

Sponsorship-Exhibitor Prospectus

Experience . . .

the premier opportunity to get your message and your business before the foremost association of life, health, financial and multiline agents and advisors in Florida – and do it in a spectacular locale!

The National Association of Insurance and Financial Advisors–Florida (NAIFA-Florida) 78th Annual Career Advancement Conference and Expo takes place July 19-21, 2010, at the **Sheraton Sand Key Resort, Clearwater Beach, FL.**

You will marvel . . .

at the white sand beaches and azure waters of the Gulf of Mexico -surrounded by such gorgeous views, you'll feel miles away from everything, yet never more connected.



Reserve your **Sponsorship Package** or
Book Your **Exhibit Booth** *Now* –

Last Year was a Sellout!

Despite the poor economy, last year's NAIFA-Florida Expo set records for vendor participation and member attendance. This year, the Expo Hall's hours will be expanded to provide you even more time to maximize your message and exposure. Always one of the premier insurance and financial services industry trade shows in Florida, the NAIFA-Florida Conference and Expo consistently delivers extraordinary value for our exhibitors and sponsors.

SPONSORSHIP/EXHIBITOR

OPPORTUNITIES

All sponsors receive the following benefits: an online profile listing with your organization's logo on the NAIFA-Florida Web site, recognition in all *conference marketing materials, on-site signage and recognition at the Opening General Session and Delegate Assembly Meeting, pre and post conference attendee mailing lists, and the opportunity to deliver one promotional piece of literature to conference attendees in their attendee package.

** To receive maximum recognition for your conference sponsorship, including recognition in marketing materials for the 2010 NAIFA-Florida Career Advancement Conference and Expo, please submit your application and payment no later January 31, 2010. This will ensure your organizations name will be listed in all pre-conference marketing materials.*

Platinum President's Reception or Banquet Sponsor - \$5,000

In addition to the sponsorship benefits listed above, each Platinum Sponsor also receives:

- The opportunity to sponsor our President's Reception or Banquet (July 20, 2010)
- Two complimentary 8X10 exhibit booths with two draped six foot tables, four chairs and identification signage, as well as preference of booth location in the Expo Hall
- Four full complimentary Conference registrations**
- An opportunity to address attendees for three minutes each at our Opening General Session and Delegate Assembly Meeting.
- Full-page black and white advertisement in our onsite conference program booklet which is distributed to all attendees at registration and will be available for download on the NAIFA-Florida Web site.
- Full-page black and white ad in one issue of the *NAIFA-Florida Journal* which is mailed to all members.

Gold Meal or Keynote Speaker Sponsor - \$3,000

In addition to the sponsorship benefits listed above, each Gold Sponsor also receives:

- The opportunity to sponsor of one of our meal functions or one of our keynote speakers

NAIFA-FLORIDA EXPO DATES & TIMES

Sunday, July 18, 2010: 12 noon – 6:00pm
Exhibitor Move-In

Monday, July 19, 2010: 8:00am – 6:00pm
Exhibit Hall Open

Tuesday, July 20, 2010: 8:00am – 11:30am
Exhibit Hall Open

- One complimentary 8X10 exhibit booth with a draped six foot table, two chairs and identification sign, as well as preference of booth location in the Expo Hall
- Three full complimentary Conference registrations**
- 1/2 page black and white ad in our onsite Conference Program Booklet which is distributed to all attendees at registration and will be available for download on the NAIFA-Florida Web site.
- 1/2 page black and white ad in one issue of the *NAIFA-Florida Journal* which is mailed to all members.

Silver Speaker Sponsor - \$2,000

In addition to the sponsorship benefits listed above, each Silver Sponsor also receives:

- The opportunity to sponsor and introduce one of our CE speakers
- One complimentary 8X10 exhibit booth with a draped six foot table, two chairs and identification sign, as well as preference of booth location in the Expo Hall
- Two full complimentary Conference registrations**
- 1/4 page black and white ad in our onsite Conference Program Booklet which is distributed to all attendees at registration and will be available for download on the NAIFA-Florida Web site.
- 1/4 page black and white ad in one issue of the *NAIFA-Florida Journal* which is mailed to all members.

Exhibitor - \$750

Each Exhibitor receives:

- One 8X10 draped exhibit booth, six foot table, two chairs and identification sign
- One full complimentary Conference registration*
- Recognition in our onsite Conference Program Booklet and signage
- Pre-Conference and Post-Conference Mailing Lists

***Additional exhibitor Conference Registrations are available at a cost of \$200 each. All exhibit booth personnel must be registered to be in the Exhibit Hall.*

Optional Exhibitor Upgrades & Opportunities:

Gain more visibility and recognition for your organization.

Profile and Logo Upgrade - \$250

- Add your profile & logo to your online listing on our Web site and our onsite Conference Program Booklet.

Handout Upgrade - \$250

- Provide one promotional piece of literature to conference attendees in their attendee package.

Conference Program Booklet Ad -

Full page \$600, 1/2 page \$425, 1/4 page \$300

- Put your black and white display ad in the 2010 Conference Program Book which is distributed to all attendees at registration and will be available for download on the NAIFA-Florida Web site.

NAIFA-Florida Journal Magazine Ad -

Full page \$900, 1/2 page \$675, 1/4 page \$525

- Put your black and white display ad in our *NAIFA-Florida Journal Magazine* which is mailed to all of our members.

2010 NAIFA-Florida 78th Career Advancement Conference & Expo SPONSORSHIP AND EXHIBITOR APPLICATION FORM

SPONSORSHIP/EXHIBITOR RESERVATION FORM

COMPANY _____
 PRIMARY CONTACT: NAME _____ EMAIL _____
 ONSITE CONTACT NAME IF DIFFERENT FROM ABOVE _____
 MAILING ADDRESS _____
 CITY, STATE, ZIP _____
 PHONE, FAX, EMAIL _____
 WEBSITE ADDRESS: _____

List exactly how your booth signage (7x40) and listing in onsite Conference Program Booklet should read:

In accordance with the exhibit guidelines governing rental of exhibit space, the undersigned hereby submits application and payment for exhibit space at the 2010 NAIFA-Florida Career Advancement Conference & Expo at the Sheraton Sand Key Resort, Clearwater Beach, FL. I have read and agree to the exhibit guidelines posted on the NAIFA-Florida Web site, governing the exhibit hall. I understand that these guidelines are incorporated into this application by reference and that this application becomes a contract when accepted and confirmed by NAIFA-Florida.

 SIGNATURE OF AUTHORIZED AGENT _____ DATE SIGNED _____
 PRINT NAME AND TITLE _____

SPONSORSHIP TOTAL

Platinum, \$5000 Gold, \$3000 Silver, \$2,000

EXHIBIT BOOTH FEE:

Before May 1, 2010, \$750
 After May 1, 2010, \$850 (Includes one full conference registration)
 Additional Exhibit Booth Personnel Registration Fee: \$200 per person
 (All exhibit booth personnel must be registered)

OPTIONAL EXHIBITOR UPGRADES & OPPORTUNITIES:

Profile & Logo Upgrade: \$250
 Handout Upgrade: \$250

Conference Program Booklet Ad: full page \$600 1/2 page \$425 1/4 page \$300

NAIFA-Florida Journal Magazine Ad Full page \$900 1/2 page \$675 1/4 page \$525

Booth Preference

(See layout on back page.)

1st _____ \$ _____
 2nd _____ \$ _____
 3rd _____ \$ _____

Full Names and Titles of all exhibit booth personnel for badges:

GRAND TOTAL \$ _____

Fill this form out completely and mail to:
 NAIFA-Florida, 1836 Hermitage
 Blvd., Ste. 200, Tallahassee, FL 32308

If paying by credit card:

Fax this form to NAIFA-FL at **(850) 422-2762**.

QUESTIONS? Contact Meghan Wozniak-Adams at CMC & Associates at (850) 224-7775, or cell (850) 528-4335, or by email at: Mwozniak@cmc-associates.com. Or feel free to call the NAIFA-Florida office at (850) 422-1701.

PAYMENT METHOD

Check (Make payable to NAIFA-Florida)
 Credit Card ___ Visa ___ Mastercard (Sorry, we don't take Amex)

Credit Card # _____

CVV # _____

Credit Card Billing Address: Street, City, State, Zip Code if different from address above:

Expire Date _____

Name as it appears on the Card _____

Signature _____ Date _____



NAIFA-Florida Association of Insurance and Financial Advisors
 1836 Hermitage Blvd., Suite 200
 Tallahassee, FL 32308
 Phone: (850) 422-1701

PREST. STD.
 U.S. POSTAGE
PAID
 PERMIT NO. 825
 TALLAHASSEE, FL

NAIFA-FLORIDA 78TH CAREER ADVANCEMENT CONFERENCE AND EXPO EXHIBITOR & SPONSORSHIP PROSPECTUS
JULY 19-21, 2010 • SHERATON SAND KEY, CLEARWATER, FL

Come join us and celebrate NAIFA-Florida's 78th Annual Conference!

LAST YEAR WAS A SELLOUT - DON'T DELAY!

Exhibit space and sponsorship opportunities are limited. To ensure the booth location of your choice and/or sponsorship opportunity of your choice, complete the application and contract, enclose your check or provide your credit card information and mail or fax to us ASAP. Assignments for booth space are made on a first come, first serve basis with additional priority given to sponsors and/or prior exhibitors.

Hotel Information

The Sheraton Sand Key Resort, 1160 Gulf Boulevard, Clearwater Beach, FL 33767, is the headquarters hotel for the 2010 NAIFA-Florida Career Advancement Conference & Expo. We have secured a discounted group room rate of \$139 per night for conference attendees and the hotel will also honor this rate 3 days prior to and/or 3 days following our conference.

Don't Delay - Last Year Our Discounted Rooms Sold Out Early!

To make hotel room reservations, call the Sheraton Sand Key Reservation Department at (727) 595-1611 and tell them you are with NAIFA-Florida to be eligible for our discounted group rate. The deadline for making reservations is June 18, 2010. After this date, the hotel will not guarantee availability or the group rate.

EXHIBIT HALL FLOOR PLAN

