

Sponsorship-Exhibitor Prospectus

Experience . . .

the premiere 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 world famous Hyatt Regency Grand Cypress, Orlando, FL is the ultimate business and resort destination.

The **National Association of Insurance and Financial Advisors-Florida** (NAIFA-Florida)

80th Annual Career Advancement Conference and Expo “Exceptional Learning” takes place **July 16-18, 2012**, at the **Hyatt Regency Grand Cypress, FL**.



Reserve Your Sponsorship Package or Book Your Exhibit Booth Now . . .

If you have to do business, you might as well do it in the lap of luxury.

And that is exactly what you can do with hundreds of the top insurance and financial agents and advisors in Florida, this July, at the Hyatt Regency Grand Cypress, in Orlando, FL. This exclusive property promises to bring in record attendance and already vendor interest has been better than ever.

Exceptional Learning 2012, will be dedicated to helping NAIFA-Florida members blast out of the recession and boost their bottom line. Take part in this exciting event by signing up for your booth today or consider sponsoring.

Exceptional Learning 2012 will be a unique, fun, value packed marketing opportunity for you and your company so sign up today!

SPONSORSHIP/EXHIBITOR

OPPORTUNITIES

All sponsors receive the following benefits: an online profile listing with your organization's logo on the NAIFA-Florida Website, recognition in all *conference marketing materials, on-site signage, 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 2012 NAIFA-Florida Career Advancement Conference and Expo, please submit your application and payment no later January 30, 2012. This will ensure your organization's 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 17, 2012)
- 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 Website.
- 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 one of our luncheons, or one of our keynote 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.
- Three full complimentary Conference Registrations**

NAIFA-FLORIDA EXPO DATES & TIMES

Sunday, July 15, 2012: 12 noon – 6:00pm,
Exhibitor Move-In

Monday, July 16, 2012: 8:00am – 6:00pm,
Exhibit Hall Open

Tuesday, July 17, 2012: 8:00am – 11:30am,
Exhibit Hall Open

- ½ 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 Website.
- ½ page black and white ad in one issue of the *NAIFA-Florida Journal* which is mailed to all members.

Silver Break Sponsor - \$2,000

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

- The opportunity to sponsor one of our breaks on July 16 or 17.
- 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**
- ¼ 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 Website.
- ¼ page black and white ad in one issue of the *NAIFA-Florida Journal* which is mailed to all members.

Patron CE Sponsor - \$1,000

In addition to the sponsorship benefits listed above, the **Patron Sponsor** also receives:

- One full complimentary Conference Registration*
- ¼ page black and white ad in our onsite Conference Program Booklet which is distributed to attendees.

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 Website 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, ½ page \$425, ¼ page \$300

- Put your black and white display ad in the 2012 Conference Program Book which is distributed to all attendees at registration and will be available for download on the NAIFA-Florida Website.

NAIFA-Florida Journal Magazine Ad - Full page \$900, ½ page \$675, ¼ page \$525

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

2012 NAIFA-Florida 80th Career Advancement Conference & Expo SPONSORSHIP AND EXHIBITOR APPLICATION FORM

SPONSORSHIP/EXHIBITOR RESERVATION FORM

COMPANY _____

PRIMARY CONTACT: NAME _____ EMAIL _____

ONSITE CONTACT NAME CELL NUMBER IF DIFFERENT FROM ABOVE _____

MAILING ADDRESS _____

CITY, STATE, ZIP _____

PHONE, FAX, EMAIL _____

WEBSITE ADDRESS: _____

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

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 2012 NAIFA-Florida Career Advancement Conference & Expo at the Hyatt Regency Grand Cypress Resort, Orlando, FL. I have read and agree to the exhibit guidelines posted on the NAIFA-Florida Website, 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 Patron \$1,000

\$ _____

EXHIBIT BOOTH FEE: (Includes one full conference registration)

Before May 1, 2012, \$750

After May 1, 2012, \$850

Additional Exhibit Booth Personnel Registration Fee: \$200 per person
(All exhibit booth personnel must be registered)

Booth Preference (See layout on back page.)

1st _____

\$ _____

2nd _____

\$ _____

3rd _____

\$ _____

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

\$ _____

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**.

PAYMENT METHOD

Check (Make payable to NAIFA-Florida) Credit Card Exp Date _____
___ Visa ___ Mastercard (We accept AMEX only if you register online)

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 _____

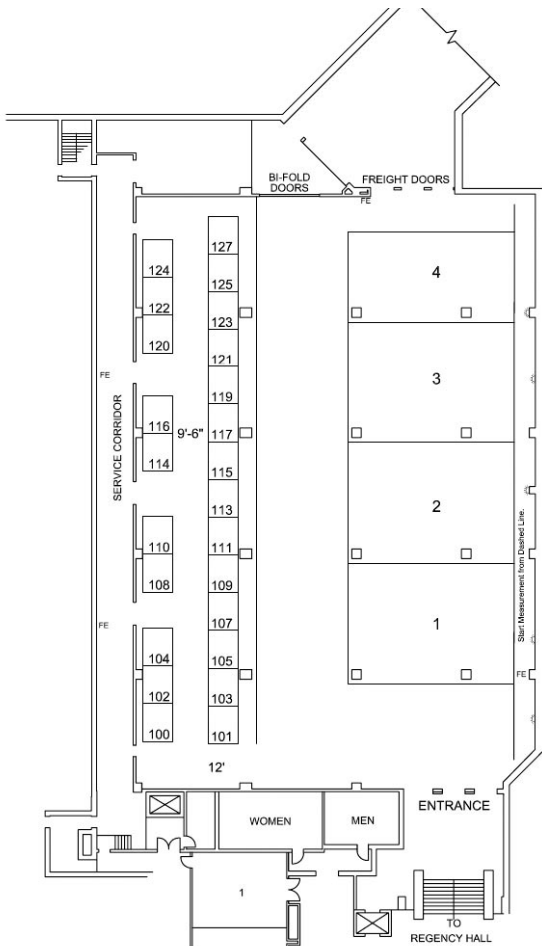
QUESTIONS? Contact Karen Crawford at CMC & Associates at (850) 224-7775, or by email at: kcrawford@cmc-associates.com. Or, feel free to call Lolita Brawner at the NAIFA-Florida office at (850) 422-1701.



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

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Come join us and celebrate NAIFA-Florida's 80th Annual Conference!
JULY 16-18, 2012 • HYATT REGENCY GRAND CYPRESS RESORT & SPA, ORLANDO, FL



HOTEL INFORMATION

Experience Exceptional Learning 2012, at one of Orlando's most inviting escapes, the Hyatt Regency Grand Cypress for the incredible rate of only \$135 per night. The outstanding array of resort amenities filling this Orlando hotel and resort creates a serene retreat ambiance for families and business travelers alike. Play golf and tennis, swim, sail, or treat yourself to a massage. Savor a meal prepared by renowned chefs. Take advantage of on-site activities including 45 holes of Jack Nicklaus Signature Design golf, a racquet club, a 21-acre lake with water sports, a 1/2-acre lagoon swimming pool with waterfalls and waterslides and Camp Hyatt children's programs. Plus, this family-friendly resort offers an ideal location adjacent to Disney World – kids of all ages will love exploring area attractions. Bring your family and make it a vacation, group rates are available 4 days pre and post official meeting dates. Call the Hyatt now at 888-421-1442 and be sure to mention you are with NAIFA-Florida to reserve your room at this incredible rate.

MAKE YOUR RESERVATIONS TODAY!

We have secured an unheard of discounted room rate of only \$135 for single or double occupancy rooms. These group rates are also in effect four (4) days pre and post our conference, based on availability. Our cut off date for making reservations is June 18, 2012 but don't delay making your reservations.

To make your hotel reservations, call the hotel's reservation department at (888) 421-1442 directly and mention you are with NAIFA-Florida to get our rate.

EXHIBIT HALL FLOOR PLAN

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.