

You are invited to be a sponsor of the



NAIFA-Pennsylvania 2012 Annual Convention



**“Bet on
Our Team”**

Join us in the Poconos!

Pennsylvania’s top life, health and multiline advisors will gather for an event filled with education and networking.



May 21-22, 2012

The Inn at Pocono Manor

Exhibit and Sponsorship Opportunities

Details inside

Join us at Pocono Manor!

NAIFA-Pennsylvania's 2012 Annual Convention will bring the state's top life/health agents, multiline agents and financial planners to The Inn at Pocono Manor. This will be your opportunity to promote your products and services to them. **We are starting our exhibit show earlier than usual on Monday, May 21 in order to build more networking time into the convention schedule!** 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 21. Each exhibitor and sponsor also will be introduced onstage during the welcome portion of the convention General Session on Monday.

2012 Sponsorship Packages

"Early Bird" prices good until May 1 - Regular price takes effect after May 1

◆ **GOLD SPONSORSHIP** ◆
Regular price - \$2,000
"Early Bird" 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
"Early Bird" price - \$350

Includes
Exhibit booth space at The Inn at Pocono Manor from 9 AM to 3:30 PM plus dinner on Monday, May 21. (*Details of the exhibit show are on Page 4.*)
Two complimentary exhibit personnel, lunch and afternoon break.
Additional exhibit personnel at \$75 each.

◆ **SILVER SPONSORSHIP** ◆
Regular price - \$1,200
"Early Bird" 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
"Early Bird" 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!

◆ **ICE CREAM BREAK SPONSORSHIP** ◆
\$700

Only one sponsorship available - first come-first served
Sponsor the Monday afternoon ice cream break!

Sponsorship Registration

Complete and return to Charles E. Bussard, CPA
 271 S. Hanover St., Unit #1, Carlisle, PA 17013 Fax: (717) 386-5134



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

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 21:
 Exhibitor set-up time will be from 7:30 AM to 9 AM. Exhibits will be open from 9AM until 3:30 PM. The following events will take place in the exhibit area:
 9 AM - 10 AM -- Coffee/Danish
 12 NN - 1 PM -Lunch
 3 PM - 3:30 PM - Refreshment Break

You may begin tearing down your exhibit following the afternoon refreshment break.
 Exhibitors are invited to the President's Dinner and Awards Presentation beginning at 7:00 PM on Monday, May 21.

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.

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

Advertiser Sponsorship

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

	FULL PAGE 7.5" tall x 4.25" wide	HALF PAGE 3.5" tall x 4.25" wide
E	Outside Back Cover @ \$295	_____
	Inside Front Cover @ \$250	_____
	Inside Back Cover @ \$250	_____
	Center Spread @ \$275	_____
	Full Page @ \$225	_____
	Half Page @ \$150	_____
	TOTAL	_____

All advertisements must be received no later than April 20, 2012

Questions about sponsorship? Contact:

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

OR Amy VanKirk at ACS. Phone (717) 232-0144 or e-mail avankirk@artcomsys.com

Hotel Reservation Form

THE INN AT POCONO MANOR

May 20-22, 2012



RESERVATIONS MUST BE RECEIVED BY APRIL 20, 2012

Single room - \$115 per night

Double room - \$125 per night

Room rates DO NOT include tax

Available rooms within the convention room block will be reserved on a first-come, first-served basis.

Any rooms remaining within the block will be released on April 20, 2012.

TO CALL IN RESERVATIONS, PLEASE CALL THE HOTEL'S RESERVATIONS OFFICE AT (800) 233-8150.

Ask For the NAIFA-Pennsylvania Room Block.

If paying by check, make payable to: The Inn at Pocono Manor

SEND DEPOSIT AND HOTEL RESERVATION FORM TO:

Reservations Department, The Inn at Pocono Manor, P.O. Box 95, Pocono Manor, PA 18349

OR Fax to: (570) 839-0708

To call the hotel directly, phone (570) 839-7111.

THE INN AT POCONO MANOR ACCEPTS ALL MAJOR CREDIT CARDS.

Do NOT fax this form to the NAIFA-Pennsylvania office.

(Please Print)

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: 4 PM

Check-out time: 11 AM

777 East Park Drive
Suite 300
Harrisburg, PA 17111



Important information on the 2012 Convention inside!