PROMOTIONAL OPPORTUNITIES 2017

THIS SPACE AVAILABLE
Connect today at network.nailba.org

NAILBA network

PERSPECTIVES

NAILBA Gratefully Acknowledges the Support of Our NAILBA 2017 Sponsor:

The Voice of Independent Brokerage Distribution
PARTNER WITH NAILBA

As the only association representing BGAs who work exclusively in wholesale distribution of life, health and annuity products, we have outstanding access to the people who can get your products sold, with their broad network of independent producers.

To help you reach your sales goals, NAILBA is offering you more marketing opportunities to get your products in front of our members, maximize your budget, and expand your footprint in the brokerage community with these options:

• **Annual Meeting Tiered-Level Sponsor Support**
  Our new tiers will offer greater benefits for your sponsorship and outstanding recognition of your proper placement among the best of the best.

• **Event Venue Advertising**
  Our unique-to-venue advertising opportunities give your company more ways to deliver your message across event-specific print and digital platforms.

• **Affordable Print Advertising**
  Our affordable print advertising rates allow your company to take advantage of our marketing platforms’ reach without breaking your budget.

Look for new ways in the 2017 Promotional Opportunities Guide to bundle your buying power and make a greater impact on the brokerage community. Don’t miss your chance to reach an intensely loyal, well-educated, professional audience with buying power.
NAILBA is pleased to provide you with the 2017 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 and the producers who work with them;
- The senior officers of major insurance carriers;
- Technology and business leaders who are likewise committed to supporting this distribution channel.

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!

REACH YOUR TARGET MARKET

NAILBA membership is comprised of over 300 brokerage general agencies.

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.

ABOUT NAILBA MEMBERSHIP

Membership in NAILBA reflects an organization’s dedication to independent brokerage ideals. A NAILBA member agency works in the ultimate best interest of the consumer, who may access the purchase of life insurance and related products through any number of potential sources (including, but not limited to, career life insurance agents, property/casualty firms, broker-dealers, financial advisors, banks, CPAs and direct marketers).

Membership applications and renewals are reviewed and approved annually, ensuring that our members – your audience – are still committed to and actively engaged in brokerage as a distribution model.


MEMBER AGENCIES  
ON AVERAGE

- Write an average of $18M in annualized premium.
- 30% are licensed in all 50 states. In addition, every state has at least 52% of our membership licensed to do business there.
- NAILBA members sell the following products through their agency:
  
<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal Life</td>
<td>98%</td>
</tr>
<tr>
<td>Term Life</td>
<td>99%</td>
</tr>
<tr>
<td>Whole Life</td>
<td>93%</td>
</tr>
<tr>
<td>Traditional Fixed Annuity</td>
<td>93%</td>
</tr>
<tr>
<td>Long Term Care Insurance</td>
<td>92%</td>
</tr>
<tr>
<td>Single Premium Immediate Annuity</td>
<td>88%</td>
</tr>
<tr>
<td>Indexed Universal Life</td>
<td>84%</td>
</tr>
<tr>
<td>Disability Insurance</td>
<td>79%</td>
</tr>
<tr>
<td>Indexed Annuity</td>
<td>76%</td>
</tr>
<tr>
<td>Final Expense</td>
<td>55%</td>
</tr>
<tr>
<td>Critical Illness</td>
<td>44%</td>
</tr>
<tr>
<td>Medicare Supplemental/Medigap Products</td>
<td>36%</td>
</tr>
<tr>
<td>Variable Universal Life</td>
<td>22%</td>
</tr>
<tr>
<td>Worksite/Payroll Deduction</td>
<td>15%</td>
</tr>
<tr>
<td>Health Insurance - Group</td>
<td>14%</td>
</tr>
</tbody>
</table>

Fifty-nine percent of member agencies have less than 10 employees. Roughly 28% have 11-30 employees, and the remaining four percent have 31-50 employees or more.

STAFFING

800  The average number of brokers a NAILBA member agency works with appointed to sell insurance.

300,000  Number of brokers NAILBA members appoint to sell insurance through their agencies.
ADVERTISE
• Reach and influence qualified decision-makers.
• Gain access to the nation’s top independent brokerage general agency principals.
• Reach senior officers of major insurance carriers.
• Superior visibility in this hard-to-reach industry, including guaranteed and premium placement options and unique opportunities beyond the printed page.
• Advertisers that are also exhibitors earn priority points, allowing earlier timing in booth selection and meeting room assignments at the Annual Meeting.
• NAILBA Now features information on association events and opportunities as well as brokerage industry news – new members, legislative updates, honors and achievements, industry wide efforts and more!

Perspectives is NAILBA’s official magazine and communication tool, attracting the attention of the largest independent brokerage general agencies, carriers, and technology companies in the industry.

A full-color, glossy magazine published four times a year, Perspectives highlights current developments in the insurance and insurance brokerage field—from the latest financial products and services, to industry technologies, sales products, business applications and more. Advertisers gain unprecedented access to the nation’s most successful brokerage agency principals through this must-read publication.

Showcasing your products and services in Perspectives is the most powerful and cost-effective way to reach decision-makers in this billion-dollar industry. Perspectives is also provided in a digital format, compatible with tablet readers and mobile devices. All print advertisers receive additional exposure in the digital magazine at no additional expense! Links and emails included in print advertising are live in the digital edition. Some digital advertising opportunities are available for print advertisers at a deep discount.

BY THE NUMBERS

8,000 Average hits per month across NAILBA’s digital platforms.

60% Increase in traffic to the NAILBA web site in the two months leading up to the Annual Meeting.

25% NAILBA Now open rate.
ISSUES AND THEMES

<table>
<thead>
<tr>
<th>Theme</th>
<th>January 2017</th>
<th>April 2017</th>
<th>July 2017</th>
<th>October 2017</th>
<th>Product Preview</th>
</tr>
</thead>
</table>

*Digital edition posted to NAILBA website

83% Percentage of NAILBA members who rank Perspectives magazine as one of their two “most valuable” member benefits – second only to the Annual Meeting.

FULL COLOR RATES

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2-3x</th>
<th>4x*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread (DPS)</td>
<td>$6,117</td>
<td>$5,811</td>
<td>$5,510</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>n/a</td>
<td>n/a</td>
<td>$4,990</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>n/a</td>
<td>n/a</td>
<td>$4,450</td>
</tr>
<tr>
<td>Full Page Guaranteed Position</td>
<td>$3,937</td>
<td>$3,739</td>
<td>$3,185</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,424</td>
<td>$3,254</td>
<td>$2,770</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,713</td>
<td>$2,577</td>
<td>$1,915</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,126</td>
<td>$2,019</td>
<td>$1,163</td>
</tr>
</tbody>
</table>

*Advertisers who commit to four (4) issues will be recognized with their logo and link on the NAILBA web site.

SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Trim Size</td>
<td>9&quot;</td>
<td>10.875&quot;</td>
</tr>
<tr>
<td>Double Page Spread (DPS) Bleed</td>
<td>18.25&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Double Page Spread (DPS)</td>
<td>17.375&quot;</td>
<td>10.125&quot;</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>9.25&quot;</td>
<td>11.125&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8&quot;</td>
<td>10.125&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.875&quot;</td>
<td>10.125&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.5&quot;</td>
<td>10.125&quot;</td>
</tr>
</tbody>
</table>
Maximize your company’s visibility in front of NAILBA members and Perspectives readers with our premium advertising options.

Beyond the opportunities listed on this page, additional opportunities for increased print visibility may be available—if you have a unique or creative idea, please contact us to inquire about pricing!

DIRECT MAIL OPPORTUNITIES

Place your direct mail piece—from fliers to CDs to postcards and more—in the clear plastic bag in which Perspectives is mailed.

Only three direct mail pieces are allowed per issue. Prices vary by size and weight.

PUBLICATION OPPORTUNITIES*

Belly Band

Be the first advertiser readers see by wrapping your message around the cover of the publication.

Dimensions 20.438” x 5”

Price $6,500

Heavy Stock Insert

Readers will turn to your ad first since it is printed on heavier weight paper than the rest.

Dimensions (stitched insert): 12” x 7.25” flat to 8” x 7.25”

(plus an additional 0.125” bleed on all sides. Template provided upon request.)

Price $3,750

* Opportunities also available for Digital Belly Band and Insert.

TERMS AND REQUIREMENTS

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 DPI. Line art must be supplied at 600 DPI. High-res PDF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black and white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Digital-only Options Artwork

For artwork supplied for digital-only options (i.e. toolbar, skyscraper, digital belly band, etc), all artwork must be supplied as above, in high-resolution PDF format. Please refer to the size and specification information on the next page for image sizing.

Material Submission

All files under 4MB may be emailed to sohanley@nailba.org. For files over 4MB, please email sohanley@nailba.org for submission options.

Ad Agency Commissions

All prices are net. Ad agency commissions are not included in quoted price. For complete terms and conditions, please refer to the reverse side of the Magazine Advertising Order Form.
MATCHING DIGITAL OPPORTUNITIES

Extend your marketing reach to tablets and smartphones.
Digital advertising options are included as a benefit to our print advertisers! Purchase the comparable print option first and get first right of refusal* for the matching digital option.

DIGITAL PUBLICATION OPPORTUNITIES

Digital Belly Band
Print advertiser of the belly band $2,500
Any print advertiser $4,000
Dimensions 9”w x 5”h

Digital Insert Card
Print advertiser of an insert card $2,000
Any print advertiser $3,500
Dimensions up to 9”w x 5”h

All artwork supplied should be in high-resolution PDF format. Please see previous page for specific Artwork Requirements and submission information.

*If declined, the digital option will be available for purchase by any advertiser (i.e. the purchaser of the print belly band will have the first option to purchase the digital belly band, etc.).

UNIQUE DIGITAL OPPORTUNITIES

These opportunities will only be available with the digital version of the magazine. To add value for our current and loyal print advertisers, these digital opportunities are only available to print advertisers for purchase.

Mobile App for Android and iPhone
Price $15,000
Your company’s logo will be featured prominently on the iPhone and Android app, developed exclusively for Perspectives. Your branding will be in place for all four issues!
Advertising in the NAILBA 36 Product Preview guide is a cost-effective way to cross-promote the product or service you will be showcasing at the meeting.

This 4-color advertising supplement is mailed after the October issue, and before the Annual Meeting. Product Preview opportunities are only available to confirmed event sponsors or exhibitors.

The Product Preview is also published digitally for added visibility!

**NAILBA 36 PRODUCT PREVIEW**

**Sales Close:** September 15, 2017  
**Ad Copy Due:** September 22, 2017

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover Ad</td>
<td>9” x 10.875”*</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full Page Ad</td>
<td>9” x 10.875”*</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>8” x 5”</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

*plus 0.125” bleed on all sides
MAGAZINE ADVERTISING ORDER FORM

Complete this form, pages 1 and 2, and submit to NAILBA

Advertising Company Contact Information
Client/Advertiser Name ________________________________
Address ______________________________________________
City/State/Zip Code _____________________________________
Contact Name __________________________________________
Contact E-mail __________________________________________
Phone __________________________ Fax ______________________
Website _________________________________________________________________________________________________
☐ Check if this is a new address

Billing Information (if different from above)
Contact Name __________________________________________
Address ________________________________________________
City/State/Zip Code ______________________________________
Contact E-mail __________________________________________
Phone __________________________ Fax ______________________

Advertising Agency Contact Information
If an advertising agency is involved in this order, the section below must be completed at the time the order is submitted.
Name ________________________________________________
Address ________________________________________________
City/State/Zip Code ______________________________________
Contact Name __________________________________________
Contact E-mail __________________________________________
Phone __________________________ Fax ______________________
Website _________________________________________________________________________________________________
☐ Check if this is a new address

Payment Information
See payment terms on the reverse side of this form. Advertiser or agency is responsible for notifying NAILBA of a change in billing contact.
TOTAL AMOUNT DUE $ ______________________
☐ Check # ______  ☐ Visa  ☐ MasterCard  ☐ American Express
Card Number ____________________________
Exp. Date ____________________________ Security Code ____________
Name as it appears on card (Please print) __________________________________________

Signature ____________________________________________

Mail NAILBA
11325 Random Hills Road, Suite 110 • Fairfax, VA 22030
Fax 703.383.6942  E-mail shaning@nailba.org
QUESTIONS? 703.383.3068

PERSPECTIVES
Please indicate below your ad size, frequency, add-ons and issues in which you would like to advertise.

<table>
<thead>
<tr>
<th>Full Color</th>
<th>1x</th>
<th>2–3x</th>
<th>4x*</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$6,117</td>
<td>$5,811</td>
<td>$5,510</td>
<td></td>
</tr>
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<td>n/a</td>
<td>n/a</td>
<td>$4,990</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>n/a</td>
<td>n/a</td>
<td>$4,450</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>n/a</td>
<td>n/a</td>
<td>$4,450</td>
<td></td>
</tr>
<tr>
<td>Full Page Guaranteed Position</td>
<td>$3,937</td>
<td>$3,739</td>
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<td>$2,713</td>
<td>$2,577</td>
<td>$1,915</td>
<td></td>
</tr>
<tr>
<td>Horizontal</td>
<td>Vertical</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,126</td>
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<td>$1,163</td>
<td></td>
</tr>
</tbody>
</table>

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Beyond the Printed Page

<table>
<thead>
<tr>
<th>1x</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$6,500</td>
</tr>
<tr>
<td>Heavy Stock Insert</td>
<td>$3,750</td>
</tr>
<tr>
<td>Other</td>
<td>$</td>
</tr>
</tbody>
</table>

Digital Opportunities

| TOTAL |
|------------------|-------|
| Digital Belly Band - Belly Band Print Advertiser | $2,500 |
| - Any Print Advertiser | $4,000 |
| Digital Insert Card - Insert Card Print Advertiser | $2,000 |
| - Any Print Advertiser | $3,500 |

Unique Digital Opportunities

| TOTAL |
|------------------|-------|
| Toolbar Ad | $2,500 |
| Skyscraper Ad | $2,500 |
| Left of Cover Ad | $2,500 |
| Branded App for Android and iPhone | $15,000 |

Issue Insert Specifications

| January 2017 | July 2017 |
| April 2017 | October 2017 + Bonus Distribution at NAILBA 36 |

PRODUCT PREVIEW - NAILBA 36

| TOTAL |
|------------------|-------|
| $1,500 per 1/2 page (horizontal only) |
| $2,500 per full page |
| $4,000 for back cover |

TOTAL AMOUNT DUE (Magazine) $ ______________
See reverse side for terms, conditions, and required signature.
MAGAZINE ADVERTISING TERMS

PAYMENT TERMS
Advertisers and agencies (if applicable) are jointly responsible for payment of all ads.

Advertising Agency
Payment is due upon receipt of the invoice. Ads will not be inserted for advertisers whose agency's accounts are 60 days or more past due, regardless of contract term. Subsequent ads will be placed once the account is brought current. All prices are net. Ad agency commissions are not included in quoted price. If an ad placed by an agency is not paid within 60 days, NAILBA will contact the advertiser directly for payment.

Advertisers
Payment is due upon receipt of invoice.

Payment by Check
Invoices are sent upon issue publication. Invoices rendered will be accepted as correct unless NAILBA is notified in writing within 10 days of billing date. All invoices are due within 15 days of the billing date. A charge of $30.00 will be levied for returned checks. NAILBA reserves the right to charge a 3% late fee for payments not received within 30 days of billing date.

Payment by Credit Card
Credit card payments submitted with insertion orders will be charged on the date that ad materials are due for each contracted issue.

OTHER TERMS
Advertiser agrees to indemnify NAILBA from any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, regardless of cause or fault. NAILBA's liability is limited to extension of contract by period of time ad failed to display properly if any proven or admitted errors or omissions have occurred.

Advertiser is responsible for providing all information and digital artwork to meet NAILBA's specifications.

All cancellations must be received in writing prior to the advertising sales deadline. In the event of a contract cancellation, the advertiser or agency agrees to repay NAILBA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All premium positions are non-cancelable.

Tearsheets
Tearsheets will be provided upon issue publication. Ads will also appear in an online version of the publication(s). Additional copies of publication are available online.

DISCOUNTS
A 10% discount is offered to 4x advertisers when all four issues are paid in advance of the first ad being published. All discounts will be forfeited on accounts not paid within 15 days of the billing date.

By signing below, you are indicating that you have read and agree to the above payment terms. Only signature assures reservation:

Advertiser Signature/Date

Advertising Agency Signature/Date
NAILBA NOW
ONLINE ADVERTISING

Exclusive advertising slot delivered bi-weekly to subscriber’s e-mail. Minimum one month purchase (2-3 issues per month). We accept a maximum of three advertisements per issue.

NAILBA NOW RATES

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month banner ad run</td>
<td>$1,800</td>
</tr>
<tr>
<td>3 month banner ad run</td>
<td>$3,500</td>
</tr>
<tr>
<td>6 month banner ad run</td>
<td>$6,000</td>
</tr>
<tr>
<td>9 month banner ad run</td>
<td>$8,500</td>
</tr>
<tr>
<td>12 month banner ad run</td>
<td>$10,500</td>
</tr>
</tbody>
</table>

SPECIFICATIONS

A. NAILBA Now ads: 120w x 240h px, 72 dpi (72k), no animation

FAQs

What are the acceptable media types? JPEG, GIF

What is the deployment schedule for NAILBA Now? NAILBA Now is sent out via e-mail every other Tuesday.

Is NAILBA Now sent out via e-mail or posted on the NAILBA Website? NAILBA Now is distributed as an HTML e-mail. While the text of the e-newsletter is posted on www.nailba.org, advertising opportunities are solely for the “live” newsletter.

Subscriber Profile and Open Rate

NAILBA Now’s subscriber list is 1200-1500 individuals per issue. The majority of the list is comprised of NAILBA members; BGA principals and agency staff (including VPs, Directors of Brokerage, Directors of Marketing, Underwriters and Case Managers). NAILBA does not limit the number of member subscriptions. In addition to member subscriptions, a limited number of carriers and vendors who support NAILBA through exhibits and sponsorships, receive the e-newsletter. The overall open rate of the e-newsletter routinely exceeds 25%.
With the launch of NAILBA’s new website, and our new online community NAILBA Network, we are pleased to offer many new digital advertising opportunities. As a new added benefit, NAILBA is now using Double Click for Publishers, allowing us to provide outstanding statistics about the performance of your advertising placement!*

WEBSITE ADVERTISING

Up to five ads per site, per location will rotate with other advertising purchased over the same time period. Discounts are offered for ads placed across multiple sites and for extended placement periods. To help our advertisers create a consistent branding, ad sizes are constant across all three digital mediums. All ads are run of site, rotating banner ad; ad changes on page refresh.

SPECIFICATIONS

Specifications are listed below for nailba.org, nailba.org/nailba36, and network.nailba.org.

1. Medium Rectangle - 300w x 250h px, 72 DPI
2. Skyscraper - 120w x 600h px, 72 DPI
3. Leaderboard - 728w x 90h px, 72 DPI
4. Banner – 468w x 60h px, 72 DPI

- Acceptable media types: JPEG, animated JPEG, GIF, animated GIF, SWF
- Artwork submission: Please email all digital artwork to NAILBA at sohanley@nailba.org.
- Artwork must be received at least three business days in advance of intended placement.

*Advertising statistics provided upon request, up to once per month of placement.

AD LOCATIONS FOR NAILBA.ORG, NAILBA.ORG/NAILBA36 AND NETWORK.NAILBA.ORG
## WEBSITE ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>1 mo.</th>
<th>3 mo.*</th>
<th>6 mo.*</th>
<th>12 mo.*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. MEDIUM RECTANGLE</strong></td>
<td>300w x 250h px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Website</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Two Websites</td>
<td>$3,000</td>
<td>$4,500</td>
<td>$7,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>All Sites**</td>
<td>$4,000</td>
<td>$6,000</td>
<td>$9,500</td>
<td>$14,400</td>
</tr>
<tr>
<td><strong>2. SKYSCRAPER</strong></td>
<td>120w x 600h px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Website</td>
<td>$1,500</td>
<td>$2,200</td>
<td>$3,600</td>
<td>$5,400</td>
</tr>
<tr>
<td>Two Websites</td>
<td>$2,500</td>
<td>$3,700</td>
<td>$6,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>All Sites**</td>
<td>$3,500</td>
<td>$5,500</td>
<td>$8,400</td>
<td>$12,600</td>
</tr>
<tr>
<td><strong>3. LEADERBOARD</strong></td>
<td>728w x 90h px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Website</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$3,600</td>
</tr>
<tr>
<td>Two Websites</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$3,500</td>
<td>$5,500</td>
</tr>
<tr>
<td>All Sites**</td>
<td>$2,500</td>
<td>$3,500</td>
<td>$6,000</td>
<td>$9,000</td>
</tr>
<tr>
<td><strong>4. BANNER</strong></td>
<td>468w x 60h px</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One Website</td>
<td>$750</td>
<td>$1,125</td>
<td>$1,800</td>
<td>$2,700</td>
</tr>
<tr>
<td>Two Websites</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$3,600</td>
</tr>
<tr>
<td>All Sites**</td>
<td>$1,700</td>
<td>$2,500</td>
<td>$4,000</td>
<td>$6,200</td>
</tr>
</tbody>
</table>

* 3 months: 50% savings
* 6 months: 60% savings; may substitute artwork and URL 1x
* 12 months: 70% savings; may substitute artwork and URL 3x

** Must use same artwork for all sites

---

### NAILBA NETWORK DAILY DIGEST E-MAIL ADS

**5. NAILBA NETWORK DISCUSSION AND DAILY DIGEST E-MAIL ADS**

- **Rate:** $500/week
- **Specifications:** 125 x 125 px
- **Acceptable Media Types:** JPEG, animated JPEG, PNG, and animated PNG
NAILBA 36
EXHIBIT HALL WEBSITE

RATES
B. Floor Plan Horizontal Banner Ad (exclusive through January 2018) $6,000 exclusive $3,500 up to 3

SPECIFICATIONS
- Banner Ad Sizes: 205w x 60h px, 72 dpi
- Acceptable Media Types: JPEG, PNG, SWF.
- Floor plan ads can be static or rotating.
- All ads must be delivered three (3) business days prior to campaign start.
- Ads will be posted upon receipt of full payment.
- Website URL address MUST be embedded in SWF files.
DIGITAL ADVERTISING INSERTION ORDER/CONTRACT

Complete this form, pages 1 and 2, and submit to NAILBA

Advertising Company Contact Information

Client/Advertiser Name ____________________________________________
Address ____________________________
City/State/Zip Code __________
Contact Name ________________________
Contact E-mail ______________________
Phone ___________________________ Fax
Website ____________________________  
Check if this is a new address

Billing Information (if different from above)

Contact Name ________________________
Address ____________________________
City/State/Zip Code ________________________
Contact Name ________________________
Contact E-mail ________________________
Phone ___________________________ Fax

Advertising Agency Contact Information

If an advertising agency is involved in this order, the section below must be completed at the time the order is submitted.

Name ____________________________
Address ____________________________
City/State/Zip Code ________________________
Contact Name ________________________
Contact E-mail ________________________
Phone ___________________________ Fax
Website ____________________________  
Check if this is a new address

Payment Information

See payment terms on the reverse side of this form. Advertiser or agency is responsible for notifying NAILBA of a change in billing contact.

TOTAL AMOUNT DUE $ __________________
Check # ______ Visa  MasterCard  American Express
Card Number ____________________________ Security Code ______________
Name as it appears on card (Please print) ____________________________
Signature ________________________________________________________

Mail NAILBA
11325 Random Hills Road, Suite 110 • Fairfax, VA 22030
Phone 703.383.6942  E-mail shaning@nailba.org

NAILBA Now Banner Ad
Please check the box below to indicate your frequency. TOTAL

- 1 month run $1,800
- 3 month run $3,500
- 6 month run $6,000
- 9 month run $8,500
- 12 month run $10,500

Desired URL Link ____________________________
Ad Run Dates Start ___________ End ___________

NAILBA Websites

Please check the box below to indicate your ad size and frequency.

<table>
<thead>
<tr>
<th>Medium Rectangle</th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
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<tr>
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<td>$3,000</td>
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<td>Two websites</td>
<td>$3,000</td>
<td>$4,500</td>
<td>$7,000</td>
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<td>All sites</td>
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<tr>
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<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>One website</td>
<td>$1,500</td>
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<td>$3,600</td>
<td>$5,400</td>
<td></td>
</tr>
<tr>
<td>Two websites</td>
<td>$2,500</td>
<td>$3,700</td>
<td>$6,000</td>
<td>$9,000</td>
<td></td>
</tr>
<tr>
<td>All sites</td>
<td>$3,500</td>
<td>$5,500</td>
<td>$8,400</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
<td>One website</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$3,600</td>
<td></td>
</tr>
<tr>
<td>Two websites</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$3,500</td>
<td>$5,500</td>
<td></td>
</tr>
<tr>
<td>All sites</td>
<td>$2,500</td>
<td>$3,500</td>
<td>$6,000</td>
<td>$9,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Banner</th>
<th>1 mo.</th>
<th>3 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>One website</td>
<td>$750</td>
<td>$1,125</td>
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<td>$2,700</td>
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<tr>
<td>Two websites</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$3,600</td>
<td></td>
</tr>
<tr>
<td>All sites</td>
<td>$1,750</td>
<td>$2,500</td>
<td>$4,000</td>
<td>$6,200</td>
<td></td>
</tr>
</tbody>
</table>

Website:  nailba.org  nailba.org/nailba36  network.nailba.org

Desired URL Link ____________________________
Ad Run Dates Start ___________ End ___________

NAILBA Network Discussion and Daily Digest Email

Number of weeks ___________ X $500/wk = __________

Desired URL Link ____________________________
Ad Run Dates Start ___________ End ___________

NAILBA 36 Exhibit Hall Website

Please check the box below to indicate your ad selection. TOTAL

- Floor Plan Banner Ad - Exclusive (through January 2018) $6,000
- Floor Plan Banner Ad - up to 3 $3,500

Desired URL Link ____________________________

All online ads must be delivered three (3) business days prior to campaign start.

Online ads will be posted upon receipt of full payment.

TOTAL AMOUNT DUE (Online) $ __________
See reverse side for terms, conditions, and required signature.

QUESTIONS? 703.383.3068

Page 1 of 2
DIGITAL ADVERTISING INSERTION ORDER/CONTRACT TERMS

NAILBA Digital Advertising placements will commence on the date mutually agreed upon by the advertiser and NAILBA, upon receipt of full payment. Full payment for advertising on NAILBA's websites (NAILBA.org, NAILBA 36 and the NAILBA Network website) and in NAILBA Now is due no more than 10 days after the order is submitted. Failure by advertiser or ad agency to submit artwork or payment by agreed upon date will void agreement. No refunds will be provided for any online advertising.

Advertiser agrees to indemnify NAILBA from any liability, loss, cost, claim, damage, or cause of action of any kind that it may suffer as a result of the transactions contracted herein, including but not limited to loss resulting from service delays and incomplete or interrupted service, regardless of cause or fault. NAILBA's liability is limited to extension of contract by period of time ad failed to display properly if any proven or admitted errors or omissions have occurred.

Advertiser is responsible for providing all information and digital artwork to meet NAILBA's specifications.

NAILBA reserves the right to determine the suitability of all ads submitted for distribution, and to reject advertising that does not meet its editorial or digital criteria.

**By signing below, you are indicating that you have read and agree to the above terms and are authorized to enter into this Agreement.**

Advertiser Signature/Date

Advertising Agency Signature/Date
The Diplomat Resort and spa offers multiple unique high visibility advertising opportunities. With the exception of the hotel area banners, all of these advertising investments include graphic production, installation and removal. Graphics will be installed by Wednesday, November 15 and will remain in place until Saturday, November 18 – four days of continuous promotion of your company, product, service or message!

**MAIN HOTEL LOBBY**

Make a great first impression with this banner as attendees enter the hotel!

**A. Main Entrance Banner**

Investment: $18,000

303" W x 146" H (16 windows)
CONVENTION CENTER

These interior advertisements make a large and lasting impression and will be seen by attendees several times a day.

B/C. Sliding Door Décor (Reg Desk)

**Investment:** $8,000 each

B. Level 2 / C. Level 3

Left Door (104" W x 128.5" H - 20 Panel Window)
Right Door (104" W x 128.5" H - 20 panel Window)

D. Escalators

**Investment:** $25,000

From Level 1 to Ballroom Level 2
832" W x 30.5" H
(1) Double-sided (3) Single-sided

E. Escalators

**Investment:** $36,000

From Level 2 to Great Hall Level 3
103.5" W x 30.5" H
(2) Double-sided (2) Single-sided

F/G. Column Wraps

**Investment:** $3,000 each

F. Level 2 - Grand Ballroom Level
G. Level 3 - Great Hall Level

Ten (10 total) - 10’ H x Different measurements for each column

H. Escalator Wall

**Investment:** $5,000

Between Ballroom Level 2 & Great Hall Level

(AIG banner example shown in photo)
CONVENTION CENTER

I. Level 1 Walking Bridge Wall Graphic
Investment: $5,000
From Level 2 to Great Hall Level 3
224” W x 96” H (over exit doors to hotel lobby)

J. Level 1 Walking Bridge - Courtyard Side Windows
Single-sided
Exclusive Investment: $21,000
A,C,D,F: $3,600 each
B: $5,400
E: $1,800

K. Level 1 Walking Bridge - Pool Side Windows
Double-sided
Exclusive Investment: $43,000
A,C,D,F: $7,200 each
B: $10,800
E: $3,600

L. Level 1 Walking Bridge - Entrance/Exit Windows
Investment: $8,200
178” W x 103” H Double-sided

J/K. Level 1 Walking Bridge - Window Layout
UNIQUE TO VENUE
ADVERTISING OPPORTUNITIES

CONVENTION CENTER (cont.)

M. Level 2 Walking Bridge - Courtyard Side Windows
Single-sided
Exclusive Investment: $22,400
A & C: $6,400 each
B: $9,600

N. Level 2 Walking Bridge - Pool Side Windows
Single-sided
Exclusive Investment: $16,000
A & C: $6,000 each
B: $9,000

O. Entrance to Level 2 Windows
Single-sided
Investment: $3,000 each
178.75" W x 68.25" H

P. Exit from Level 2 Bridge Windows
Single-sided
Investment: $6,000
LOWER LOBBY CONVENTION CENTER / PORTE COCHERE

These areas of the resort are frequently used as arrival and departure points for groups and will provide high level visibility.

Q. Escalators
Investment: $10,000
Lower Level to Hotel Level 1
417" W x 30.5" H per side - 4 Single-sided Graphics

R. Stair Case Graphics
Investment: $10,000
Graphics cover the front of each individual stair riser to give the impression of an accordion graphic

S. Mirror Graphic
Investment: $3,000
132" W x 120" H

A1A OVERHEAD WALKING BRIDGE

The pedestrian bridge from the resort to the shops and dining at the Landings offers both interior and exterior advertising opportunities. As guests arrive or depart the hotel, your exterior banner is sure to draw their attention and get your message seen. The interior banners are cost effective ways to make an impression as our attendees cross A1A to the many entertainment options at the Landings.

T. Exterior Large Banner
Investment: $50,000 each (2 areas)
732" W x 206" H

U. Interior Small Banners
Exclusive Investment: $19,000
Investment: $800 each (24 Areas / minimum order of 2 banners)
84" W x 32" H
UNIQUE TO VENUE
ADVERTISING OPPORTUNITIES

HOTEL / CONVENTION CENTER LOBBIES

Your message will be displayed on the door of the elevator noted for the duration of the meeting. These high traffic areas will surely deliver high visibility for your ad!

V. Elevators - Hotel North & South Lobbies
Investment: $2,500 per elevator
6 banks - 3 Levels / 36 elevators
42" W x 84" H

W. Elevators - Convention Center Lobby
Investment: $2,500 per elevator
4 banks - 3 Levels / 12 elevators
42" W x 84" H

LANDINGS AREA

Diplomat Landings offers dining and entertaining options for guests of the resort, connected to the hotel by a pedestrian walkway, and adjacent to the Intracoastal Waterway. This beautiful setting is convenient to guests and offers prime advertising space.

X. Escalators
Investment: $12,000
Four (4) Single-sided Panels
531" W x 30.5" H

Y. Column Wraps
Investment: $3,000 each
Four (4) available
159" W x 108" H
MORE CREATIVE OPPORTUNITIES!

NAILBA understands that some companies want a unique and creative way to share their message. We’ve worked with the Diplomat to develop some additional opportunities for you to highlight your presence at NAILBA 36!

**SOLD AA. Hotel Key Card**

**Investment: $15,000**

After the day’s business is done, attendees will have yet another opportunity to see your branding or product message and booth promotion every time they use their room key. Your investment includes 4-color production of your message on one side of the card, distributed to all NAILBA hotel guests.

**SOLD BB. Key Card Presentation Folder**

**Investment: $10,000**

A great marketing tool to highlight your ad campaign, hospitality event, booth promotion, new product information – or all of it! Guests will carry this key folder – and your message – the entire length of their stay! Double key presentation folder, distributed with room keys at guest check in. Includes four (4) panels of artwork.

**CC. Hotel Room Door Hanger**

**Investment: $7,500**

Create a customized message for NAILBA 36 attendees to see when they return to their room at the end of the day, or as they start their day in the morning. Your detachable message will be printed on the door hanger and attached to the doors of guests who are NAILBA 36 attendees. Hospitality invite? Booth incentive? Advertisement? You decide. Your message, their door!
MORE CREATIVE OPPORTUNITIES!

DD. Coffee Cup Sleeves
Investment: $4,500
You know our attendees are obsessed with their coffee! When they stop at the coffee outlet in the Diplomat, your message will be displayed on the coffee cup sleeve.

EE. Food Truck
Investment: $10,000 additional
See page 37 for a way to utilize this unique and creative design element to highlight your food event sponsorship. Commitment for this sponsorship must be received by September 30, 2017.

FF. Beverage Coasters
Investment: $3,000
Support Your Drink! Imagine your logo, your hashtag or your message on a beverage coaster as the NAILBA 36 attendees network at the hotel bar. This unique opportunity will give you significant exposure and will definitely get noticed. You’ll be the envy of the annual meeting!

GG. Fun Run
Investment: $15,000
Is part of your mission (personal or professional) to encourage healthy living? We’ll work with you to organize a Fun Run during NAILBA 36. This event would be open to all NAILBA 36 registrants and would be coordinated with the NAILBA 36 schedule of events to allow maximum inclusion. Commitment for this sponsorship must be received by May 1, 2017.
AGREEMENT

This agreement, made this _____ day of __________, 20 __, is between The National Association of Independent Life Brokerage Agencies (NAILBA) and the advertising firm identified below. Please print official company name and name of one key contact person below to be addressed in correspondence and/or telephone calls from NAILBA related to this promotional program.

Company ________________________________

Key Contact Name ___________________________

Title ______________________________________

Address ___________________________________

City _______________________________________

State ______________________ Zip ___________

Direct Phone __________________ Fax ___________

Mobile ________________________________

E-mail ________________________________

Website ________________________________

Returning advertisers - please check if new address

Please provide contact information for a second contact who will be involved in promotional or PR decisions related to your participation in NAILBA events.

Marketing Contact Name ______________________

Title ______________________________________

E-Mail _____________________________________

Direct Phone __________________ Mobile __________

Advertiser Acceptance

I, the duly authorized representative of the undersigned organization, on behalf of said organization, subscribe and agree to all terms, conditions, authorizations and covenants contained in this contract.

Signature __________________________________

Date ____________

Printed Name ______________________________

Title _______________________________

Payment Information

Payment Instructions

Please return both pages of completed annual meeting advertising contract, including payment information, by one of the following ways:

For credit card payments:
Fax 703.383.6942 E-mail shaning@nailba.org

For payment by check:

Mail NAILBA
11325 Random Hills Road, Suite 110
Fairfax, VA 22030

Credit Card No. ____________________________

Exp. Date ____________ CSC Code ____________

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

Check (payable to NAILBA) Check No. __________

Credit Card □ VISA □ MasterCard □ American Express

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

Payment Instructions

Deposit Due with Contract

Total Amount _____ X 0.25 = $ __________

Second Deposit: due on or before March 16, 2017

Total Amount _____ X 0.50 = $ __________

Final Payment: due on or before July 13, 2017

Total Amount _____ X 0.25 = $ __________

☐ Pay full amount due with contract $ __________

☐ Pay deposit now, and charge my credit card on the due dates noted above for the remaining payments.

Advertising Selection

Advertisement ________________________ $ __________

Advertisement ________________________ $ __________

Advertisement ________________________ $ __________

as defined in NAILBA venue-specific advertising offerings.

NAILBA Confirmation

Authorized Signature ______________________________

Date ____________

Page 1 of 2
ANNUAL MEETING ADVERTISING TERMS & CONDITIONS

PAYMENT TERMS
Advertising may be paid for in installments, according to the following schedule:
25% deposit of the total Advertising is due with the submission of this Advertising contract; another 50% deposit of the total Advertising will be due on or before March 16, 2017; final payment or final 25% of the total Advertising will be due on or before July 13, 2017.

CANCELLATION POLICY

FINAL PAYMENT FOR ADVERTISING IS DUE ON OR BEFORE JULY 13, 2017.
Failure to pay balance of fees by due date shall be considered a material breach of the agreement and may result in cancellation of advertising. Upon such breach, advertiser shall forfeit deposits paid and NAILBA reserves the right to resell forfeited advertising to another company.

Requests for cancellation and refunds must be made in writing. NAILBA will retain 25% of the total contracted advertising amount for cancellation requests received after January 26, 2017 and before March 16, 2017. NAILBA will retain 50% of the total contracted advertising amount for cancellation requests received after March 16, 2017 and before July 13, 2017. NAILBA will retain the full advertising amount for any cancellation requests received after July 13, 2017. The total fee for advertising is non-refundable after July 13, 2017, and should a balance remain, the advertiser will be obligated to pay the full balance of the advertising contracted. NAILBA shall not be liable for any interest on any amount refunded. Late payments may result in forfeiture of advertising.

BADGE/ADMITTANCE
Admission to the event will be by official NAILBA registration badges only, which must be worn at all times. Badges are nontransferable and must be worn by the person whose name is on the badge. Advertising companies are not eligible for registration unless the company is also an exhibitor or sponsor.

PHOTOGRAPHY / VIDEOTAPING
Photography and videotaping are prohibited without the written permission of NAILBA.

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

OFFICIAL ADVERTISER REPRESENTATIVE
By signing this contract, incorporating these terms by reference, the advertiser agrees to abide by these rules and regulations, and by the decisions of NAILBA. This contract will also become binding on both the Advertiser and the Association upon its acceptance by the Association or Show Managers.

NAILBA EVENT DISCLAIMER
The NAILBA Event is open to all business entities that provide goods and services to NAILBA member agencies and meeting the criteria established by the Board. NAILBA does not endorse nor evaluate the products or services of the Show Advertisers, unless part of an authorized NAILBA partner program. Therefore, the fact that a business entity advertises at a NAILBA Event should not be considered as an endorsement by NAILBA of the products or services of that Advertiser.

INDEMNIFICATION
Advertiser hereby agrees to indemnify, save and hold harmless NAILBA and its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, Hargrove, the Hotel and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys’ fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Advertiser or any of its officers, directors, employees, or agents; (ii) any use of Advertiser’s name, logo, Web site, or other information, materials, products, or services provided by Advertiser; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Advertiser in this Agreement. This indemnity shall require the payment of costs and expenses by Advertiser as they occur. NAILBA shall promptly notify Advertiser upon receipt of any claim or legal action referenced in this Section. The provisions of this Section shall survive any termination or expiration of this Agreement.
For more than 35 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 36 is the only way for a non-member to gain access to this exclusive audience!
SHOWCASE YOUR PRODUCT

NAILBA’s annual meeting is 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.

85% of NAILBA members rank the Annual Meeting as the most valuable benefit of membership.

90% of NAILBA’s member agency principals have attended one or more Annual Meeting in the last three years.

95% of members attend the annual meeting for the opportunity to meet with exhibitors.

99% of members attend the annual meeting for networking opportunities.

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.
- Complimentary pre-show and post-show attendee mailing list.
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.

Priority points are earned for consecutive years of exhibiting, as well as for advertising and sponsorship support - and even for referring a new exhibitor!

**Carrier/Life Settlement Provider**

10’ x 10’ booth $92.00 per sq. foot

**Vendor**

10’ x 10’ booth $72.00 per sq. foot

Discounts are available for first-time exhibitors. Please contact us by phone or email to discuss!

**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.

---

**GENEROUS EXHIBIT BOOTH PACKAGE**

- One (1) complimentary registration per booth space for exhibitor personnel*
- One (1) complimentary registration for company CEO*
- 8’ high backwall and 3’ high side rail drape
- Carpet
- Draped Table
- 2-Side Chairs
- Wastebasket
- Electric
- Identification sign

- **Extensive online exhibit profile to include social networking links, new product announcements, press releases and more!**
- First right of refusal for next year’s event with priority point criteria
- Subscriptions to Perspectives magazine
- Subscriptions to NAILBA Now e-newsletter
- Pre- and Post-show attendee list (see Exhibit Application & Contract for rules governing use of this list)

*Purchase of additional space after first booth earns one (1) additional complimentary registration.

---

**UPGRADE YOUR ONLINE PRESENCE**

- add video to your online booth profile for just $500!
EXHIBIT APPLICATION & CONTRACT

Please review and complete pages 1 and 2 of this application/contract.

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 ______________________

Returning exhibitors - please check if new address

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 __________________________
Title __________________________
Direct Phone __________________
E-mail __________________________

Returning exhibitors - please check if new address

* 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.

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 10 ft. = ___________ Total Net Sq. Ft.

Exhibit Space Preferences (list booth number)
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

Deposit Due with Contract
C/LS ______ sq. ft. X $23 (25%) = $ ___________
V ______ sq. ft. X $18 (25%) = $ ___________

Second Deposit: due on or before April 13, 2017
C/LS ______ sq. ft. X $23 (25%) = $ ___________
V ______ sq. ft. X $18 (25%) = $ ___________

Final Payment: due August 24, 2017
C/LS ______ sq. ft. X $46 (50%) = $ ___________
V ______ sq. ft. X $36 (50%) = $ ___________

☐ Pay full amount due with contract $ ___________
☐ Pay deposit now, and charge my credit card on the due dates noted above for the remaining payments.
☐ Add video to my online booth profile. $500 (due with contract)

Payment Instructions

☐ Check (payable to NAILBA) Check No. ___________
☐ Credit Card ☐ VISA ☐ MasterCard ☐ American Express
Name __________________________________________ (as it appears on card - please print)

Signature __________________________

Credit Card No. __________________________
Exp. Date ________ Security Code __________

Please return completed exhibit contract with payment to:

Mail NAILBA
11325 Random Hills Road, Suite 110
Fairfax, VA 22030

Fax 703.383.6942

E-mail shaning@nailba.org

Page 1 of 2
EXHIBITING TERMS & CONDITIONS

1. CHARACTER OF THE EXPOSITION
   Show Management reserves the right to determine the eligibility of any company, product, or service to exhibit at the show. Any exhibitor or potential exhibitor, at the discretion of Show Management, detracts from the character of the Exposition or for any violation of the following Terms and Conditions. In the event of such restriction or exclusion, NAILBA/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 loss of exhibition space.

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 13, 2017; final payment for the total contract booth space amount will be due on or before August 24, 2017. Late payments may result in forfeiture of exhibit space.

3. CANCELLATION POLICY: FINAL PAYMENT FOR EXHIBIT SPACE IS DUE ON OR BEFORE August 24, 2017.
   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 NAILBA reserves the right to assign or resell forfeited spaces to other exhibitors. Requests for cancellation and refunds must be made in writing. NAILBA will retain 25% of the total contracted booth space amount for cancellation requests received after January 26, 2017 and before April 13, 2017; 12% of the total contracted booth space amount for cancellation requests received after April 13, 2017 and before August 24, 2017; NAILBA will retain the full space contract amount for any cancellation requests received after August 24, 2017. The total fee for booth space is non-refundable after August 24, 2017, and should a balance remain, the exhibitor will be obligated to pay the full balance of the contracted spaces. NAILBA 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 10:00 am, Thursday, November 16, 2017 may be sold or reassigned by Show Management without obligation for any refund whatsoever.

5. SUBLEASING
   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 NAILBA. No one company can have a total of more than four (4) booths. NAILBA reserves the right to realign or adjust the floor space in its discretion 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 $72 per square foot.

7. BOOTH PACKAGE TO INCLUDE
   For each 10x10 booth NAILBA will provide: (1)indow or wall booth, (3) high side rails, (4) storage, (5) side panels, (7) wastebaskets, electrics, and, booth signage. The total fee is expected, 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 receive both a pre and post meeting attende list. See Section 20 for rules covering this list.

8. BOOTH SIZE/RESTRICTIONS/RULES
   The actual usable exhibit area is reduced by six inches from given dimensions. Width of exhibit space 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 drainage 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 linear exhibits must be confined to a maximum height of eight feet, eight inches if ceiling height and applicable regulations permit. Posts may not be located at the back of booths. All exhibits must be reasonably safe and be of such height that visibility from floor level will be clear and unobstructed. Exhibit structures including sign board, electrical, side panel, chair, table, and signs, must not obstruct the passageways or interfere with the enjoyment of the Show. Exhibitors must ensure that buildings and equipment do not obstruct the view of other booths or otherwise interfere with the enjoyment of the Show. Exhibitors are solely responsible for the structural integrity of their exhibits.

9. DISPLAY MATERIALS
   Items included in the booth space are as follows: (1) table, (1) chair, (4) side chairs, (1) coat rack, (1) wastebasket, electric, and booth signage. The height of all exhibits shall not exceed the height of the conventional exhibit space. No free-floating objects are allowed. No objects may obstruct the line of sight to or from the exhibit. All exhibits shall be reasonably safe and be of such height that visibility from floor level will be clear and unobstructed. Exhibit structures including sign board, electrical, side panel, chair, table, and signs, must not obstruct the view of other booths or otherwise interfere with the enjoyment of the Show. Exhibitors are solely responsible for the structural integrity of their exhibits.

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 NAILBA nor Show General Contractor will be responsible for obtaining any audiovisual equipment needed.

12. FIRE AND HOTEL RULES
    Fire Department Regulations and Diplomat Resort and Spa Rules and Regulations must be observed. Combustible materials or explosives are not permitted in or around the exhibit areas unless granted special permission from NAILBA. Exhibits shall not block view or access to fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment.

13. MOVE-IN SCHEDULE
    Set-up will be on Wednesday, November 15, 2017 from 10:00 a.m. – 5:00 p.m. and Thursday, November 16, 2017 prior to 11:00 a.m. All displays must be in place and packaging materials and refuse removed from the aisles by 11:00 a.m. on Thursday, November 16, 2017, to facilitate cleaning the aisles. Shipment of all exhibit material to the exhibit space must be in accordance with the first set-up day schedule. Any equipment shall be removed at the close of business by all vendors and exhibitors. Successful completion of all setup tasks shall order the exhibit to be erected and totally finished. Any exhibits left unattended in the exhibit hall during move-in or move-out will be at the exhibitor's expense.
NAILBA Gratefully Acknowledges the Support of Our NAILBA 34 Sponsors!
Many companies choose to augment their exhibit presence at the NAILBA Annual Meeting with a sponsorship. Still others elect to sponsor instead of exhibiting—based on their marketing goals and resources. Whatever your reason for considering a NAILBA sponsorship, be assured that NAILBA sponsors reap outstanding benefits from their support of NAILBA events, programs and products.

NAILBA supporters, through their sponsorships:

- Secure pre-event marketing and branding opportunities in all NAILBA materials (print and digital) immediately upon contract submission;
- Increase their Exhibit Hall visibility on site;
- Showcase their presence outside the Exhibit Hall;
- Bring customers and prospective customers together for networking events;
- Earn priority points that provide exhibitors with preferential booth and meeting space assignment;
- And most importantly, demonstrate their commitment to the brokerage community!

All sponsors are offered the first right of refusal for their sponsored item for the following year (with certain conditions), which allows your company to establish a consistent brand or theme.

Conditions

If your company sponsors something offered in multiple units, you will be offered the opportunity to purchase a unit of sponsorship again—this includes workshops, food functions and General Sessions. Selection of which unit to sponsor will be offered to the company whose contract and payment is received first, after NAILBA has confirmed the quantity of units available based on schedule.
NAILBA has reorganized our sponsorship opportunities to allow those companies with a more significant commitment to receive greater pre-event and on-site recognition for their support*. Sponsorship tiers will be recognized as follows:

<table>
<thead>
<tr>
<th>Tier</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum</td>
<td>$50,000+</td>
</tr>
<tr>
<td>Gold</td>
<td>$25,000 - $49,999</td>
</tr>
<tr>
<td>Silver</td>
<td>$10,000 – $24,999</td>
</tr>
<tr>
<td>Bronze</td>
<td>$5,000 - $9,999</td>
</tr>
<tr>
<td>Copper</td>
<td>up to $4,999</td>
</tr>
</tbody>
</table>

*Support totals will be recognized by sum of total PAID sponsorship, not total published price – if a discount is negotiated from the published price in this Guide, only the amount paid will be recognized.

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**General Session**

**Investment: $37,500 each**

Two available

Our Annual Meeting General Sessions are designed to engage, energize, and educate attendees during the conference. Your investment includes recognition in all pre-event marketing materials, a one-minute welcome message from the stage, logoed water bottle covers, signage, and on-screen recognition before and during the session. Please note: this sponsorship is for the session, not the individual speaker. NAILBA is solely responsible for speaker selection.

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**SOLD Opening Reception**

**Investment: $37,500**

The Opening Reception is a trademark event for the NAILBA Annual Meeting, and a key networking function of the NAILBA experience. This event has been compared to an elegant, rowdy, family reunion and is guaranteed to wow attendees. Sponsorship for this signature event includes signage, and extensive company recognition at the event.

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**Meeting App**

**Investment: $20,000**

The NAILBA Events App (available in the App store or on Google Play for Android) provides attendees with instant access to the meeting agenda, session descriptions, exhibit hall floor plans, exhibitor descriptions, social media links, and more. Investment includes exclusive recognition in the App and in printed materials, as well as the ability to include a message about your product or service for users in landing pages and banner ads.

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Many sponsored items will require co-branding with the NAILBA or NAILBA 36 logo. NAILBA reserves the right to approve all artwork.
Registration Bags
Investment: $18,000
The registration bag is distributed to all attendees at registration and is a key onsite promotional opportunity. Your investment includes one insert placed inside the bag, as well as bag production, featuring your company’s logo on the outside of the bag. NAILBA is responsible for bag selection. Co-branding is required.

Meeting Program
Investment: $18,000
The printed Meeting Program, provided onsite to each attendee, is a critical resource containing the exhibitor and sponsor directory, complete agenda including educational and social events, and important Association information. Attendees use the Meeting Program as a reference tool during and after the meeting. Your investment includes an exclusive ad page on either the inside or back covers. A digital version of the meeting program is included in your investment – an everlasting online demonstration of your support.

Mooers Award Reception
Investment: $13,500
Be part of history in the making by sponsoring the Mooers Award Reception. This reception kicks off an evening that honors an individual whose achievements demonstrate outstanding commitment to independent life brokerage and the insurance world. Salute this person with your sponsorship and a cocktail to signify your support of what they have accomplished. This prestigious black tie event also includes the NAILBA Charitable Foundation Silent Auction – your sponsorship allows your company to show support to both the Award AND the Foundation.

Mooers Award Dinner Entertainment
Investment: $13,500
Be a part of the special event that is the Mooers Award Dinner by sponsoring the evening’s entertainment. Agency principals and staff attend this prestigious black-tie event recognizing the Mooers Award recipient. Your investment helps make the evening even more memorable by providing quality professional entertainment to an audience of your prospects and clients. NAILBA is solely responsible for selection of entertainment.

Many sponsored items will require co-branding with the NAILBA or NAILBA 36 logo. NAILBA reserves the right to approve all artwork.
**Seated Massage**

**Investment: $12,500**

Meetings and tradeshows involve a lot of walking. The seated massage gives attendees a nice reinvigorating massage to get them refreshed and ready to go. Your investment includes a full-service massage station (with therapist) and recognition with signage at the massage station for your company. Additionally, you have the option of providing promotional items, literature and uniform items for massage attendants.

*Added Benefit!
Additional visibility available with a banner at the massage station for $500.

**Badge Lanyards**

**Investment: $12,000**

This is an excellent promotional vehicle to promote your company’s Web site, product name, and brand. Lanyards are given to all attendees at check-in. Investment includes lanyard production.

**Lunch in the Exhibit Hall**

**Investment: Food $10,000* | Beverages $4,000* **

Two available

Lunches are served buffet style in the Exhibit Hall, guaranteed to give you interaction with top level CEOs, agency principals, fellow exhibitors and sponsors. High visibility and high attendance are trademarks of Annual Meeting lunches.

*Added Benefit!
When you sponsor both food and beverage, your investment includes a Bag Insert (value $1,500) for added visibility!

**Enhanced Visibility Option**
A food truck façade can be added to your lunch for EXTREME branding opportunity! Additional Investment: $10,000

**Water Stations**

**Investment: $10,000 + bottles**

**Investment: $25,000 - NAILBA provides bottles**

Your investment includes not only the ability to have recyclable water bottles with your logo at each water station BUT also water station bottle covers with your logo at all water stations within the exhibit area AND registration area. Limit 6 areas.

**Breakfast**

**Investment: Food $9,000* | Beverages $3,500* **

Up to three available

Demonstrate your outstanding relationship skills and customer service by welcoming prospective clients to breakfast. This sponsorship allows you to network first thing in the morning when everyone is wide awake, excited to start their day at the event, and ready to do business.

*Added Benefit!
When you sponsor both food and beverage, your investment includes a Bag Insert (value $1,500) for added visibility!

**Enhanced Visibility Option**
A food truck façade can be added to your breakfast for EXTREME branding opportunity! Additional Investment: $10,000

**Mobile Device Deluxe Charging Station**

**Individual Investment: $7,500 (single location / max. 3 locations)**

**Exclusive Investment: $20,000 (maximum 3 locations)**

Attendees who are short on time and whose devices are low on juice need a secure, nearby location to charge their devices. This deluxe version offers a 42” video screen and sixteen (16) tips for simultaneous charging of mobile devices. Each quick-charge station does not offer lockers, so as attendees stand at the station, your message plays on the screen in front of them as their device charges.

Many sponsored items will require co-branding with the NAILBA or NAILBA 36 logo. NAILBA reserves the right to approve all artwork.
SPONSORSHIPS
NAILBA 36 ANNUAL MEETING

Refreshment Breaks
Investment: $6,500 each (up to six available)

Morning and afternoon refreshment breaks at the Annual Meeting are scheduled and set up in a more intimate environment than our large events – allowing for more meaningful and personal connections between you and your prospects and clients. If you are an exhibitor, select one of the opportunities offered in the Exhibit Hall. If you are not exhibiting, the workshop breaks will give you excellent access to attendees coming out of sessions. Branding opportunities include napkins and more.

Pens
Investment: $6,500 + pens
Investment: $7,500 includes pens

This opportunity provides a great service to attendees, offers a quality writing instrument for the event and is ideal for promoting brand, Web site and/or product name to decision-makers. Pens are also used in the registration area.

Mobile Device Secure Charging Station

Individual Investment:
$6,000 (single location / maximum 3 locations)

Exclusive Investment:
$15,000 (maximum 3 locations)

Attendees who are short on time and whose devices are low on juice need a secure, nearby location to charge their devices. Similar to the deluxe charging station, each branded charging station offers a 19” display for your company message, plus six individual secure lockers to let you “save the day.”

Workshops
Investment: $6,000 each

Multiple Opportunities - TBD by schedule

Your investment includes recognition on water cooler covers, event signage, marketing materials, and in the onsite program, as well as the opportunity to introduce session speaker(s).

Please note: NAILBA is solely responsible for speaker selection.

Hospitality Suite and Events Sponsor Listing
Investment: $3,500

This is your opportunity to host the event list at registration that gives attendees daily information and locations of events hosted by NAILBA exhibitor/sponsor partners. Sponsorship includes large flat screen monitor mounted on a stand with signage acknowledging the sponsor’s support.

Registration Bag Insert
Investment: $1,500 per item + cost of printing

Have a story to tell? Want to provide these high level attendees with a promotional product, an insert or a message regarding your company information or service you can deliver? Your message, flyer, or promotional product will be inserted into the registration bag, which is given to all attendees at check-in. Available only to current exhibitors and sponsors.

Many sponsored items will require co-branding with the NAILBA or NAILBA 36 logo. NAILBA reserves the right to approve all artwork.
SPONSORSHIP APPLICATION & CONTRACT

Please review and complete pages 1 and 2 of this application/contract.

AGREEMENT

This agreement, made this _____ day of ______________, 20____, is between
The National Association of Independent Life Brokerage Agencies (NAILBA) and the
sponsoring firm identified below. Please print official company name and name of one key
contact person below to be addressed in correspondence and/or telephone calls from
NAILBA related to this promotional program.

Company ____________________________________________________________

CEO ______________________________________________________________________

Key Contact Name _________________________________________________________

Title _______________________________________________________________________

Address _____________________________________________________________________

City ___________________________ State ___________ Zip _________________

Direct Phone _______________ Fax _______________

Mobile _____________________________________________________________________

E-mail _____________________________________________________________________

Website _____________________________________________________________________

☐ Returning sponsors - please check if new address

Please provide contact information for a second contact who will be involved in
promotional or PR decisions related to your participation in NAILBA events.

Marketing Contact Name ___________________________________________________

Title _______________________________________________________________________

E-Mail _____________________________________________________________________

Direct Phone _______________ Mobile _______________

Sponsor Acceptance

I, the duly authorized representative of the undersigned organization, on behalf of said
organization, subscribe and agree to all terms, conditions, authorizations and covenants
contained in this contract.

Signature _________________________________________________________________

Date ____________________________

Printed Name ____________________________

Title _______________________________________________________________________

Sponsorship Selection

Sponsorship __________________ $___________

Sponsorship __________________ $___________

Sponsorship __________________ $___________

as defined in NAILBA sponsorship offerings.

Payment

Deposit Due with Contract

Total Amount _______________ X 0.25 = $ _______________

Second Deposit: due on or before March 16, 2016

Total Amount _______________ X 0.50 = $ _______________

Final Payment: due on or before July 13, 2016

Total Amount _______________ X 0.25 = $ _______________

☐ Pay full amount due with contract $ ___________________

☐ Pay deposit now, and charge my credit card on the due
dates noted above for the remaining payments.

Payment Instructions

Please return both pages of completed sponsorship contract,
including payment information, by one of the following ways:

For credit card payments:
Fax 703.383.6942 E-mail shaning@nailba.org

For payment by check:
Mail NAILBA
11325 Random Hills Road, Suite 110
Fairfax, VA 22030

Payment Information

☐ Check (payable to NAILBA)  Check No. ___________________

☐ Credit Card ☐ VISA ☐ MasterCard ☐ American Express

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

Credit Card No. ___________________

Exp. Date _______________ CSC Code _______________

Name ________________________________

(as it appears on card - please print)

Signature _________________________________________________________________

Sponsoring Company Description

and Artwork for Final Program

Please e-mail a full-color EPS vector file (with fonts outlined) AND
a full-color, high-resolution (minimum 300 DPI) JPEG file of your
company’s logo to sohanley@nailba.org.

For inclusion in the Final Program, please submit a (maximum)
500 character description of your company. New artwork and
description must be sent annually – NAILBA will not reuse old
information or previous art files! NAILBA reserves the right to edit
content submitted for typos, length and objectivity. This description is
intended as an attendee resource, not an advertisement.

NAILBA Confirmation

Authorized Signature _______________________________________________________

Date ____________________________
**SPONSORSHIP TERMS & CONDITIONS**

**PAYMENT TERMS**

Sponsorships may be paid for in installments, according to the following schedule: 25% deposit of the total sponsorship is due with the submission of this sponsorship contract; another 50% deposit of the total sponsorship will be due on or before March 16, 2017; final payment or final 25% of the total sponsorship will be due on or before July 13, 2017.

**CANCELLATION POLICY**

**FINAL PAYMENT FOR SPONSORSHIPS IS DUE ON OR BEFORE JULY 13, 2017.**

Failure to pay balance of fees by due date shall be considered a material breach of the agreement and may result in cancellation of sponsorship. Upon such breach, sponsor shall forfeit deposits paid and NAILBA reserves the right to resell forfeited sponsorship to another company.

Requests for cancellation and refunds must be made in writing, NAILBA will retain 25% of the total contracted sponsorship amount for cancellation requests received after January 26, 2017 and before March 16, 2017. NAILBA will retain 50% of the total contracted sponsorship amount for cancellation requests received after March 16, 2017 and before July 13, 2017. NAILBA will retain the full sponsorship amount for any cancellation requests received after July 13, 2017. The total fee for sponsorship is non-refundable after July 13, 2017, and should a balance remain, the sponsor will be obligated to pay the full balance of the sponsorship contracted. NAILBA shall not be liable for any interest on any amount refunded. Late payments may result in forfeiture of sponsorship.

**BADGE/ADMITTANCE**

Admission to the event will be by official NAILBA registration badges only, which must be worn at all times. Badges are nontransferable and must be worn by the person whose name is on the badge. Sponsoring companies receive one (1) complimentary registration per every $15,000 in sponsorship dollars. Registration information and instructions are available under separate cover several months prior to the event.

**PHOTOGRAPHY / VIDEOTAPING**

Photography and videotaping are prohibited without the written permission of NAILBA.

**NAILBA RULES/REGULATIONS**

NAILBA will not be bound to any verbal agreements, representations, or statements between sponsors, staff, and/or any other parties unless confirmed and signed in writing by the Show Managers (NAILBA).

**OFFICIAL SPONSOR REPRESENTATIVE**

By signing this contract, incorporating these terms by reference, the sponsor agrees to abide by these rules and regulations, and by the decisions of NAILBA. This contract will also become binding on both the Sponsor and the Association upon its acceptance by the Association or Show Managers.

**NAILBA EVENT DISCLAIMER**

The NAILBA Event is open to all business entities that provide goods and services to NAILBA member agencies and meeting the criteria established by the Board. NAILBA does not endorse or evaluate the products or services of the Show sponsors, unless part of an authorized NAILBA partner program. Therefore, the fact that a business entity sponsors at a NAILBA Event should not be considered as an endorsement by NAILBA of the products or services of that sponsor.

**INDEMNIFICATION**

Sponsor hereby agrees to indemnify, save and hold harmless NAILBA and its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, Hargrove, the Hotel and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys’ fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Sponsor or any of its officers, directors, employees, or agents; (ii) any use of Sponsor’s name, logo, Web site, or other information, materials, products, or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. NAILBA shall promptly notify Sponsor upon receipt of any claim or legal action referenced in this Section. The provisions of this Section shall survive any termination or expiration of this Agreement.

**PROHIBITED ACTIVITIES**

**ATTENDEE LIST**

Sponsors 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 NAILBA events.

**HOSPITALITY SUITES**

Only registered exhibitors and sponsors may host hospitality suites during the NAILBA Annual Meeting. Suites shall not compete or coincide with any NAILBA event and must be closed during scheduled official functions of NAILBA during the meeting dates. Neither shall exhibitors and sponsors host, support, or participate in any other event competing or coinciding with the NAILBA 36 Annual Meeting Program November 16-18, 2017.

**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 NAILBA 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 Wednesday evening (after the Chairman’s Reception).

To ensure guests are drinking responsibly, the use of a hotel/licensed bartender is strongly encouraged when hosting a hospitality suite, or other event where alcohol is served.

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Signature of Sponsor Representative, indicating acknowledgement and acceptance of these Terms and Conditions.

Date______