plan is measured from the center of side rails. Depth is the overall measurement from the face of the front post to the back of the rear post. Exhibit structures must allow for drapery side rails and backdrops, and access to electrical wiring. At least 12 inches is recommended. Exhibitors shall confine their activities to their allotted exhibit space extending up to eight feet, eight inches. All standard theater exhibits must be confined to a maximum height of eight feet, eight inches if ceiling height and applicable regulations permit. Any booths over eight feet, eight inches may be removed at show management's discretion. All display fixtures over four feet in height must be contained to within eight feet of the back line of the exhibit space. All floating objects must remain tethered & within the allotted booth space. No free-floating objects are allowed. No objects may disrupt the line of sight in the exhibit hall. All exhibits must be freestanding. The Exhibitor may not paint, tape, nail, screw, drill, tack, etc. anything to the walls, columns, floors, ceilings, or any permanent fixture of the building, or to the drapery backdrops or side dividers. Exhibitors shall not obstruct the view, occasion injury, or adversely affect the displays of the other exhibitors. All activities must be confined to the allocated exhibit space. Soliciting outside of the confines of the exhibitors' assigned booth space is prohibited. Exhibitor personnel shall not enter another exhibit space without permission from that exhibitor and at no time may enter an un-staffed exhibit space. Dolls, cars, and other such devices will not be permitted on the exhibit floor during exhibit hours without the written consent of NALBA. Exhibitor is responsible for all damage to property caused by themselves or their personnel and is liable to the owner of the damaged property. NALBA is the final authority on all matters relating to operation and conduct.
- 9. DISPLAY VEHICLES** If applicable, must have battery cables disconnected. Fuel tanks must be equipped with locking caps or be taped shut. Display vehicles will not be permitted to occupy more than 80% of the contracted exhibit space.
- 10. HANGING SIGNS** May not exceed height limitations of eight feet eight inches. Hanging signs must be finished on all sides. Exhibitors must receive written permission from Show Management to include a hanging sign as part of their display.
- 11. SOUND/AUDIO VISUAL RESTRICTIONS** All audiovisual equipment enabling Exhibitors to show products, services, etc., must be self-contained and fireproof. No exhibitor shall show any goods or apparatus in operation if the same are noisy or objectionable to surrounding exhibitors or Show Managers. The sound must be kept at a volume not to exceed that of a normal conversation or 80 decibels. Such equipment must not exceed the height limitations of the exhibit space. Video presentations must be devoted solely to the business of the exhibiting company. Neither NALBA nor Show General Contractor will be responsible for obtaining any audiovisual equipment needed.
- 12. FIRE AND HOTEL RULES** Fire Department Regulations and JW Marriott Desert Ridge Rules and Regulations must be observed. Combustible materials or explosives are not permitted in or around the exhibit areas unless granted special permission from NALBA. Exhibits shall not block view or access to fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment.
- 13. MOVING-IN SCHEDULE** Set-up will be on Wednesday, November 14, 2012 from noon – 5:00 p.m., and Thursday, November 15, 2012 prior to 11:00 a.m. All displays must be in place and packing materials and refuse removed from the aisles by 11:00 a.m., Thursday, November 15, 2012, to facilitate cleaning the aisles. Shipment of displays and exhibit materials arriving prior to the first set-up day must be sent to the official Show General Contractor and must be prepaid. No shipments will be accepted at the Show prior to the first set-up day. If the exhibitor has not started erecting their exhibit three hours prior to the opening of the trade show and no other arrangements for set-up have been made,

NALBA shall order the exhibit to be erected and the exhibitor will be billed for and agrees to pay for all charges incurred. NALBA shall not be liable for any damages that may occur during this exhibit set-up. IMPORTANT: If necessary, exhibitors will be assigned a target time for the freight elevator. This time must be met. A request to change the assigned freight target time must be made in writing to the Show General Contractor with a copy to NALBA. NALBA shall not be responsible for delays. Freight doors will not be open for accepting shipments except at the assigned times.

**14. MOVE-OUT SCHEDULE** Tear-Down begins when the exhibit hall closes on Friday evening at 4:00 p.m. Dismantling of the exhibits prior to the official close of the Exhibition is prohibited and may result in exclusion from future events. Exhibitor is liable for any and all claims for damage to the premises caused by the exhibitor's display. Exhibitor personnel are responsible for secure packing of materials and must remain in the exhibit area until secured. NALBA and the official Show General Contractor will not assume responsibility for any exhibit materials left unattended in the exhibit hall during move-out. An exhibitor shall not allow its display materials to remain in the exhibit halls after Saturday, November 17, 2012. NALBA may remove the display, and exhibitor shall be liable for any damage to the display or materials due to their removal or storage.

**15. SHOW HOURS** Thursday, November 15, 2012: 11:30 a.m.– 5:00 p.m.; Friday, November 16, 2012: 8:00 a.m. – 9:30 a.m. & 12:30 p.m. – 4:00 p.m.

**16. BADGE/ADMITTANCE/REGISTRATION INFORMATION** Admission to the show will be by official NALBA registration badges only, which must be worn at all times, including setup and tear-down. You must register to be able to attend the event—Registration is NOT automatic as part of your booth contract. Badges are nontransferable and must be worn by the person whose name is on the badge. Exhibitor personnel will be allowed to enter the hall 30 minutes prior to Show opening and during specified setup and tear-down periods. Exhibitor personnel must exit the exhibit areas within 60 minutes of the stated close of the Show each day. Non-exhibitors will be allowed on the trade show floor only during specified Show hours. Upon written request to NALBA, temporary badges can be made for booth setup personnel ONLY with a temporary badge, personnel will be allowed into the exhibit hall for setup only. After setup hours, booth setup personnel will be required to exit the exhibit hall.

**17. PHOTOGRAPHY/VIDEOTAPING** Photography and videotaping are prohibited without the written permission of NALBA.

**18. HOSPITALITY SUITES** Only registered exhibitors may host hospitality suites during the NALBA Annual Meeting. Suites shall not compete or coincide with any NALBA event and must be closed during scheduled official functions of NALBA during the meeting dates. Neither shall exhibitors host, support, or participate in any other event competing or coinciding with the NALBA 31 Annual Meeting Program November 15-17, 2012.

**19. COMPANY/VENDOR SPONSORED EVENTS** Company/vendor sponsored events that take place on either Thursday evening (after the Opening Reception) or Friday evening (after the Moores Award Dinner) must be open to ALL NALBA attendees and take place IN the Hotel. Off-site or out-of-hotel events are not permitted on Thursday or Friday evenings. "Private" events—either in the hotel or off-site—may be scheduled on either Wednesday evening (after the Chairman's Reception) or Saturday evening (after the Golf Awards and Closing Reception).

Signature of Exhibitor Representative, indicating acknowledgment and acceptance of these Terms and Conditions as they pertain to Hospitality and Client Events \_\_\_\_\_

**20. OFFICIAL BOOTH REPRESENTATIVE** The signer of the exhibit space rental agreement shall be the official representative of the exhibiting company and shall have the authority to act on behalf of the exhibitor in all matters relating to the Show. Any changes of representative must be promptly provided in writing.

**21. NALBA RULES/REGULATIONS** NALBA will not be bound to any verbal agreements, representations, or statements between Exhibitors, NALBA staff, NALBA, and/or any other parties unless confirmed and signed in writing by the Show Managers (NALBA).

**22. NALBA SPACE AGREEMENT TERMS** By signing this space application, incorporating these terms by reference, the exhibitor agrees to abide by these rules and regulations, and by the decisions of NALBA. This contract will also become binding on both the Exhibitor and the Association upon its acceptance by the Association or Show Managers.

**23. UNION RULES AND REGULATIONS** NALBA expects all exhibiting companies to respect any established union rules and regulations as outlined in the Exhibitor Service Kit.

**24. NALBA TRADE SHOW DISCLAIMER** The NALBA Trade Show is open to all business entities that provide goods and services to NALBA member agencies and meeting the criteria established by the Board. NALBA does not endorse nor evaluate the products or services of the Show exhibitors. Therefore, the fact that a business entity exhibits at a NALBA Trade Show should not be considered as an endorsement by NALBA of the products or services of that exhibitor.

**25. ATTENDEE LIST** Exhibitors will be issued a one-time-use pre-show and post-show list for marketing purposes which must be used within 45 days of close of event. Abuse of this one-time only rule may result in expulsion from future NALBA events.

### NALBA 31 Exhibitor Signature / Acknowledgement

I understand the terms, conditions and rules for this exhibit show as described in NALBA's Terms and Conditions and agree to comply with them. I also understand that any additional expense incurred due to my non-compliance with said regulations will be my own responsibility and obligation.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_



**NAILBA**31  
ANNUAL MEETING

**SAVE THE DATE NOVEMBER 15-17, 2012**

ORLANDO, FLORIDA • JW MARRIOTT ORLANDO GRANDE LAKES



**WHERE THE BROKERAGE INDUSTRY MEETS**

EDUCATION • NETWORKING • PRODUCTS • TECHNOLOGY

[www.nailba.org/nailba31](http://www.nailba.org/nailba31)



The Voice of Independent Brokerage Distribution

NATIONAL ASSOCIATION OF INDEPENDENT LIFE BROKERAGE AGENCIES

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