

CONNECTIONS THAT COUNT



Corporate Partnerships Growing and Protecting the Industry

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS



NAIFA's Value Proposition



NAIFA provides *Connections that Count* for insurance and financial services professionals:

- **Networking Connections-** National, State and Local
- **Sales Connections-** Ideas and Practice Management Tools
- **Educational Connections-** Discounts on in person and online courses
- **Government Relations Connections-** Opportunities to influence the public policies that affect our business



NAIFA's key focus areas:



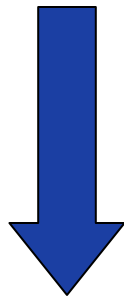
1. Industry protection
2. Connecting your producers to success



Why partner with NAIFA?



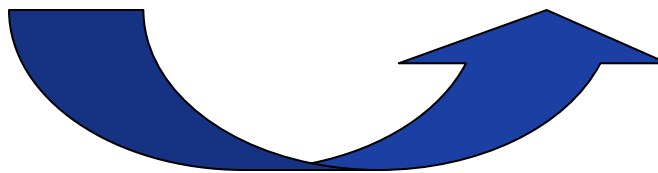
**Corporate
Partnership**



**NAIFA
Membership
Growth**



**More Influential
Voice in DC and
throughout
Nation**



NAIFA offers your company's producers the tools they need to succeed at each career stage



Career Stage	Key Benefits
Early Career	<ul style="list-style-type: none">• General industry education and sales training via NAIFA's Professional Development System• Networking connections to peers and industry professionals• Young Advisors Team programming
Mid-Career	<ul style="list-style-type: none">• Advanced professional education and sales training• National and state advocacy to help protect agents' businesses and their clients financial security• Leadership training
Late Career	<ul style="list-style-type: none">• Unparalleled legislative advocacy working to protect the businesses that experienced producers have developed• Local person-to-person connections via meetings and mentoring• Ongoing advanced education and leadership development

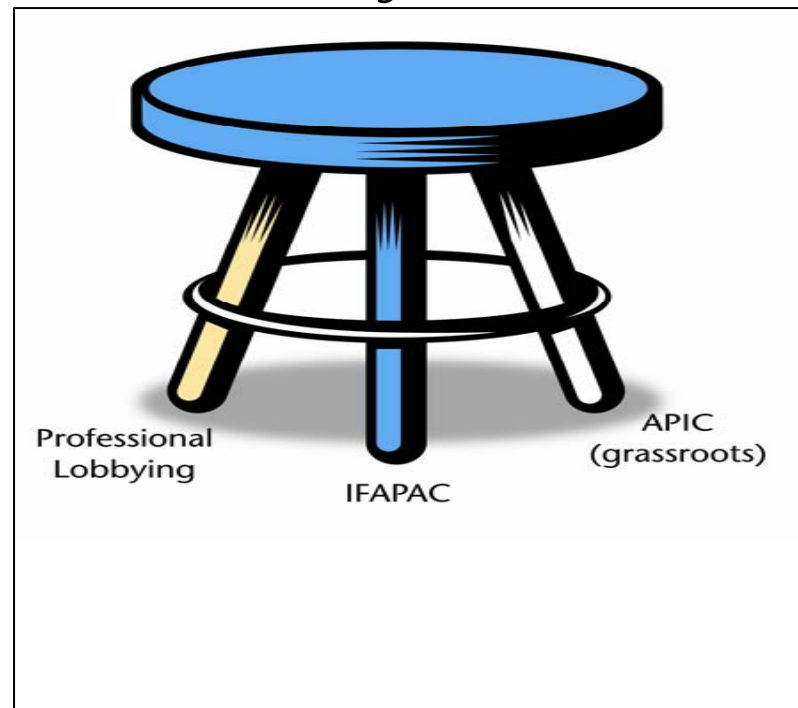


Advocacy: Protecting and Promoting the Industry



Our federal *and* state focus differentiates NAIFA from other industry organizations.

Three key elements:



More information: www.naifa.org/advocacy



Professional Development: Connections to Success



Professional Programs and Designations

NAIFA's Virtual Library



NAIFA Sales System

More information: www.naifa.org/benefits



Additional Member Benefits



Leadership Development

Young Advisors Team Programs



Advisor Today Magazine

E & O Insurance



Discounts

More information: www.naifa.org/benefits



Corporate Partnerships: Your Company's Connection to NAIFA



NAIFA works with your company to develop customized membership plans.

Examples Include:

- Free previews highlighting “the best of NAIFA”
- Using performance rewards towards NAIFA membership
- NAIFA dues deduction programs (commission, GL, etc.)
- Marketing campaigns (newsletters, emails, direct mail, intranet, meetings)
- Incenting field leaders to promote NAIFA
- Membership requirement for educational reimbursements or government relations activities
- Endorsement letters

More information: www.naifa.org/corporatepartnerships



NAIFA's Top Companies by Membership



2008-9 Top 10 Companies by Membership

Standing	Top Companies by NAIFA Membership
1	Northwestern Mutual
2	New York Life
3	State Farm Insurance Companies
4	MetLife Financial Services
5	Southern Farm Bureau Life Insurance
6	MassMutual Financial Group
7	Prudential Financial
8	Allstate Life Insurance Company
9	Farmers Insurance Group
10	AXA Advisors, LLC



Learn more about NAIFA's Corporate Partnerships



For more information, please contact:

Anne Meredith Mandeville

Director, Corporate Partnerships

703.770.8218

amandeville@naifa.org

www.naifa.org/corporatepartnerships

