Profiles

Who is IAIP?
The International Association of Insurance Professionals (IAIP) is a professional association open to individuals in the insurance and risk management industries. Insurance Professionals is best known for providing insurance education, skills enhancement and leadership development to its members.

Why participate in the 2016 Convention?
Align your organization with a community of thousands of insurance professionals. With IAIP, you can showcase your products and services to professionals and influencers from all areas of the insurance and risk management industry. They rely on IAIP as an indispensable resource for education, networking and career development.

The Exhibitor Tradeshow will feature the Welcome Reception on Thursday night and the Exhibitor Luncheon on Friday. In addition, each exhibitor will be given the opportunity to announce one door prize winner at the Friday Luncheon.

Who attends?
Professionals in attendance include employees of both agencies and companies including:

- Claims professionals
- Underwriters
- Actuaries
- Risk managers
- Customer service representatives
- Human resource managers
- Technology experts
- CPAs
- Attorneys
- Financial advisors

Where will we meet?
Join us for our 75th annual convention.

June 16-18, 2016
Richmond Marriott
Richmond, Virginia

www.insuranceprofessionals.org

IAIP is here to MAKE CONNECTIONS

Being successful in business means connecting customers and prospects to your products and services. IAIP is here to help you create a strong network and expand your circle of influence within the Insurance Professionals community with a variety of marketing opportunities at every level.

We have designed a variety of opportunities to meet your needs and will work with you to find a solution that will fit your objectives and increase your connections to the insurance industry.
# Sponsorship Opportunities

## Benefits

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>5 Star</th>
<th>4 Star</th>
<th>3 Star</th>
<th>2 Star</th>
<th>1 Star</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Contribution</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
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<tr>
<td>Full registration for 2016 Convention</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary booth at convention tradeshow</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Speaking opportunity</td>
<td>2 Available: Opening General Session</td>
<td>3 Available: Networking Luncheon (Thu) Exhibitor Luncheon (Fri) Recognition Luncheon (Sat)</td>
<td>1 Available: Welcome Reception</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo / listing in program guide</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Recognition on IAIP website as a convention sponsor</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Prominent signage</td>
<td>Y</td>
<td>Y</td>
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<tr>
<td>Recognition in Today’s Insurance Professionals magazine</td>
<td>Y</td>
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## Marketing and Advertising

<table>
<thead>
<tr>
<th>MARKETING AND ADVERTISING</th>
<th>5 Star</th>
<th>4 Star</th>
<th>3 Star</th>
<th>2 Star</th>
<th>1 Star</th>
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</thead>
<tbody>
<tr>
<td>Convention attendee mailing list</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Advertisement in Today’s Insurance Professionals magazine</td>
<td>Four (4) full page ads (one ad per quarterly issue)</td>
<td>One (1) ad in Convention Recap issue</td>
<td>75% ad discount (Convention Recap issue)</td>
<td>50% ad discount (Convention Recap issue)</td>
<td>25% ad discount (Convention Recap issue)</td>
</tr>
<tr>
<td>Advertisement in 2015 convention program</td>
<td>One (1) full page, full color ad with Premium placement</td>
<td>One (1) full page, full color ad</td>
<td>One (1) full page, full color ad</td>
<td>One (1) half-page, full color ad</td>
<td>One (1) quarter-page, full color ad</td>
</tr>
<tr>
<td>Advertisement in The Connections eNewsletter</td>
<td>Three (3) ads</td>
<td>One (1) ad</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web banner on convention website</td>
<td>Two (2) 60-day banner ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing collateral in the convention goodie bag</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>
Additional Sponsorship Opportunities

**Educational Workshops**

Take advantage of this opportunity to share your expertise, show off your brand and connect with insurance professionals who are eager to learn and gain valuable information about various knowledge areas. We are seeking presenters that will energize attendees with new topics, engaging in presentation style and inspire the audience. In exchange for partnering with IAIP to provide an educational workshop, education partners will receive 1 Star benefits.

The educational sessions for IAIP’s International Convention follow three educational tracks:

- **Industry Trends**: Education courses for insurance professionals in all areas of the industry are offered in this track. Sessions will include current industry trends and hot topics relevant to the insurance industry. Courses approved for CE credit are preferred.

- **Career Development**: Courses in the Career Development track will help attendees take their career to the next level with developing their leadership and professional skills.

- **Association Leadership**: This track is designed to provide comprehensive training in managing the local associations, councils and regions. Learn from association management experts and take advantage of the opportunities for peer-to-peer interactions. This information will be transferable to other aspects of the attendee’s involvement with other groups as well as their job responsibilities.

*Limited number of Educational Workshops available. Provided on a first-come, first-served basis. Session topics are due to IAIP no later than December 15, 2015. To determine availability within each of the education tracks, contact Rebecca Clusserath, Director of Education, education@iaip-ins.org.*

**Annual Award Sponsor**

$2,000 | 8 Total

Some of the most popular sponsorship opportunities at the Annual Convention are the Award Sponsorships. With acknowledgment in the program guide, the ability to announce the winner for your award category, and your company name engraved on both the regional plaques and international trophy, you will receive lasting recognition. Award Sponsors will receive 2 Star benefits.

**Award categories include:**

- Insurance Professional of the Year
- Claims Professional of the Year
- Client Service Professional of the Year
- Professional Underwriter of the Year
- Risk Management Professional of the Year
- Rookie of the Year
- Young New Professional of the Year | NEW in 2016!
- Confidence While Communicating
Additional Sponsorship Opportunities

**Charging Station**

$2,500 (1 available)

One of the most asked question at any convention is “Do you have a smart phone power cord?” Be the solution by sponsoring the Charging Station. This “Hot Spot” at the 2016 IAIP Convention will have high traffic volume and usage where attendees stop in to recharge and gain exposure to your brand. Charging Station Sponsor will receive 2 Star benefits.

**Branding Sponsor**

$500

This highly-visible sponsorship will ensure your brand gets in the hands of our coveted attendees. Provide any items below or create your own Branding Sponsor opportunity. Attendees carry their tote bags, water bottles, name badge lanyards, etc. with them all throughout the convention. If you already have a product with your logo on it, contact us to see how we can showcase it throughout the event! Branding Sponsors will receive 1 Star benefits.

Branding Sponsor Opportunities include:

- Convention Tote Bag
- Lanyards
- Reusable Water Bottles
- Notebook and Pen
The Exhibitor Tradeshow will be the setting for a variety of networking opportunities throughout the Convention. Attendee’s exposure to the exhibitors will be enhanced for the 2016 Convention with additional opportunities in the agenda for the exhibitors to interact with the attendees. The International Officers will be stationed throughout the exhibit booths for “Meet the Leaders” to increase your exposure as an exhibitor.

**Financial Contribution: $750**

**Benefits Include:**

- Exhibit Space:
  - (1) 6’ draped table
  - (2) chairs
- Company logo and 50-word description in convention program guide
- Two (2) Exhibitor registrations that include full access to all Convention activities
- Recognition on Insurance Professionals’ Convention website
- Post-conference mailing list of all attendees

**Participation Terms**

Complete the enclosed Official Sponsor and Exhibitor Contract, sign and submit with payment. IAIP reserves the right to accept or reject any contract submission.

**Display Guidelines and Requirements**

International Association of Insurance Professionals will be at the Richmond Marriott for exhibit displays. Table booths may not exceed 8’ in height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

**Important Booth Installation, Dismantling, & Occupancy Notes**

All table top exhibits must be set up or dismantled within the specified hours. No exhibits may be erected during exhibit hours. Dismantling must not start prior to the close of exhibit hours. The table top exhibits are 6’ tables. Space not occupied by 5:00 pm on June 16, 2016 will be forfeited and reassigned without refund.

**Rules and Regulations**

Terms and conditions of booth rental and occupancy are outlined on page 12. Please read these rules and regulations completely before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.
Advertising

Advertising is available in the Annual Convention Program, which is distributed to all members, exhibitors and corporate partners in attendance.

<table>
<thead>
<tr>
<th>Space</th>
<th>Color</th>
<th>Placement</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>Full Color</td>
<td>Back Cover</td>
<td>7.5”w x 10”h</td>
<td>$1,500</td>
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<tr>
<td>Full Page</td>
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<td>Inside Front Cover</td>
<td>7.5”w x 10”h</td>
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<td>Inside Back Cover</td>
<td>7.5”w x 10”h</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>Full Color</td>
<td>Interior</td>
<td>7.5”w x 10”h</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>Black &amp; White</td>
<td>Interior</td>
<td>7.5”w x 10”h</td>
<td>$500</td>
</tr>
<tr>
<td>Half Page</td>
<td>Full Color</td>
<td>Interior</td>
<td>7.5”w x 4.875”h</td>
<td>$500</td>
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<tr>
<td>Half Page</td>
<td>Black &amp; White</td>
<td>Interior</td>
<td>7.5”w x 4.875”h</td>
<td>$250</td>
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</table>
Convention Schedule

(schedule is subject to change)

**Wednesday, June 15, 2016**
- 8:00 am – 5:00 pm Pre-Convention Workshop
- 7:00 pm – 8:30 pm Young and New Professionals (YNP) Reception

**Thursday, June 16, 2016**
- 6:00 am – 7:00 am FIT Insurance Professionals Activity
- 7:00 am – 8:00 am Continental Breakfast
- 8:00 am – 9:15 am Opening General Session
- 9:30 am – 11:30 am Educational Workshops
- 11:30 am – 1:15 pm Industry Luncheon
- 1:15 pm – 3:00 pm Confidence While Communicating Competition
- 2:00 pm – 5:00 pm Exhibitor Set-up
- 3:00 pm – 5:00 pm Educational Workshops
- 5:00 pm – 6:00 pm Convention Briefing
- 6:00 pm – 8:00 pm Exhibit Hall Open
- 6:00 pm – 8:00 pm Welcome Reception in Exhibit Hall

**Friday, June 17, 2016**
- 6:00 am – 7:00 am FIT Insurance Professionals Activity
- 7:00 am – 8:00 am Continental Breakfast in Exhibit Hall
- 8:00 am – 12:15 pm Educational Workshops
- 12:15 pm – 1:30 pm Lunch in Exhibit Hall
- 1:30 pm – 2:30 pm Exhibitor Tear Down
- 1:45 pm – 3:45 pm Educational Workshops
- 4:00 pm – 6:00 pm Business Meeting
- 6:00 pm – 8:00 pm Regional Dinners

**Saturday, June 18, 2016**
- 6:00 am – 7:00 am FIT Insurance Professionals Activity
- 7:00 am – 8:00 am Continental Breakfast
- 8:00 am – 9:45 am Closing General Session and Officer Installation
- 10:00 am – 12:00 pm Educational Workshops
- 12:15 pm – 2:00 pm Recognition Luncheon
2015 Convention Sponsors & Exhibitors

Platinum Level Corporate Partners

Crawford

Gold Corporate Partners

Enterprise
M State Auto Insurance Companies
Wells Fargo

Silver Corporate Partners

Paul Davis
Wahve

Bronze Corporate Partners

Western Bend
Cincinnati Insurance Companies

Community Project Partner

Bridging

Annual Convention Sponsors

Continental Western Group
PCI
West Bend

Continuing Education Sponsors

RIMkus Consulting Group, Inc.
PRIUM
BSR
Enterprise

PAULDAVIS
THE NATIONAL ALLIANCE for Insurance Education & Research.
National Flood Services

insuranceprofessionals.org
Interested in a Sponsorship?

IAIP Exhibitor & Sponsorship Contract

Complete all sections of this application and return with full payment to:
IAIP, 3525 Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305; Fax: 404.240.0998.
If you need additional information, please contact Betsey Blimline at marketing@iaip-ins.org or 800.766.6249 ext. 4.

Company Name
___________________________________________________
Primary Contact Name
___________________________________________________
Title
___________________________________________________
Will the primary contact use the Complimentary Registration?

☐ Yes ☐ No

If no, Attendee Name
___________________________________________________
Company Address
___________________________________________________
City State/Province
___________________________________________________
Zip/Postal Code Country
___________________________________________________
Phone Fax
___________________________________________________
E-mail
___________________________________________________
Company Website
___________________________________________________
Exhibitors: Products or Services to be Exhibited
___________________________________________________
Name of 2nd Attendee, if applicable
___________________________________________________

EXHIBIT SPACE

Table Top

☐ On/Before 4/30/16 $750
☐ After 4/30/16 $1,000

CONFERENCE SPONSORSHIP OPPORTUNITIES

☐ 5 STAR - $7,500
☐ 4 STAR - $5,000
☐ 3 STAR - $2,500
☐ 2 STAR - $1,000
☐ 1 STAR - $500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

☐ Charging Station Sponsor - $2,500
☐ Annual Award Sponsor - $2,000

Award Preference
___________________________________________________
Branded Item Preference
___________________________________________________
Educational Workshops
___________________________________________________
Name of Education Workshop
___________________________________________________

On/Before 4/30/16 $750
After 4/30/16 $1,000
Interested in a Sponsorship? (cont.)

PAYMENT INFORMATION
Return this application with full payment to:
IAIP • 3525 Piedmont Road • Building 5, Suite 300 • Atlanta, GA 30305
Attn: IAIP Convention – Betsey Blimline

☐ Check (made payable to IAIP)
☐ Visa ☐ MasterCard ☐ American Express

(Card payments may be sent via fax to 404.240.0998)

$ __________________________________________________
Amount Due

Credit Card Number

___________________________________________________
Expiration Date CSV

___________________________________________________
Cardholder’s Name

Billing Address

Upon signing of this application and contract, the Exhibitor/Sponsor
acknowledges that they have read, understand and will abide by the Rules
and Regulations for the 2016 IAIP Convention which are part of the contract,
and will comply with all conditions under which the event space at the
event facility is leased to IAIP. The exhibiting company may not cancel booth
after acceptance by IAIP, except for breach of this contract by IAIP. No refunds
will be given. A 100% cancellation fee applies. All cancellations must be
directed in writing to:

IAIP, 3525 Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305.
E-mail: marketing@iaip-ins.org

___________________________________________________
Signature (authorizes payment)

___________________________________________________
Date

Questions?
CONTACT US!

Betsey Blimline
Director of Marketing
International Association of Insurance Professionals
marketing@iaip-ins.org
800-766-6249 ext. 4
1. **Official Exhibit Schedule:** See page 8 for details.

2. **Show Management:** The exhibition is organized and managed by the International Association of Insurance Professionals (IAIP). Any matters not covered in these Rules and Regulations are subject to the interpretation of IAIP and their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the Richmond Marriott procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

3. **Assignment of Tabletops:** Tabletops will be assigned on a first-come, first-served basis to Convention Sponsors, starting with the highest level of sponsorship. General Exhibitors will be assigned by IAIP Show Management. Applications without payment will not be processed.

4. **Installation and Dismantle of Exhibit:** Show Management reserves the right to fix the time for the installation of a tabletop prior to the exhibit hall opening and for its removal after the conclusion of the exhibit hall. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during exhibit hall hours. All tabletops must remain intact until the close of the exhibit hall. Installation must occur only during the installation times designated in the official exhibit schedule. Tabletop installation will begin at 3:00 pm on Thursday, June 16, 2016. All tabletops must be properly installed, fully operational and ready no later than 5:00 pm on June 16, 2016. Dismantle may not begin until after 1:30 pm on Friday, June 17, 2016, and must be completed by 3:00 pm on June 17, 2016. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future conventions. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Exhibitors are expected to make travel arrangements in accordance with the schedule published in the convention schedule. Each exhibitor will complete arrangements for removal of his or her material from the Richmond Marriott. All material must be packed and ready for shipment by 3:00 pm on June 17, 2016. Any material not called for by said time and date will be shipped at the exhibitor’s expense. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

5. **Failure to Occupy Space:** Space not occupied by the time specified in the official exhibit schedule will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

6. **Rates, Deposits and Refunds:** Space will be rented in accordance with the application form. No application will be processed or space assigned without full payment. Space must be fully paid for by June 1, 2016. The exhibiting company may not cancel tabletop after acceptance by IAIP, except for breach of this contract by IAIP. No refunds will be given. A 100% cancellation fee applies. All cancellations must be directed in writing to: IAIP, 3525 Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305. E-mail: marketing@iaip-ins.org. In the event that fire, strike, or other circumstances beyond the control of the management causes the exhibit to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of IAIP’s liability for such cancellation.

7. **Arrangements of Exhibits:** Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated tabletop space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each tabletop prior to the exhibit hall opening.

8. **Tabletop Design:** Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Displays should not exceed 8’ in height. Exhibiting companies are responsible for furnishing and cleaning their tabletops. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA).

9. **Subleasing of Space:** Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

10. **Conduct:** All exhibits will be to serve the interest of the International Association of Insurance Professionals attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to request the immediate withdrawal of any exhibit that IAIP believes to be injurious to the purpose of IAIP. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by IAIP to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

11. **Exhibitor’s Personnel:** All exhibitors must wear the official International Association of Insurance Professionals badge for exhibit hall admission. All personnel representing the exhibitor or his or her agents on the exhibit floor during installation and dismantling must be properly identified. Each exhibit must be fully operational and staffed during the open exhibit hours. Tabletops should be manned by company specialists who are qualified to discuss details of their company’s products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor’s tabletop. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. However, orders may be taken for fulfillment at the exhibiting company’s main distribution center.

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