

NAILBA 39

ENGAGE

A VIRTUAL EXPERIENCE

SOARING TO NEW HEIGHTS

NAILBA 39 is moving from in-person to a virtual event — fueling sponsorship and exhibiting opportunities:

- 3 days extended to 3 months
- Virtual exhibit hall, live events and on-demand content
- General admission complimentary to all industry professional
- Promoted to NAILBA's members and circulation list of 340,000+
- Specific themed days of panel discussions, keynotes, workshops, and 1:1 talks

THE VIRTUAL EXPERIENCE TAKES FLIGHT NOVEMBER 19TH



Sky's the limit as NAILBA 39 moves from in-person to a virtual event. Launching November 19, the annual meeting will continue its commitment for bringing together the independent distribution community for business, networking and professional development.

Going the distance — 3 Days to 3 Months

Given virtual has no time restraints, NAILBA is seizing the moments and expanding the time for engagement between exhibitors, sponsors, and attendees.

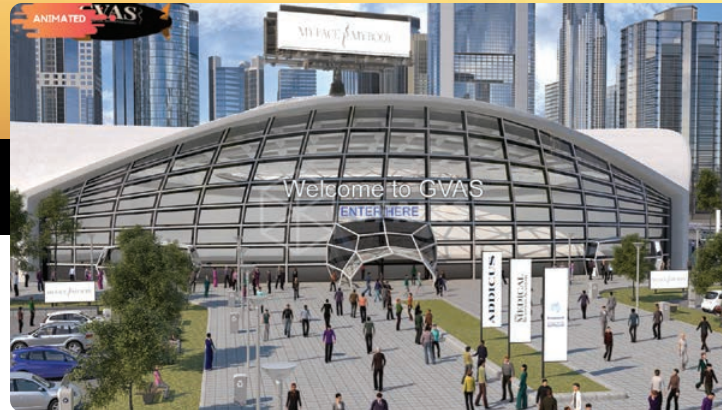
From November 19 to February 24, 2021, NAILBA 39 is extending the traditional 3 day experience to 3 months. This creates a whole new level of ROI for exhibitors and sponsors, and a whole new meaning to the word, Engage, at NAILBA 39.



BUCKLE UP!

It is about to get really exciting

With virtual having no space limitations, NAILBA 39 will offer complimentary general admission to all insurance professionals. And, through NAILBA's media network, the word can easily get out to the network's direct audience of 340,000.



MARKETING REACH: 340,000

**Independent BGA/IMO/
FMO executives**



**Independent life and
health producers**



**Financial services
advisors**



**Carrier and vendor
executives**

Online and on your time schedule



The virtual platform allows for viewing on any device, at any time. Throughout the 3 months, NAILBA 39 will offer live and on-demand activities for continuous engagement with the market 24/7.

- Keynote speakers
- Panel discussions
- Q&A sessions
- Workshops
- Virtual social events
- A virtual exhibit hall

**NAILBA 39
ENGAGE**

Where Independence shines
Relationships are built
Business gets done



ALREADY ON THE LAUNCH PAD

NAILBA's annual meetings have always delivered engaging discussions, thought provoking speakers, educational sessions, and memorable social interactions. Going virtual is no different. Over the course of the 3 months, live partial day events will offer specific business themed sessions. From life insurance selling to CEO panels, and recognizing excellence within the industry, NAILBA 39 will Engage and stimulate interaction.



SUIT UP!

The virtual platform offers a life-like experience from opening up in front of the convention hall, to a banner-filled convention lobby, main stage auditorium, and personalized exhibit booths.

Sponsors and exhibitors have the opportunity to present information and interact with attendees in a variety of ways, including:

- Banner advertising
- Videos within booths
- Signage
- Virtual briefcase downloads
- Text messaging
- Virtual meetups
- Live chats
- Attendee list follow up



NAILBA SCHEDULE

Live event days

November 19: Life Insurance

- **Keynote:** Carey Lohrenz, Fearless Leadership sponsored by Nationwide
- BGA Transformation/Business Practices Initiative with Tiffany Markarian, sponsored by North American
- Succession Planning (M&A) Panel Discussion

November 24: Long-Term Care

- **Keynote:** Dr. Kevin Elko, Shaping a Winning Culture sponsored by Lincoln
- LTC Panel Discussion sponsored by OneAmerica

December 16: Recognizing Industry Excellence

- **Keynote:** Todd Buchholz, Former White House Economic Advisor and Wall Street executive
- ID 20 Award recipients announced and sponsored by Prudential
- CEO Panel Discussion

December 17: Night with NAILBA

- Evening Social Event sponsored by Pacific Life
- Chef Demonstration (Michael Solommonov)
- Douglas Mooers Award for Excellence Recipient virtual toast

January 13: Disability Insurance

- **Keynote:** TBD
- Presentation: David Berson, Nationwide, Economic Forecast
- DI Panel Discussion

January 27: Annuities

- **Keynote:** Kaihan Krippendorff (Author & Consultant), Business Strategy
- Virtual Golf Instruction with Trillium Rose

February 10: Industry & Tech Solutions

- **Keynote:** Duncan Wardle (Fmr. Disney) Innovation

February 24: Senior Markets

- Kelly McDonald — How to Market to Older People

TIME TO RECONNECT

Discover how you can Engage! Booth and sponsorship opportunities available that migrate the in-person NAILBA 39 agreements over to the virtual packages.



SPONSOR OPTIONS

PRICE

Virtual Booth for 3 months	\$9,500 ⁰⁰
VIP Exhibit Hall Overview (in addition to virtual booth)	\$5,000 ⁰⁰
Premier Sponsor for Specific Day w/Keynote presentation	\$32,500 ⁰⁰
Center Stage presentation (20 to 30 minute)	\$25,000 ⁰⁰
Sponsor 4-part virtual golf instruction (Trillium Rose)	\$20,000 ⁰⁰
Sponsor Keynote Speaker with intro by sponsor	\$20,000 ⁰⁰
1:1 Video Interview (10 min)	\$8,500 ⁰⁰
Panel Discussion — Client Topic & choose panelists (20 to 30 minute)	\$12,500 ⁰⁰
Workshop (30 to 45 minutes)	\$12,500 ⁰⁰
Carrier Update on AG 49A (10 minute by Carrier executive recorded)	\$5,000 ⁰⁰

MARKETING OPTIONS

PRICE

Lobby and Networking area banners	\$15,000 ⁰⁰
:30 Commercial in lobby and Networking Area in rotation	\$4,000 ⁰⁰
Banner in both NAILBA Now & Independent (600x250)	\$5,000 ⁰⁰
New — Thought Leadership article in Engage Newsletter (750 words)	\$8,500 ⁰⁰
Full page ad — Q4 issue of Perspectives magazine	\$4,500 ⁰⁰
ID Trends Publication — Showcase page or full page ad	\$4,500 ⁰⁰

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FOR MORE INFORMATION:

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