

NAIFA 2017

Congressional Conference Sponsorship Opportunities

On May 23 and 24, in Washington, D.C., hundreds of NAIFA members will advise lawmakers on how their decisions affect agents, brokers and more than 75 million American families. As a supporter you will be sending a meaningful message to this influential group of NAIFA members while earning industry recognition.

GAYLORD RESORT
MAY 23-24, 2017
WASHINGTON, D.C.



The **NAIFA 2017** Congressional Conference Is a Great Opportunity to Support Your Industry

NAIFA's Congressional Conference establishes and cultivates relationships with lawmakers, educates them on the value of life insurance, annuities, retirement savings, and employee benefits and shares the expertise of NAIFA members from all 50 states.

During the 2016 Conference:

- Nearly 800 NAIFA members visited 91% of Congressional offices from all 50 states and the District of Columbia.
- Nearly 50% of meetings were with lawmakers and included 100% of Senate Leadership, 100% of House Leadership, 100% of both Senate Finance and Banking committees, 89% of the House Ways & Means committee and 88% House Financial Services committee.

“NAIFA is effectively managing the gaps... they are doing a good job of branding, leading the message—that would speak to them as an industry standard in that sector.”

—Senior Professional Staff (R)
CAPITOL HILL



Support Our Industry

With your support, the 2017 Congressional Conference can have an even greater impact on the lives of the clients and families that our members serve and represent. Here are a few ways you or your organization can support this important conference:

Tuesday General Session – Main Stage Speaker

This signature session motivates, inspires and educates attendees on the important issues they will be championing on Capitol Hill. With your support of this event, you receive company signage, an opportunity to introduce the main stage speaker, flyers on the chairs, and extensive company recognition prior to and during the event.

\$50,000

Tuesday Evening Opening Social

This is the key networking function to kick off the 2017 Congressional Conference. Your support of this visible and fun event gets you company signage and extensive company recognition prior to and during the event.

\$25,000

Transportation to Capitol Hill

Your company's logo will be prominently displayed on the buses transporting NAIFA members to Capitol Hill and back to the Gaylord. Not only will members notice and recognize your company support, so will the consumers in the D.C. metropolitan area as well.

\$15,000

Exclusive Sponsor of the GR Mobile App

The NAIFA GR Mobile App is the "go-to guide" for this Conference. Stay in front of attendees by being the official Congressional Conference App sponsor. The Conference App will be a central hub for attendees to connect, build their schedule, and stay up-to-date on Conference events. Your organization will be branded as the official sponsor of the app, with logo prominent placement within the app itself and lots of signage during the event. The app will be in front of nearly all attendees, which means a great return on your sponsorship investment. The app will also be available to attendees prior to and after the Congressional Conference, providing your company with even greater exposure and visibility.

\$10,000

Tuesday "Day on the Hill" Hospitality Snack Break

Help attendees get an extra boost by sponsoring a refreshment snack break during the "Day on the Hill" Hospitality Snack Break. As a sponsor, you will also have the opportunity to network with attendees at a Hill location where attendees gather during the day for a break and provide meeting reports back to NAIFA.

\$10,000



Wednesday Morning Breakfast Vouchers

Provide a breakfast for Conference attendees at the Gaylord Hotel. Your company's logo will be featured on redeemable breakfast vouchers. Additional recognition signage is available within a designated location.

\$12,000

Hotel Key Cards

Every attendee receives a hotel key card. What a great way to get your company's name in front of attendees during the Conference! This sponsorship opportunity includes hotel key cards for the Gaylord Hotel.

\$10,000

Newspaper Decal/ Sleeve Room Drop

Complimentary newspapers will be delivered to each room at the Gaylord Hotel during the Congressional Conference! Add your company's logo on a decal or newspaper sleeve and create immediate visibility to attendees as soon as they wake up. They will head down to the Conference with you in mind.

\$3,000

"NAIFA does a fly-in every year, so I met with them in my former capacity in Congress... It is a smart move because you are actually meeting and talking with constituents, and you are talking about the impact that they will have back home."

**—Senior Advisor, (D)
EXECUTIVE BRANCH**

NAIFA's Influence

NAIFA is the only organization serving and representing insurance and financial advisors regardless of the products they sell or the focus of their practice.

NAIFA members are:

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

"I've met with NAIFA and their members a number of times. They were a very helpful resource and they were really helpful in projecting outcomes and relevant data and analyses. They kept us updated, they made their case."

**—Senior Advisor (D)
CAPITOL HILL**

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