

THE NATIONAL ASSOCIATION OF INSURANCE WOMEN (INTERNATIONAL)

The 67<sup>th</sup> Annual Region IV Conference  
March 22-25, 2012  
South Bend, Indiana



# TRADESHOW PROSPECTUS

Hosted by the Indiana Council of NAIW

## **CONFERENCE PROFILE**

An opportunity for professionals to network, attend continuing education classes and seminars, and visit with exhibitors and association fundraisers during trade show hours to learn about new products available for the insurance and risk management industry.

## **ATTENDEE PROFILE**

Professionals in attendance include CEO's of Agencies and Companies; Claims Professionals, Underwriters; Actuaries; Risk Managers; Customer Service Representatives; Experts in Life & Health and Property & Casualty; Human Resource Managers; Technology Experts; CPA's; Attorneys; Financial Advisors and Compliance Officers.

These members have offices of all sizes throughout Indiana, Michigan, Kentucky and Ohio.

## **TRADESHOW SCHEDULE**

### Thursday, March 22, 2012

8:30 a.m. – 6:00 p.m.	Exhibit Booth Setup
7:00 p.m. – 10:00 p.m.	Ribbon Cutting/Welcome Reception

### Friday, March 23, 2012

7:00 a.m. – 8:30 a.m.	Breakfast with Exhibitors
1:30 p.m. – 9:00 p.m.	Exhibit Hall Open
9:00 p.m. – 11:00 p.m.	Exhibitor Tear Down

## **EXHIBITOR BOOTH CHOICES**

GOLD SEAL BOOTH \$175

Organizations who exhibited at the 2011 Region IV Conference in Lexington, Kentucky.

(LIST INCLUDED)

STANDARD BOOTH \$200

Exhibits booths that are related to insurance industry or risk management by way of business, supplier or association.

ALL BOOTHS INCLUDE:

- 10' X 10' booth with black draped backdrop and side dividers
- 8' skirted table with 2 chairs
- Wastebasket

Note: An Additional Fee will be charged for Electrical Service and Audio/Video Equipment.

## **TRADESHOW INFORMATION**

Exhibiting at the Region IV Conference will provide you with 12 hours of face time with attendees, and bring your company's products and services to the attention of a group of experts employed in all facets of the insurance and risk management industry.

Thursday, March 22, 2012 Welcome Reception and Friday, March 23, 2012 Breakfast will be held in the Tradeshow room.

# 2011 EXHIBITORS AND SPONSORS

(Eligible for discounted booth space)

Anthem

Arlington Roe & Company

Auto-Owners Insurance Co.

Beau Ties

BHN-BRI Management Services

ChiroOne Wellness Center

Donan Engineering

EFI Global

Enterprise Rent-A-Car

InStar Services

Just Jewelry

Paul Davis Restoration

Preferred Medical Network

Servpro of North & South Lexington

Servpro of NE & SW Jefferson County

Sipada Jewelry

ISFA

Independent Insurance Agents of Kentucky, Inc. (IIAK)

Insurance Women of Akron

Insurance Women of Metro Detroit

Insurance Women of Toledo

Keystone Insurers Group

Legacy Foundation

MVIW

Ohio Casualty Insurance/Safeco

Old Colony Insurance Services

Risk Placement Services, Inc. (RPS)

Safelite AutoGlass

Travelers Insurance

# SPONSORSHIP OPPORTUNITIES AND EVENTS

KEYNOTE SPEAKER, ELISE FARNHAM, CPCU, ARM, AIM, CPIW  
President, Illumine Consulting <http://www.elisefarnham.com/>  
\$1,000

CONFERENCE SIGNAGE  
\$500

LANYARDS/NAME TAGS  
\$500

EDUCATIONAL WORKSHOPS  
\$500 (PER WORKSHOP)

AWARDS BANQUET  
\$1,000

WELCOME RECEPTION  
\$1,000

HOSPITALITY REFRESHMENTS  
\$1,000

AUDIO VISUAL EQUIPMENT  
\$1,000

MESSAGE BOARD(S)  
\$250 per day or \$500 for entire conference

If you are interested in a sponsorship not mentioned, please  
contact Mary Sallee at 317-682-8055 or [mesallee@dishmail.net](mailto:mesallee@dishmail.net).

# SPONSORSHIP LEVELS

## PLATINUM, \$1,500 & ABOVE

Full page color ad in the official conference program  
Prominent Signage

## GOLD, \$1,000 - \$1,499

Full page black and white ad in the official conference program  
Prominent Signage

## SILVER, \$500 - \$999

Half page color in the official conference program  
Prominent Signage

## BRONZE, \$250 - \$499

Half page black and white ad in the official conference program  
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## BANNER, \$100 - \$249

## ALL SPONSORS RECEIVE:

Listing in the official conference program