



NAILBA

41

SPONSORSHIP AND BRANDING KIT

LIFT OFF

NOVEMBER 2022

The sky's the limit for engaging with independent distribution through digital, print, and in-person offerings.

NAILBA 
ENGAGE

POINTING TRUE NORTH

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 connectivity.

INCREASING SUCCESS

With business challenges continually changing, and industry information outlets dwindling, NAILBA continues to increase member resources and ways for the independent agencies and advisors to connect with the products and services they need to succeed.

MEETING NEEDS FACE-TO-FACE

NAILBA's annual meeting is revered as the most valuable event for meeting the needs of the brokerage market. Set inside the Gaylord Texan Resort and Convention Center in the suburbs of Dallas, Texas, the event offers high visibility and networking opportunities with the 800+ member agency principals, senior management, and brokers in attendance. From exhibiting to advertising to sponsoring of activities and speakers, NAILBA 41 leads the way for connecting with key decision-makers in the independent distribution channel. Plan your involvement today!

For 41 years, NAILBA has assembled the principals and senior management of the leading independent life insurance brokerage agencies for networking, demonstrations, and sharing of business knowledge.

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
- Vice President

FACE-TO-FACE ENGAGEMENT

Exhibiting at NAILBA 41 offers 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 along with the ability to participate in the sessions and social events during the conference.

#NAILBA41

Largest Gathering of Independent Life Brokerage Agencies in the Country

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 four years.

PRELIMINARY AGENDA

SUNDAY, NOVEMBER 13

- 4:00pm – 6:00pm Reception for Sponsors & Exhibitors

MONDAY, NOVEMBER 14

- 8:00am – 3:00pm Exhibitor Set up
- 3:00pm – 5:00pm Executive Spotlight Sessions
- 5:00pm – 7:30pm Exhibit Hall Grand Opening & Welcome Reception
- 9:30pm – 11:00pm NAILBA Rock Star Event

TUESDAY, NOVEMBER 15

- 8:00am – 9:00am Breakfast Breakout Sessions (Concurrent)
- 9:15am – 1:30pm NAILBA Main Stage
- 10:30am – 11:00am Coffee Break
- 1:00pm – 2:30pm Lunch in Exhibit Hall
- 1:00pm – 4:30pm Exclusive Exhibit Hall Hours
- 5:30pm – 6:45pm NAILBA Charitable Foundation Live Auction in Exhibit Hall
- 7:00pm – 9:30pm Douglas Mooers Award for Excellence Dinner
- 10:00pm – 12:00am Casino Night
- 7:00pm – 11:00pm Exhibitor Load Out

WEDNESDAY, NOVEMBER 16

- 8:00am – 1:00pm Golf Tournament
- 2:00pm – 3:00pm Golf Tournament Awards



BRANDING AND SPONSORSHIP OPPORTUNITIES

EXHIBIT BOOTH PACKAGES

\$9,500 for Carriers and Life Settlement Businesses

\$7,500 for Vendors

EACH BOOTH PACKAGE INCLUDES:

Two registrations

- Virtual booth for virtual half-days
- One 10'x10' booth in-person
 - 8' high back wall
 - 3' high side rail drape
 - Identification sign on back wall
 - Draped 6' table
 - 2-side chairs and wastebasket
 - Electricity
 - Attendee lists, 3x usage



SPONSORSHIP OPPORTUNITIES

EDUCATIONAL

Keynote Sponsor — recognition as session sponsor with on-stage welcome, venue & session signage, pre-event marketing. Four in-person and four virtual keynotes available.

\$14,000 – \$28,000

1:1 Interviews and Panel Sponsors — sessions with sponsor executives on sponsor-chosen topics pre-recorded for presentation during virtual half-days and on-demand.

\$7,500 – \$15,000

Video Commercial — :30 spot provided by sponsor, on continuous loop strategically placed in high traffic area on video wall and during virtual half-days.

\$1,500

Breakfast Breakout session (4) — sponsor on signage and marketing of specific breakouts for 45-minute presentations concurrently with breakfast in the four rooms.

\$9,500



EVENT ENHANCEMENTS

Badge Lanyards — sponsor logo printed by NAILBA on lanyards.	SOLD	\$12,000
Conference Pens — pens supplied by sponsor; distributed in registration bags.	SOLD	\$6,500
Door Drop Item — items supplied by sponsor for hotel room delivery.		\$3,500
Hotel Key Cards — copy provided by sponsor, printed by NAILBA on key cards.	SOLD	\$15,000
Hotel Key Presentation Holders — materials provided by sponsor, printed by NAILBA on holders.		\$12,000
Registration Bags — sponsor-provided materials for printing by NAILBA on attendee bags.	SOLD	\$18,000
Registration Bag Inserts — items provided by sponsor included in registration bags.		\$1,500
Water Stations — water bottles and station with sponsor identification.	SOLD	\$15,000

MEALS & ACTIVITIES

Opening Reception — sponsor reception in exhibit hall; agenda and signage recognition.	SOLD	\$37,500
Rockstar Event — Monday social event at the Gaylord Texan with signage and agenda recognition; on-stage participation.		\$7,500 – \$15,000
Tuesday Lunch — sponsor of food and beverage, recognition on signage and schedule.		\$10,000
Tuesday Breaks — beverage & snack with logo recognition in agenda and signage. Two available on Tuesday.		\$6,500
Whiskey Tasting — social event in the exhibit hall with sponsor signage and agenda recognition.	SOLD	\$12,500
Mooers Award Entertainment Sponsor — after dinner on-stage introduction by sponsor with logo recognition in promotions and one dinner table (8-10 seats).		\$12,000
Mooers Award Table Sponsor — dinner table sponsor (8-10 seats) with logo recognition in promotions and on table as a sponsor.		\$3,800
Wednesday Golf Breakfast — sponsor of food and beverage, recognition on signage and in schedule.		\$3,500



SUPPORT SERVICES

Cell Charging Table — sponsor identification on station, positioned near exhibit hall. **\$7,500**

Conference Wi-Fi — sponsor recognition on Wi-Fi signage and agenda. **\$15,000**

Mobile Show App — Android/ iPhone app with sponsor ad, recognition in agenda. **SOLD** **\$20,000**

ON-SITE BRANDING IN VINEYARD TOWER

Charging Station Window Clings — four window panels available. **\$2,500**
per window

Main Walkway Floor Clings — four round clings available. **SOLD** **\$1,750**
per cling

Main Entrance Floor Clings — four clings available. **\$2,200**
per cling

Main Walkway Arrow Wall Cling — One cling coming near elevators **SOLD** **\$8,500**

Column Wraps — four columns available. **SOLD** **\$4,500**
per wrap

Main Entrance Floor Clings — three clings available. **\$2,000**
per cling

Escalator Clings Main Entrance Floor Clings — **\$12,500**
(1 escalator left)

Bell Tower Screen in Lone Star Atrium —
Sponsor message 11/14 – 11/16 **SOLD** **\$10,000**



INDEPENDENT DOESN'T MEAN STANDING ALONE

LET US HELP MEET YOUR MARKETING GOALS

The sky's the limit at NAILBA 41 for 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

Pam Sheehan, Vice President, Strategic Partnerships and ID Media Network
303.503.6305 • PSheehan@nailba.org



GROUPS



COMPANY



2020 & 2022 GOLD CIRCLE AWARD WINNER FOR INTEGRATED MEDIA EXCELLENCE