



2016-2017 Marketing Opportunities

www.NAIFACalifornia.org



2016-2017 NAIFA-California Marketing Opportunities

NAIFA-CALIFORNIA IS THE PREMIER ASSOCIATION REPRESENTING ADVISORS ACROSS ALL INSURANCE AND FINANCIAL PRACTICES.

NAIFA-California's 3,000+ Members Are:

- ▶ Insurance Agents
- ▶ Financial Advisors
- ▶ Health Insurance and Employee Benefits Specialists
- ▶ Both Captive and Independent
- ▶ New to the Business, Industry Leaders, and Everyone in Between

NAIFA Members Are Experienced

- ▶ 53% of NAIFA members have been in the industry for more than 20 years.
- ▶ 65% of NAIFA members have been in the industry more than 16 years.

NAIFA Members Are Leaders

55% of NAIFA members have held a NAIFA leadership role during their career. NAIFA-California has a long tradition of producing strong leaders for NAIFA, with more NAIFA-National past presidents and National trustees elected from among our ranks than any other state in the federation.

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For more information, contact Amanda Smith, NAIFA-California Associate Executive Director
844-536-9339, ext. 307, amanda@naifacalifornia.org

Put Our Influence to Work for You All Year!

NAIFA Keeps Advisors in Business

According to the Bureau of Labor Statistics, the financial services profession will need to grow more than twice as fast as the overall workforce by 2020 to meet rising demand.

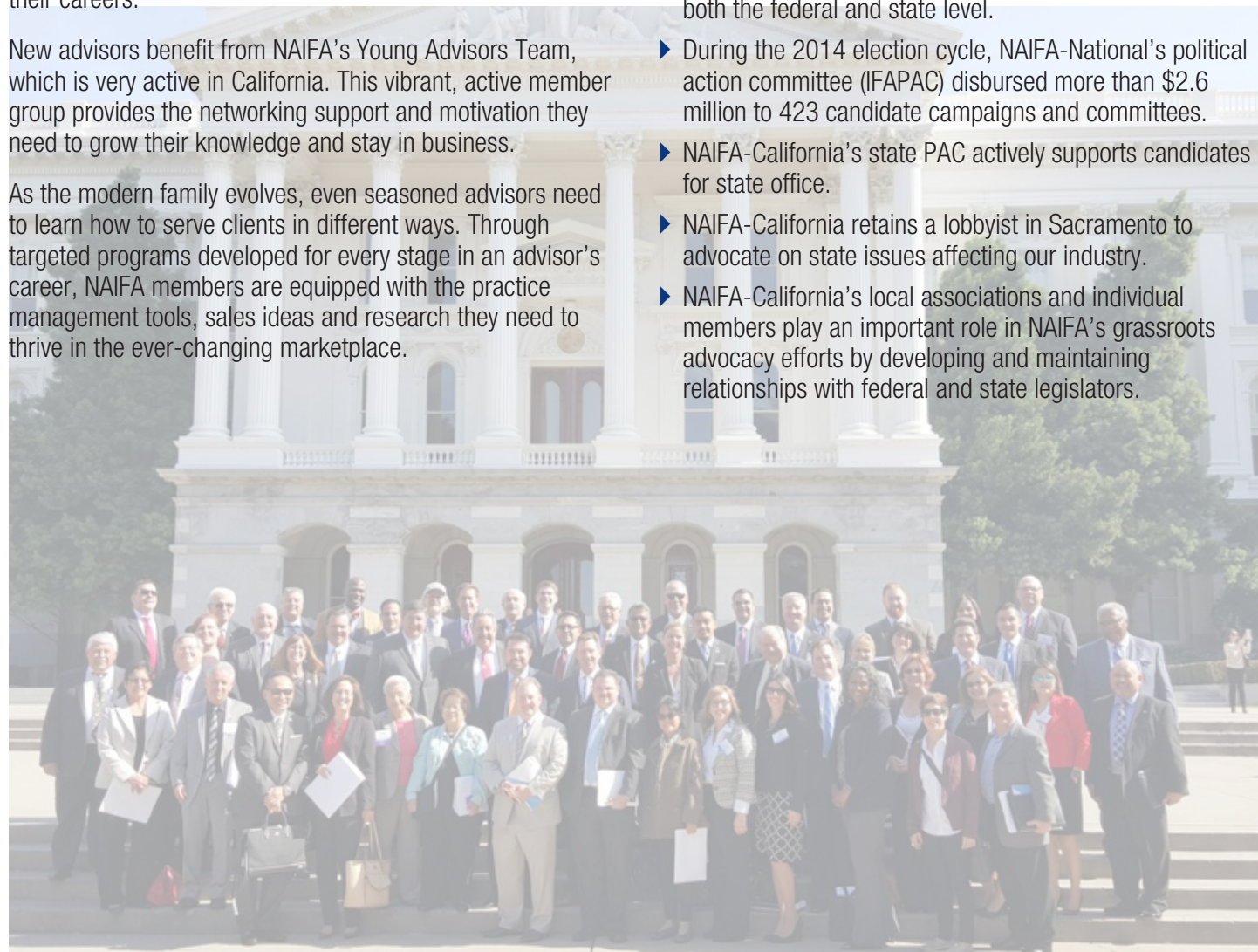
NAIFA's LUTCF program develops survival skills like prospecting, selling and practice management. Many credit the LUTCF designation for keeping them in business early in their careers.

New advisors benefit from NAIFA's Young Advisors Team, which is very active in California. This vibrant, active member group provides the networking support and motivation they need to grow their knowledge and stay in business.

As the modern family evolves, even seasoned advisors need to learn how to serve clients in different ways. Through targeted programs developed for every stage in an advisor's career, NAIFA members are equipped with the practice management tools, sales ideas and research they need to thrive in the ever-changing marketplace.

NAIFA Protects Our Industry

- ▶ 100% of federal lawmakers have a NAIFA member as a key contact.
- ▶ NAIFA is the ONLY industry organization with a member in EVERY congressional district.
- ▶ Only NAIFA represents advisors in every practice area.
- ▶ No other industry organization protects your business on both the federal and state level.
- ▶ During the 2014 election cycle, NAIFA-National's political action committee (IFAPAC) disbursed more than \$2.6 million to 423 candidate campaigns and committees.
- ▶ NAIFA-California's state PAC actively supports candidates for state office.
- ▶ NAIFA-California retains a lobbyist in Sacramento to advocate on state issues affecting our industry.
- ▶ NAIFA-California's local associations and individual members play an important role in NAIFA's grassroots advocacy efforts by developing and maintaining relationships with federal and state legislators.



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Annual Sponsorship Program

PUT YOUR MESSAGE IN
FRONT OF OUR MEMBERS FOR
A FULL YEAR.

THE MORE YOU INVEST,
THE MORE PROMINENT YOUR
EXPOSURE.

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ANNUAL SPONSORSHIP PROGRAM RECOGNITION		BRONZE \$3K	SILVER \$6K	GOLD \$10K
WEB SITE AND ELECTRONIC COMMUNICATIONS	Recognition as a sponsor on the NAIFA-California Web site for 12 months	✓	✓	✓
	Recognition as a sponsor in the CalAdvisor electronic newsletter for 12 months	✓	✓	✓
	Rotating ad on inside pages of the NAIFA-California Web site for 12 months	✓	✓	✓
	Company events posted on Web site and Facebook calendars		✓	✓
	eBlast to NAIFA-California email list		1x	4x
	Company profile in the CalAdvisor electronic newsletter and Web site		✓	✓
	Recognition as a sponsor on Facebook cover photo			✓
	Rotating ad on the home page of NAIFA-California Web site for up to 30 days			✓
STATE DAY ON THE HILL	Complimentary registration for a company representative	✓	✓	✓
	Recognition as a sponsor in event emails, onsite materials and on the Web site event page		✓	✓
	Recognition as a sponsor on event direct mail postcard			✓
	Company flier distributed to event attendees		✓	✓
ANNUAL CONFERENCE	Exhibit table	✓	✓	✓
	Recognition as a sponsor in event emails, signs, on screen prior to general sessions, in the onsite program and on Web site event page	✓	✓	✓
	Ad in the onsite program	1/4 Page	1/2 Page	Full Page
	Logo on the front cover of the onsite program and registration brochure			✓
	Opportunity to address attendees for up to five minutes from the main stage			✓
OTHER	Brown Bag Webinar Series presentation	✓	✓	✓
	Qualified presenters from the sponsor company listed in the Speaker Directory distributed to local associations	✓	✓	✓

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Annual Sponsorship Program *(continued)*

Web Site & Social Media

In 2016, NAIFA-California launched a new Web site that includes a robust online community where members can connect with other members to share ideas and network, chat with other members who are online, maintain profile pages to promote themselves and their practices, post questions to the community blog, and even share photos with their connections.

The online community is used to activate our grassroots advocacy efforts by linking each member to their state assembly and senate districts so we can easily reach out to members when we need them to contact their legislator on issues affecting our industry.

Annual Sponsors receive recognition on our home page and have access to exclusive online advertising and social media promotional opportunities. For example, a Gold Sponsor will have their company logo incorporated into our Facebook cover photo for a period of time so that whenever someone visits our page to view or comment on a post, they'll see the sponsor's logo. Gold sponsors can also place a rotating ad on our home page slide show for up to 30 days. (The schedule and length of the placement is contingent on the number of sponsors wanting to take advantage of this opportunity and the timing of marketing campaigns for state programs.)

CalAdvisor Newsletter

NAIFA-California's CalAdvisor electronic newsletter is distributed 10 times each year to more than 3,000 members and prospects. All Annual Sponsors will be recognized in each issue, and each Silver and Gold sponsor will be profiled at least once during the term of their sponsorship. The profile also will be featured on the NAIFA-California Web site the same month their profile appears in the newsletter. The profile will remain online in the newsletter archives for a full

year. This profile opportunity is only available through our Annual Sponsorship Program to Silver and Gold sponsors.

eBlasts

NAIFA-California also will distribute one eBlast each year for Silver Sponsors and four eBlasts each year for Gold Sponsors. The content must be provided by the sponsor in a format ready for distribution and approved by NAIFA-California. The scheduled distribution date also must be approved by NAIFA-California.

State Day on the Hill

NAIFA-California's annual Day on the Hill is heavily promoted to members via social media, the Web site, email and direct mail. All Annual Sponsors receive one complimentary registration to the event. Gold and Silver sponsors receive recognition in all online and email communications regarding the event, as well as the opportunity to distribute a company flier to event attendees. Gold Sponsors also are recognized on any direct mail promotions and may have an exhibit table at the event.

Annual Conference

NAIFA-California's Career Advancement Conference is our premier event of the year. The popular, day-and-a-half conference includes keynote presentations by industry icons and motivational speakers, as well as breakout sessions, networking events and exhibits.

We heavily promote the event via the Web site, social media, email and direct mail. The direct mail brochure is mailed to members throughout the state and a select group of nonmembers in the immediate vicinity of the event, for a total distribution of approximately 10,000. We also distribute

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email promotions to approximately 10,000 nonmembers in the immediate vicinity of the event several times in the weeks leading up to the event. All promotional materials recognize our Annual Sponsors, and Gold Sponsors have the added bonus of having their logo appear on the front cover of the direct mail brochure.

In addition to the recognition on marketing materials, all Annual Sponsors receive a complimentary exhibit table (which includes two complimentary registrations and post-conference attendee lists), an ad in the onsite program (sizes vary based on sponsorship level), and sponsor recognition in the program, on screen prior to the general sessions and from the podium during the opening session. Gold Sponsors also may address attendees for up to than five minutes from the main stage during one of the general sessions.

In addition, conference-specific sponsorship opportunities are also available if you want to increase your exposure prior to and during the event. A la carte conference sponsorship opportunities are described on the next page.

Note that, because our Annual Sponsorship program is available throughout the year and the sponsorship expires one year after you enroll, if your sponsorship is due to expire prior to the date of next year's conference, your sponsorship must be renewed before you would be recognized as a sponsor of next year's conference. For example, if your sponsorship expires on April 30, 2017 and the conference

will be held in June 2017, you would not be listed as a sponsor until you renewed your sponsorship through April 30, 2018. The earlier you renew, the more exposure you will receive.

Brown Bag Webinar Series

NAIFA-California's monthly Brown Bag Webinars are a great way for our Annual Sponsors to showcase their organization by providing an expert to share sales ideas. The presentation must not be product-specific and must be approved by NAIFA-California. The sponsor will be recognized as the Webinar sponsor in promotional emails and will be allowed up to five minutes to promote their company before the Webinar begins. Only a limited number of opportunities are available, and presentations will be selected based on NAIFA-California's assessment of the content and its appeal to our members.

Speaker Directory

NAIFA-California is launching a speaker directory of presenters interested in speaking at local association meetings around the state. Annual Sponsors can submit their company's content experts for inclusion in the speaker directory.

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Career Advancement Conference Marketing Opportunities

OUR ANNUAL CONFERENCE
IS OUR MOST HEAVILY
MARKETED EVENT OF THE
YEAR, PROVIDING A GREAT
RETURN ON YOUR INVESTMENT.

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Event Marketing

The earlier you sign up as an exhibitor or sponsor, the more exposure you receive. We begin marketing the conference with rotating banners and calendar listings six months prior to the event, with the first direct mail brochure dropping 12 weeks prior to the event.

We heavily promote the event via the Web site, social media, email and direct mail. The direct mail brochure is mailed to members throughout the state and a select group of nonmembers in the immediate vicinity of the event, for a total distribution of approximately 10,000. We also distribute email promotions to approximately 10,000 nonmembers in the immediate vicinity of the event several times in the weeks leading up to the event.

Exhibit Space, \$1,250/table

In addition to the recognition in event promotions distributed prior to the conference, exhibitors receive:

- ▶ One (1) six-foot skirted table
- ▶ Two (2) booth representatives (includes lunch, excludes optional events (banquet, PAC reception)). Additional representatives must register at regular registration rates
- ▶ Listing in conference program (add your logo to your listing for an additional \$100)
- ▶ Post-conference list of attendees
- ▶ Exhibitor Bingo sponsored by NAIFA-California
- ▶ Verbal Recognition from the main stage

Event Sponsorship Opportunities

If you're looking for a targeted sponsorship opportunity, consider becoming a conference sponsor! If you already are a NAIFA-California Annual Sponsor, consider upgrading your sponsorship to maximize your exposure. Conference sponsors receive a list of attendees, as well as significant recognition prior to, during and after the event including:

- ▶ Sponsorship signs and individual event signs (if applicable)
- ▶ Sponsor page of the conference program and next to the individual event listing in the program (if applicable)
- ▶ Verbal recognition from podium and on screen prior to each general session
- ▶ Sponsor recognition on the event page of the Web site and on all event email promotions.

Distinguished Service Award (DSA) Banquet, \$4,000

In addition to the recognition afforded all conference sponsors, the DSA Banquet sponsor will be given five minutes to address attendees from the main stage and receive eight tickets to the event.

Marketing Sponsor (Exclusive), \$2,500

As our marketing sponsor, you can place an exclusive ad on the back cover of the direct mail registration brochure sent to our 3,000 members and another 7,000 prospective members in close proximity to the event location...that's a distribution of 10,000.

Lunch, \$2,500

In addition to the recognition afforded all conference sponsors, the lunch sponsor will be given up to five minutes to address attendees from the main stage.

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Career Advancement Conference *(continued)*

After Party, \$2,000

The after party, held immediately following the Distinguished Service Award Banquet, is the premier networking event of the conference, and the first drink is on you! The sponsor will be listed on a complimentary drink ticket provided to each attendee and will be singled out for recognition from the podium the next morning.

Breakfast, \$1,500

In addition to the recognition afforded all conference sponsors, the sponsor will be singled out for recognition from the podium at the morning general session. The sponsor also may supply cocktail napkins with the sponsor's logo to be placed on the coffee service station during breakfast.

Reception, \$1,000

Drinks are on you! The sponsor will be listed on a complimentary drink ticket provided to attendees and will be singled out for recognition from the podium at the start of the award banquet that evening. The sponsor also may supply cocktail napkins with the sponsor's logo to be placed on the bars during the reception.

Networking Break, \$500

Break sponsors will be recognized on signs next to the break station and will be recognized from the podium either prior to or after the break. The sponsor also may supply cocktail napkins with the sponsor's logo to be placed on the break stations during the break.

Breakout Session Room, \$500

Sponsors will be recognized on the signs outside the breakout session room and your company name will be listed as the sponsor of those sessions in the Conference program. You also can place promotional materials on the session room chairs.

Advertising Opportunities

Attendee Packet Insert, \$225/Exhibitors, \$450/Non-Exhibitors

If you can't attend the event but still want to put your materials in front of our attendees, consider inserting a flier or promotional item in the attendee packet. If you are exhibiting, consider adding a flier to the attendee's packet encouraging them to stop by your booth to learn about any special promotions or drawings you are offering during the event.

Onsite Program Advertising

SIZE/POSITION	EXHIBITOR	NON-EXHIBITOR
Back Cover	\$475	\$575
Inside Front Cover	\$450	\$550
Inside Back Cover	\$400	\$500
Full Page	\$350	\$450
1/2 Page	\$300	\$400
1/4 Page	\$225	\$325

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LET US DESIGN A
CUSTOM ANNUAL OR EVENT
SPONSORSHIP PACKAGE THAT
MEETS YOUR MARKETING
OBJECTIVES.

CALL US TODAY!

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