

*You are invited to be a sponsor of the*



## **NAIFA-Pennsylvania 2010 Annual Convention**

*“Chart a Course for Success”*



*A message from NAIFA-Pennsylvania  
President William P. Krause:*

*The 2010 NAIFA-PA Annual Convention is the  
time when Pennsylvania’s top life, health  
and multiline agents and financial advisors  
gather to celebrate their achievements and*

*learn what’s new in the industry. It’s the perfect opportunity for you to meet with  
the leaders and trend-setters within our association.*

*When you sponsor the NAIFA-PA Annual Convention, you do more than put up an  
exhibit booth. You show your support for those who provide financial security for  
individuals, families and businesses throughout Pennsylvania. PLUS - we always have a great time at  
the convention!*

*I urge you to consider participating in this year’s NAIFA-PA Annual Convention. I can assure you that it  
will be an excellent investment!*



**May 17-18, 2010**

**Seven Springs Mountain Resort**

**Exhibit and Sponsorship Opportunities**

*Details inside*

## Join us in the mountains

NAIFA-Pennsylvania's 2010 Annual Convention will bring the state's top life/health agents, multiline agents and financial planners to Seven Springs Mountain Resort. This will be your opportunity to promote your products and services to them. In addition to the association business meetings and exhibit/trade show, we are giving exhibitors and sponsors the opportunity to join us at the President's Dinner and Awards Presentation on Monday, May 17. Each exhibitor and sponsor will serve as a "table host" for the evening. Each exhibitor and sponsor also will be given 2 minutes to speak onstage during the welcome portion of the convention General Session on Monday afternoon.

**Want to play golf at Seven Springs?**  
**Golf will be available on Sunday, May 16, at \$70 per person (includes green fees, cart and tax).**  
**Call 800-452-2223 ext. 4000 to reserve a tee time.**

## 2010 "Recession Special" Sponsorship Packages

"Recession Special" prices good until May 1 - Regular price takes effect after May 1

### ◆ GOLD SPONSORSHIP ◆

Regular price - \$2,000

"Recession Special" price - \$1,800

<i>Includes</i>	<i>Value</i>
Four (4) Registrations	\$ 1,140
Exhibit Booth Space	400
Program Book Full Page Ad	225
E-mail newsletter ad	500
NAIFA-PA Website ad (3 months)	225

*Total value of this package is over \$2,400*

### ◆ EXHIBIT SPONSORSHIP ◆

Regular price - \$400

"Recession Special" price - \$350

*Includes*

Exhibit booth space at Seven Springs Mountain Resort from 11 AM to 7 PM plus dinner on Monday, May 17. *(Details of the exhibit show are on Page 4.)*  
 Two complimentary exhibit personnel, lunch and afternoon break.

### ◆ SILVER SPONSORSHIP ◆

Regular price - \$1,200

"Recession Special" price - \$1,000

<i>Includes</i>	<i>Value</i>
Two (2) Registrations	\$570
Exhibit Booth Space	400
1/2 Page Program Book Ad	150
NAIFA-PA Website Ad (2 months)	150

*Total value of this package is \$1,270*

### ◆ ADVERTISER SPONSORSHIP ◆

AD PRICES LISTED ON PAGE 4

*Includes* A half-page or full-page advertisement in the Program Book, which is the agent's companion throughout the entire convention.

### ◆ BRONZE SPONSORSHIP ◆

Regular price - \$500

"Recession Special" price - \$450

<i>Includes</i>	<i>Value</i>
Exhibit Booth Space	\$400
Two (2) Convention Registrations	570

*Total value of this package is \$970*

### ◆ RECEPTION SPONSORSHIP ◆

**\$1,000**

*Only one sponsorship available - first come-first served*  
 Sponsor the reception prior to the President's Dinner on Monday evening!

### ◆ LUNCHEON SPONSORSHIP ◆

**\$1,000**

*Only one sponsorship available - first come-first served*  
 Sponsor the Monday lunch!

### ◆ AFTERNOON BREAK SPONSORSHIP ◆

**\$700**

*Only one sponsorship available - first come-first served*  
 Sponsor a special Monday afternoon ice cream break!

# Sponsorship Registration

Lauren Jacobs, Sponsorship Coordinator  
 c/o ACS, 1340 N. 17th St., Harrisburg, PA 17103  
 (717) 232-0144 FAX (717) 232-8823 e-mail: ljacobs@artcomsys.com



	Complete Sections	"Recession Special" price	Price after May 1
<b>Gold</b>	<b>ABCDE</b>	<b>\$1,800</b>	<b>\$2,000</b>
<b>Silver</b>	<b>ABCDE</b>	<b>\$1,000</b>	<b>\$1,200</b>
<b>Bronze</b>	<b>ABCD</b>	<b>\$450</b>	<b>\$500</b>
<b>Exhibitor</b>	<b>ABCD</b>	<b>\$350</b>	<b>\$400</b>
<b>Refreshment</b>	<b>AC</b>	<b>\$700</b>	<b>\$750</b>
<b>Advertiser</b>	<b>ACE</b>		
<b>Luncheon</b>	<b>AC</b>	<b>\$1,000</b>	<b>\$1,200</b>
<b>Reception</b>	<b>AC</b>	<b>\$1,000</b>	<b>\$1,200</b>

**A**

Contact Person \_\_\_\_\_  
 Company \_\_\_\_\_  
 Type of Business \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

**B**

Name \_\_\_\_\_  
 Nickname to appear on badge \_\_\_\_\_ Designations \_\_\_\_\_  
 Name \_\_\_\_\_  
 Nickname to appear on badge \_\_\_\_\_ Designations \_\_\_\_\_  
 Name \_\_\_\_\_  
 Nickname to appear on badge \_\_\_\_\_ Designations \_\_\_\_\_  
 Name \_\_\_\_\_  
 Nickname to appear on badge \_\_\_\_\_ Designations \_\_\_\_\_

**C**

**PAYMENT METHOD:** Check (Payable to NAIFA-PA)  Visa  MasterCard  Discover  AmEx   
 Acct. #: \_\_\_\_\_ Exp. Date: \_\_\_/\_\_\_/\_\_\_  
 Acct. Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

# Exhibitor Sponsorship

**Here is the schedule for exhibitors on Monday, May 17:**

Exhibits will be open from 11AM until 7 PM. The following events will take place in the exhibit area:  
 11:30 AM-1:00 PM - Lunch  
 3:00 PM - Refreshment break  
 6:00 PM - Reception with cash bar

Exhibitors are invited to serve as table hosts at the President's Dinner and Awards Presentation beginning at 7:00 PM on Monday, May 17. Suggested dress is business attire.

**Convention attendees also will be given a card to be punched at each exhibit booth in order to be eligible for a grand prize.**

*Please provide the name(s) of those who will work your booth. Be sure to include a badge name. Additional exhibit personnel may register for \$75.*

		<u>Complimentary</u>
Name	Nickname	
		<u>Complimentary</u>
Name	Nickname	
		@\$75 _____
Name	Nickname	
		@\$75 _____
Name	Nickname	
<b>EXHIBIT FEE</b>		<b><u>\$350 (before May 1) \$400 after May 1</u></b>
<b>TOTAL DUE</b>		<b>\$ _____</b>

**D**

# Advertiser Sponsorship

The Program Book is the agent's companion throughout the entire convention

	<b>FULL PAGE</b> 7.5" tall x 4.25" wide	<b>HALF PAGE</b> 3.5" tall x 4.25" wide
Outside Back Cover	@ \$295	_____
Inside Front Cover	@ \$250	_____
Inside Back Cover	@ \$250	_____
Center Spread	@ \$275	_____
Full Page	@ \$225	_____
Half Page	@ \$150	_____
<b>NOTE:</b> For ads not camera-ready, add \$50 for set-up charge		_____
<b>TOTAL</b>		_____

*All advertisements must be received no later than April 19, 2010*

**E**

**Questions about sponsorship? Contact:**

**Susan Rupe at NAIFA-PA. Phone (717) 234-2523, or e-mail [srupe@naifa-pa.org](mailto:srupe@naifa-pa.org)**

**OR Lauren Jacobs at ACS. Phone (717) 232-0144 or e-mail [ljacobs@artcomsys.com](mailto:ljacobs@artcomsys.com)**

# Hotel Reservation Form

## SEVEN SPRINGS MOUNTAIN RESORT

May 16-18, 2010



**RESERVATIONS MUST BE RECEIVED BY APRIL 16, 2010**

Single room - \$150 per night  
Double room - \$150 per night  
*Room rates DO NOT include tax*

Available rooms within the convention room block will be reserved on a first-come, first-serve basis. Any rooms remaining within the block will be released on April 16, 2010.

Please be certain of your spouse's or guest's reservation as this form will make the reservation for both of you. Send only one form per room. Please be advised that if your partner cancels, you will be assessed the single rate.

***RESERVATIONS MAY BE CANCELLED WITHOUT PENALTY 14 DAYS PRIOR TO ARRIVAL.  
TO CALL IN RESERVATIONS, CONTACT THE RESERVATIONS OFFICE AT 800-452-2223 ext 7009  
Ask for the NAIFA-Pennsylvania Room Block***

If paying by check, make payable to: Seven Springs Mountain Resort.  
Send Deposit and Hotel Reservation Form to:

***Reservations Department, Seven Springs Mountain Resort, 777 Waterwheel Drive, Champion, PA 15622***  
Fax to (814) 352-7911  
To call the hotel directly, phone (814) 352-7777.

*Seven Springs Mountain Resort accepts all major credit cards.*

*(Please Print)*

Name: \_\_\_\_\_

Spouse/Roommate's Name: \_\_\_\_\_ Total No. in Party: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Type of Accommodations Requested: \_\_\_\_\_

Credit Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Arrival Date: \_\_\_\_\_

Departure Date: \_\_\_\_\_

Check-in time: 6 PM

Check-out time: 11 AM

777 East Park Drive  
Suite 300  
Harrisburg, PA 17111



*Important information on the 2010 Annual Convention inside!*