

# COMING *together* AGAIN



**SUPPORTING THE INDEPENDENT DISTRIBUTION  
COMMUNITY WITH RESOURCES AND  
NETWORKING OPPORTUNITIES**

November 13–15, 2021  
Gaylord Palms Resort and Convention Center  
Orlando, FL

INTEGRATED  
MARKETING  
AND EVENT  
**SPONSORSHIP**  
TO MAXIMIZE  
INVOLVEMENT  
VALUE

**NAILBA** **40**

## STANDING TOGETHER — \$20 BILLION STRONG

With over half of the policies sold by the independent producers each year, placement decision for over \$20 billion in annualized premiums is in the hands of the independent brokerage distributors. Though these key decision makers are independent, they stand together as NAILBA members, and look to the association for essential resources, educational information and advocacy.

### MEETING YOUR GOALS FACE-TO-FACE

NAILBA's annual meeting has always been revered as the most valuable and largest event for meeting the needs of the brokerage market. In 2020, NAILBA continued to break attendance records, pivoting from the in-person event to a virtual experience that expanded over four months with eight live days. The half-day digital events drew over 1,700 in attendance. The unique event has set a new standard for providing resources to the independent market, while demonstrating an unprecedented ability to create an engaging venue for advertisers and sponsors.

Spring boarding from last year's success, NAILBA is crafting NAILBA 40 to combine the digital engagement created by panels, keynotes, and interviews with the powerful networking venue that the annual in-person event is known for.

Set inside the Gaylord Palms in Orlando, Florida, the annual in-person event will offer high visibility and networking opportunities with member agency principals, senior management, and brokers in a COVID-safe environment. The hotel will follow all protocol to provide meeting and exhibit space to facilitate a healthy and safe experience. And, for those that prefer a virtual experience, NAILBA will record the 3-day event for download viewing.

### #NAILBA40

Combining the best of virtual engagement with in-person networking, NAILBA 40 offers the largest assembly of principals and senior management from the leading independent insurance brokerage agencies for networking, demonstrations, and sharing of business knowledge.

### BRANDING FROM PRE THROUGH POST

NAILBA's annual meeting combined with its ID Media Network and on-demand recordings offers exhibiting space, branding opportunities, advertising platforms, as well as sponsoring of activities and educational sessions. From pre-show advertising and social media promotions to furthering thought leadership and face-to-face engagement at the show, to post show marketing, NAILBA 40 is here to support your marketing efforts. Let us help you plan your show involvement today!

# 99%

of NAILBA members attend the annual meeting for networking opportunities.

# 95%

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

# 90%

of NAILBA's member agency principals have attended one or more annual meetings in the last three years.

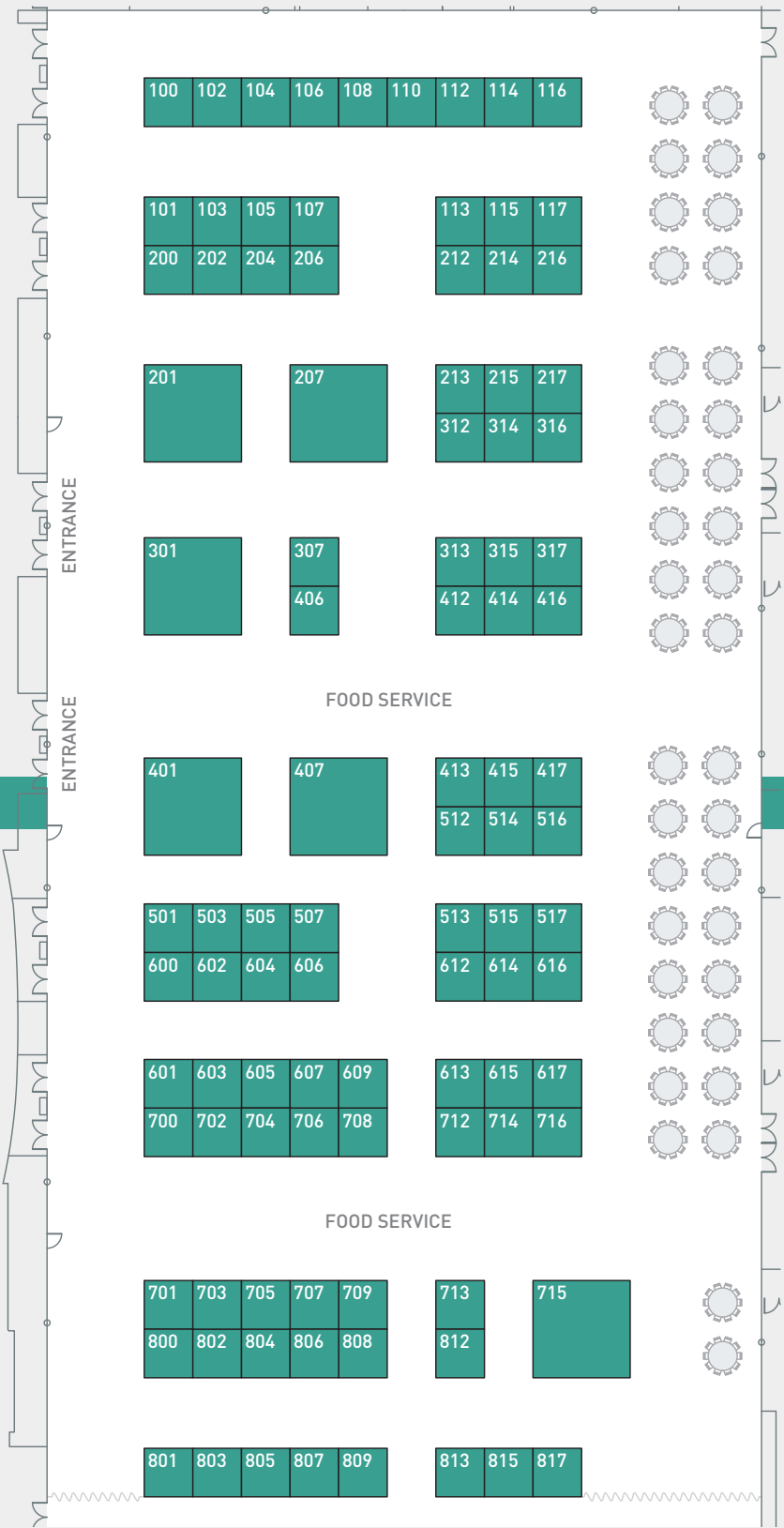
TITLES IN ATTENDANCE

- Agency Principal
- Broker
- CEO
- Chairman
- Chief Financial Officer
- Chief Marketing Officer
- Chief Technical Officer
- Director of Brokerage
- Director of Marketing
- Director of Strategic Accounts
- Managing Agent
- Managing Broker
- Managing Director
- Owner
- President
- Vice President

EXHIBIT HALL

FACE-TO-FACE ENGAGEMENT

With NAILBA 38 and 39 having been sold out, the NAILBA 40 exhibit hall has been expanded to include more booths and specific exhibit hall hours for more face-to-face time with show attendees. Designed with maximum engagement in mind, the food and specific break functions, as well as social events are positioned in the exhibit hall, ensuring unopposed time with attendees. And, as part of the booth package, exhibitors receive pre-show and post show attendee lists for multiple usage, along with the ability to participate in the sessions and social events during the conference.





## EXHIBIT BOOTH PACKAGES FOR 10' X 10'

\$9,500 for Carriers and Life Settlement Businesses

\$7,500 for Vendors

### EACH BOOTH PACKAGE INCLUDES:

#### Two registrations

- 8' high back wall
- 3' high side rail drape
- Identification sign on back wall
- Draped 6' table
- 2-side chairs and wastebasket
- Electric
- Pre- and post-show attendee lists, each with one-time usage



## NAILBA 40 SPONSORSHIP OPPORTUNITIES

### EDUCATIONAL

**General Session** — recognition as session sponsor with on-stage welcome, venue & session signage, pre-event marketing. **\$37,500**

**1:1 Interviews and Panel Sponsors** — sessions with sponsor executives on sponsor-chosen topics on main stage and recorded for on-demand viewing. **\$7,500 – \$15,000**

**Video Commercial** — :30 spot provided by sponsor to run on continuous loop in exhibit hall and virtually on-demand. **\$1,200**

**Workshop** — presenting of educational information by sponsor with signage and all promotions of specific workshop with sponsor identification. **\$6,000**





## BRANDED GIVEAWAYS

<b>Badge Lanyards</b> — sponsor-provided content printed by NAILBA on lanyards.	<b>\$9,000</b>
<b>Conference Pens</b> — pens supplied by sponsor and distributed in registration bags.	<b>\$6,500</b>
<b>Door Drop Item</b> — items supplied by sponsor for hotel room delivery outside of rooms.	<b>\$3,500</b>
<b>Hotel Key Cards</b> — copy provided by sponsor, printed by NAILBA on keys.	<b>\$16,000</b>
<b>In-room Item Drop</b> — items supplied by sponsor for distribution inside hotel sleeping rooms.	<b>\$4,500</b>
<b>Registration Bags</b> — sponsor-provided copy for printing by NAILBA on attendee bags.	<b>\$10,000</b>
<b>Registration Bag Inserts</b> — items provided by sponsor included in registration bags.	<b>\$1,500</b>
<b>Newspaper Room Drop</b> — sponsor identified with newspaper delivered to attendees' hotel doors. (plus hotel costs)	<b>\$4,000</b> per day plus paper cost with sponsor-provided stickers
<b>Seated Massage</b> — massage chair and masseuse with sponsor signage.	<b>\$12,500</b>
<b>Shoe Shining Station</b> — location on exhibit floor with sponsor signage.	<b>\$10,000</b>
<b>Water Stations</b> — water bottles and station with sponsor identification.	<b>\$15,000</b>

## FOOD/BEVERAGE & ENTERTAINMENT

<b>Breakfast</b> — sponsor of food and beverage, recognition on signage and in schedule. 2 available	<b>\$12,000</b>
<b>Lunch</b> — sponsor of food and beverage, recognition on signage and schedule. 2 available	<b>\$14,000</b>
<b>Entertainment</b> — sponsor of annual Mooers Award Dinner entertainment.	<b>\$13,500</b>
<b>Evening Reception</b> — sponsorship of pre-dinner reception at Mooers Award Dinner.	<b>\$13,500</b>
<b>Opening Reception</b> — sponsor reception within exhibit hall, recognition in schedule and signage.	<b>\$37,500</b>
<b>Refreshment Breaks</b> — beverage & snack with recognition signage at event and in schedule. 2 available	<b>\$6,500</b>
<b>Rockstar Event</b> — social event within the Gaylord Palms with sponsor signage and schedule recognition. Signature or supporting sponsorship levels.	<b>\$7,500 – \$15,000</b>



## TECH SPONSORS

<b>Cell Charging Station</b> — sponsor identification on station, positioned in exhibit hall.	<b>\$7,500</b>
<b>Conference Wi-Fi</b> — sponsor recognition on Wi-Fi signage, in schedule and when signing onto Wi-Fi.	<b>\$15,000</b>
<b>Mobile Show App</b> — Android/ iPhone app with sponsor ad on app and recognition in schedule.	<b>\$20,000</b>

## ON-SITE BRANDING

### Exhibit Hall Level

Escalator clings	<b>\$12,500</b>
Elevator door branding (bank of doors)	<b>\$15,000</b>
Overhead and wall banners	<b>\$5,000 – \$9,500</b>
Column Wraps	<b>\$5,000 per</b>
Jumbo Screens in Atrium	<b>\$12,000</b>
Projected logo on boat sails	<b>\$10,000</b>
Floor and Window clings (set of 3)	<b>\$5,000</b>

### General Sessions Level

Overhead and wall banners	<b>\$5,000 – \$9,500</b>
Column Wraps	<b>\$5,000 per</b>
Floor and Window clings (set of 3)	<b>\$5,000</b>

### Lobby Level

Overhead and wall banners	<b>\$7,500 – \$10,500</b>
Column Wraps	<b>\$7,000 per</b>
Floor and Window clings (set of 3)	<b>\$8,500</b>





# INDEPENDENT DOESN'T MEAN STANDING ALONE

## LET US HELP MEET YOUR MARKETING GOALS

NAILBA40 offers a variety of ways to gain marquee exposure, brand awareness, and face-to-face opportunities with the decision-makers of the independent marketplace. Contact us today to reserve your exhibit space and sponsor package.



### **BELONG. CONNECT. GROW.**

National Association of Independent Life Brokerage Agencies

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GROUPS



COMPANY

