

2020 | VISION

Trade**show**

NIIA Annual Tradeshow

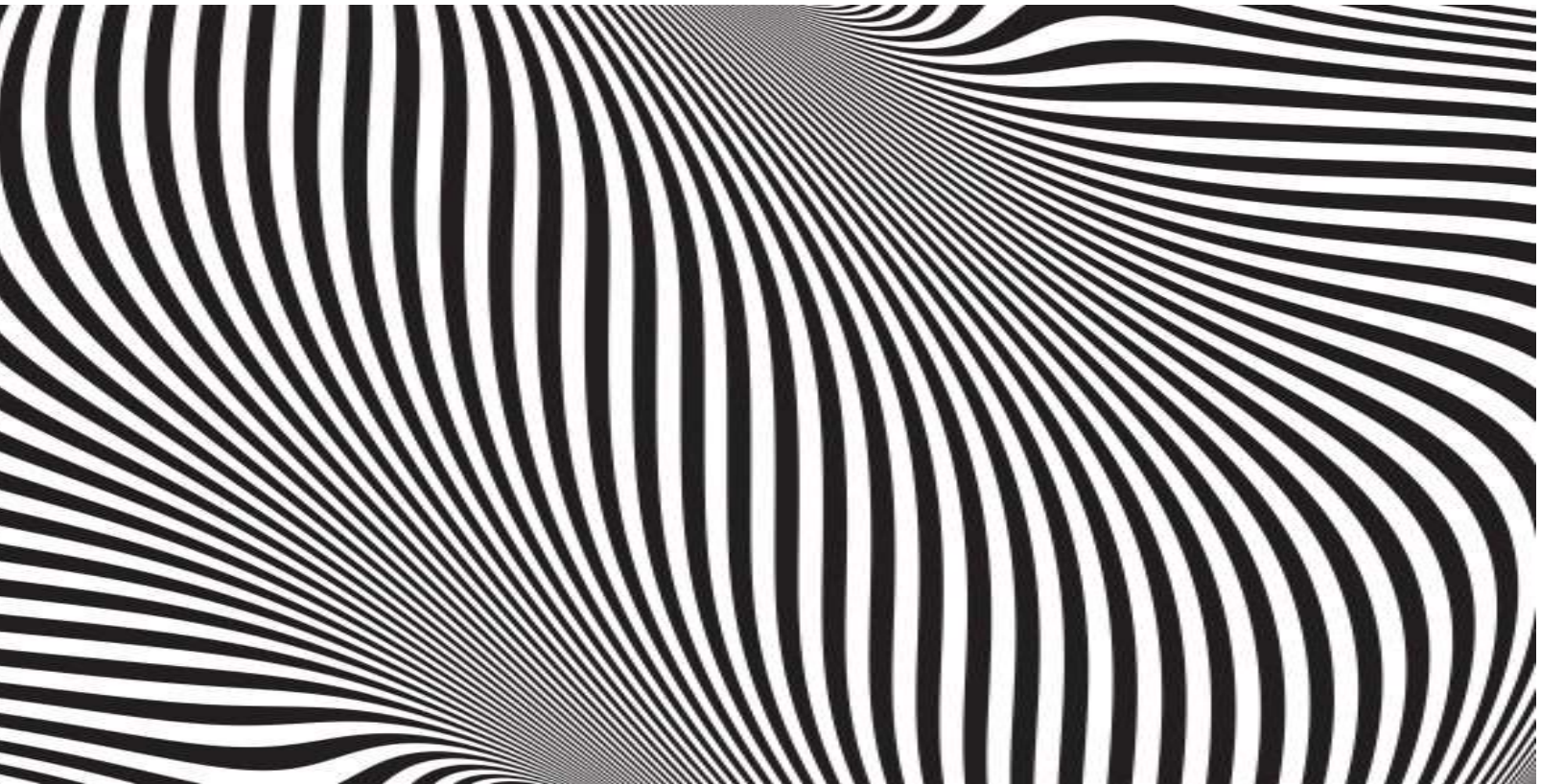
January 30, 2020



Where Nevada independent insurance leaders and innovators meet to create opportunity and growth!

Not your ordinary tradeshow.

- Designed for the Property and Casualty Agent
- Expert “Tech Talk” Presentations
- Emerging Leaders
- Marketplace Floor for Company Exhibitions
- Food/Beverage and Entertainment
- Agent Appreciation and Raffle Prizes
- The Best Networking Event in 2020



Over 70 companies will be represented to showcase their products and services.

Schedule of Events

3:30 – 7:00 pm

Tradeshow Floor is Open

Tech Talks

4:00 PM

Tech Talk 1

Amazon Proof the Independent Agent: *Learn about the movement to digitally connect Independent Agents so they can secure an advantage*

Presented by: Matt Banaszynski, IIAW CEO & Jeff Dehn, DAIS

5:00 PM

Tech Talk 2

Build, Grow, Thrive as an Independent Agent: *Learn how Trusted Choice's free resources can help you excel in 2020!*

Presented by: Joseph Cox, Trusted Choice

6:00 PM

Tech Talk 3

Agency of the Future: *This Talk is designed for everyone, from agency owners to producers to CSRs to insurance company employees. What will the agency of the future look like?*

Presented by: Matt Banaszynski, IIAW CEO

Winner Winner

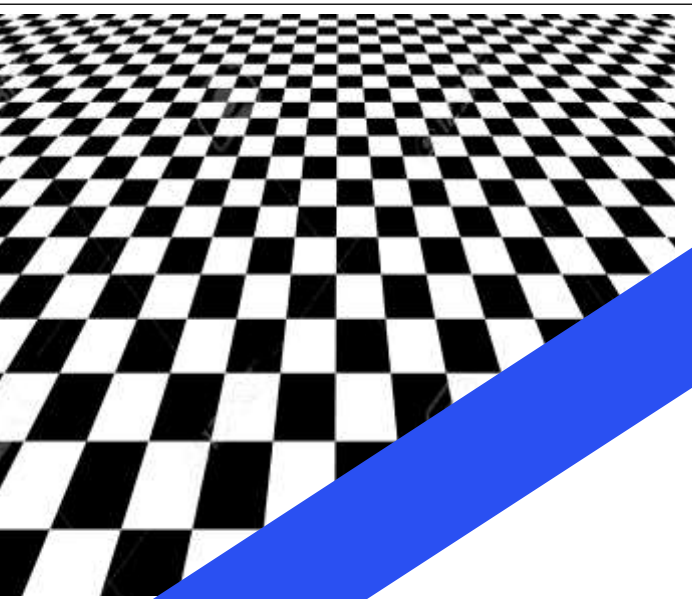
It has become a tradition of the NIIA Tradeshow to appreciate independent agents and all they do for the industry. Throughout the event lucky attendees will have the chance to win a variety of prizes. Drawings will be held throughout the event starting at 4 PM with the Grand Prize to be awarded at 6:45 pm.

Must be present to win.

Raffle Prize Itinerary:

- 4:15 pm **Raffle Drawing** *(special prize for the first 100 agents)*
- 4:45 pm **Raffle Drawing**
- 5:15 pm **Raffle Drawing**
- 5:45 pm **Raffle Drawing**
- 6:15 pm **Raffle Drawing**
- 6:45 pm **GRAND PRIZE**

Many more prizes will be given away throughout the event. Must be present to win. Prizes are for attending Independent Agents only.



Who Should Attend?

Principals

Sales Managers

Producers

Account Managers

CSRs

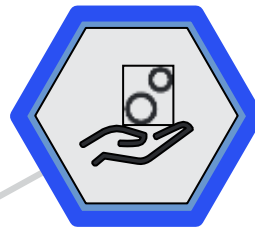
Independent Agents

Guest Room Reservations

Individual guest rooms can be reserved at a 20% discounted rate by calling the Atlantis reservations at 775-825-4700 let the reservation agent know the code word: "SOCIAL".

A friendly reminder, this rate will fluctuate depending on when you call in. The earlier the better the price will be for the room night. The code applies while availability exists.

In order to confirm/guarantee a room reservation, the Hotel will require a credit card guarantee of arrival for guest room and tax charges. First night's deposit must be guaranteed in advance by valid credit card.



3. Educational Sessions

Anytime you can learn new information and come away with an idea or two to improve your skills you should take advantage of the opportunity. Come to the session with a way to take notes; a note pad or electronic device. List action items so you are productive when you get back to your office. Ask for a copy of the handout or presentation, which may open an opportunity for an email exchange with the presenter.



2. Network, Network, Network!

Networking is the most valuable aspect of a tradeshow. However, remember networking is not “sales”. It is an opportunity for relationship development and maintenance. It is about quality not quantity. It is more productive to make a few strong introductions than just pass out a couple hundred business cards.

Be sure to meet a broad range of all the attendees. If you are bashful, challenge yourself and set a goal of a certain number you will engage in conversation with and exchange your business cards.

When meeting with exhibitors, they will be excited to speak with you. If they appear to be busy, make it a point to set up a time to continue your discussion later. Respect them and the time they must share with all the attendees.



1. Prepare

Tradeshows offer opportunities for education, networking and exposes you to new ideas and tools in the industry. It can be overwhelming, so plan your visits in advance. Check out the list of exhibitors and times of the educational offerings. This will help you recognize your priorities and ensure you accomplish your goals. Bring business cards and wear a professional name tag.



Tradeshow TIPS

Q. How Can I make the most from attending a resource expo or tradeshow?

A. Tradeshows are like short business boot camps. Everything you need to start or grow your business: potential partners, carriers, premium finance, management systems, rating systems, marketing, mentors and much more.



Nevada Independent Insurance Agents

NIIA 2019/2020 Board

Christopher Rogne, Chairman
Adam Heuer, Chairman Elect
Cindy Fleischer, Past President
Mark Swarts, National Director
Quincy Branch, Finance Chair
Steve Wilkins, Legislative Chair
Scott Menath, InsurPac/NIIPAC Chair
Vance Jolley, Director
Jana Foster, Director
Jennifer Fryer, Director
Todd Morse, Director
Jared Wilkins, ELC Chair



NIIA 2020 VISION

Tradeshow Committee:

Jana Foster,
Nevada Insurance Agency Co.
Donald Wong- DWJ Agency
Barbara Peay- CIG
Cliff Costa- Deans & Homer
Gene Knippers- CSE
Chris Garrison- RIC
Polina Ivanova- Med James
Liz McCarthy- Employers
Mike Mitchell-
Mitchell Risk Management



Exhibitor Packet/Registration

January 30, 2020 Atlantis Reno, NV

The NIIA Annual Tradeshow is the biggest insurance event of the year in Nevada, an event aggressively promoted to hundreds of agents and brokers. Top agency principals and agents alike, as well as customer service representatives, will be in attendance seeking products and services to boost their business potential and to promote to their clients.

What Does It Mean to You?

This is the ultimate showcase event that provides the insurance and financial services industry a powerful platform to showcase leading-edge products and services, learn about evolving industry trends and unmatched networking opportunities with industry leadership.

The Focal Point

The primary benefit for any Exhibitor is the exposure your company receives from the decision makers in an Insurance Agency. This includes agency principals, marketing staff and placement teams, as well as the "backroom" staff. Don't miss the opportunity for quality discussions with the distribution arm of the Independent Agency system.

If your product or service is on this list...

Adjusters	Excess, Surplus & Specialty Lines	Rating Service
Advisory Rating Organizations	Glass Companies	Reinsurance
Agency Management and Sales Appraiser	Health Insurance Products	Rental Car Services
Automation Software and Systems	Insurance Premium Financing	Restoration Services
Auto Body Shop Services	Insurance Publications	Risk Management
Banking	Internet Services	Sales Leads, BIRs, X-Date Service
Computers	Licensing Services	Technology
Consulting	MGAs	Telecommunications Telemarketing
Credit Services	Newsletters & Marketing Services	Surety Bonds
Electronic Data Interchange	Property & Casualty Carrier	

[You Should Be an Exhibitor!](#)

The Top 6 Reasons YOU Should Exhibit Are:

- Be on the ground floor of the "Event of the Year" in the Insurance Industry in Nevada
- Quality time with decision makers in agencies as well as large brokers
- Face time with the front lines of the agency community
- Attracting new accounts
- Developing relationships with current accounts
- Presenting current products and services and introducing new ones
- Your competition is there

To participate please complete: 1) Exhibit Space Reservations; 2) Contract/Application for Booth Space; 3) Hotel Exhibit Rules, Registration and Regulations Information. Mail/scan all three forms with check or credit card information to Membership Services at PO Box 530425. Henderson, NV 89053 or scan to: susan@niiia.org.

Sponsorship Opportunities

Participate in our 12th Annual Tradeshow! One of the most exciting insurance events in Nevada! We are aggressively promoting this event to **hundreds of independent agents and brokers**. With multiple sponsorship options available – you are sure to find just the right opportunity to suit your budget and marketing objectives. **(First rights to sponsorship is reserved for NIIA Industry and Associate Partners.)**

Choose from the following Sponsorship Opportunities:

Sponsorship	#	Price	Description
ELC Supporter	1	\$500	Event promotion, sponsor the ELC Booth
F&B Sponsor	5	\$1000	Event promotion, Logo acknowledgement at Bars and appetizer station, and program/app
Grand Prize	1	\$1000	Event promotion, announce winning ticket see time schedule for time of drawing and program/app
Second Prize	1	\$600	Event promotion, announce winning ticket see time schedule for time of drawing and program/app
Registration	1	\$600	Event promotion and company rep to volunteer to greet all Independent Agents and check them in, acknowledgement in program/app
Lanyard	1	\$350	Company logo on lanyards and program/app
Name Badge Sponsor	1	\$300	Company logo on name badges and program/app
Tech Talk Sponsor	3	\$300	Recognition by speaker and logo displayed during talk and acknowledgement in program/app
Tradeshow Bags	1	\$1500	Logo on Tote Bags handed to all attendees, event promo and program/app
Program/app	1	\$1000	Recognition on program/app, logo on tech talk screen
Entertainment	3	\$550	Recognition in program/app, At least 3 mentions throughout the event (psychic, hypnosis, magician) and program/app
Photo Booth	1	\$500	Recognition in program/app, and at the booth and program/app
Raffle Game Sponsor	1	\$1000	Recognition in program/app, may walk around and announce the prize winners at all participating booths. and program/app

Note: all sponsorships over \$500 includes 1 representative. Other sponsors may attend with \$100 admission max 1 rep.

Become a Sponsor of 2020 VISION

Become part of this exciting one-day event where agents meet future partners. Attract opportunity for your organization at this premier event. In addition to exhibiting, you will be promoted on event material and receive additional benefits as listed on the Opportunities Selection Sheet. If you are looking to reinforce your relationships, new to the market, promote new services and products in the independent channel, this is the perfect opportunity.

NEVADA INDEPENDENT INSURANCE AGENTS

12th Annual Tradeshow

January 30, 2020
Atlantis Casino, Reno, Nevada
3800 S. Virginia Street, Reno, NV 89502

Exhibit Space Schedule

NIIA Tradeshow Schedule of Events (01/30/2020)		
Function	Start Time	End Time
Exhibit Set Up	11:00 AM	2:30 PM
NIIA Board Meeting	11:30 AM	2:25 PM
Emerging Leaders Meeting	2:30 PM	3:15 PM
Tradeshow Registration	3:15 PM	6:30 PM
Tradeshow Floor Open	3:30 PM	7:00 PM
Teardown	7:00 PM	8:00 PM

Note: times may change pending on availability of the hotel.

*HAVE FUN DECORATE YOUR BOOTH, WEAR COSTUMES
IN THE THEME OF THE SHOW*

2020 VISION

FUTURISTIC, OPTICAL ILLUSION, CYBER/TECH

**BEST BOOTH WINNER RECEIVES 1 FULL-ADMISSION TO THE NIIA ANNUAL CONVENTION AND
WILL BE PROMOTED WITH PICTURES IN THE FEBRUARY NEWSLETTER AND ON SOCIAL MEDIA**

Exhibit Space Layout

Booths will be assigned in the order in which complete registration and payment is received. While the booths are numbered with exposure/location in mind, please feel free to contact Susan Bauman, NIIA Executive Director at 775-499-5844 if a specific booth is desired. Specific booth assignments will be accommodated when available.

Cost

Classic Booth: \$1,400 noted on map in white, Premium Booth: \$1,500 noted on map in **blue**, and Island Booth: \$2,500 noted on map in **yellow**.

*Associate/ Affinity/IP Partners of NIIA will receive a partnership discount on Exhibit Booth registration per the level of association partnership (Associate, Affinity, Bronze, Silver, Gold, Platinum). **The NIIA Partnership registration form can be found on www.niia.org.***

Fee includes: Pre-Tradeshow advertising, listing in Tradeshow Program/App, 2 Tradeshow drink tickets per registered representatives. (Extra drink tickets may be purchased at \$7each.)

SPACE: Space assignment will be made on first come, first serve basis in accordance with our partnership level and upon receipt of contract with payment.



Not an Exit

Not an Exit

PROMENADE

TREASURES

EMERALD

EVENT REGISTRATION DESK

Inventory as of 11/4/2019

Dimension	Qty	Size	SqFt	Table Inventory	Chairs	Stools	Total
8'x8'	64	4,180		417	8	3	18
12'x12'	144	5,720		509	1	2	2
				405	1	2	2
				315			
				305			
				321			
				421			
				521			
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GENERAL SERVICES CORPORATION
 11100 WINDY BARK
 SUITE 300
 LAS VEGAS, NEVADA 89130
 TEL: 702-331-1000
 FAX: 702-331-1001
 WWW.GESCORP.COM

Exhibit Space Application

Type	Select Booth:	Size	Cost*	# of reps
Classic Booth		8' x8'	\$1,400	includes 2 reps
Premium Booth		8' x 8'	\$1,500	includes 2 reps
Island Booth		12' x 12'	\$2,500	includes 4 reps
Options:				
Electricity		Available	\$50	
Wi-Fi		Available	\$25	
Additional Attendant		Available	\$50	2 maximum
Raffle Prize		n/a	Your choice	0

***Active Partners receive a \$400 discount.**

BOOTH SELECTION: 1st _____ 2nd _____ 3rd _____ choice in case the 1st is taken.

FIRM NAME: _____

FIRM SIGN NAME (if different than above): _____

Please indicate your company's industry segment or specialty: _____

CONTACT NAME (if different than below): _____

EXHIBIT REPRESENTATIVE: _____

ADDRESS: _____ CITY/ST/ZIP: _____

PHONE: _____ CELL: _____ EMAIL: _____

ADDITIONAL ATTENDEE: _____ EMAIL: _____

ADDITIONAL ATTENDEE: _____ EMAIL: _____

ADDITIONAL ATTENDEE: _____ EMAIL: _____

PAYMENT AMOUNT \$ _____

(Classic: \$1400 Non-Active Partner / \$1,000 Active Partners)

(Premium: \$1,500 Non-Active Partner / \$1,100 Active Partners)

(Island: \$2,500 Non-Active Partner/ \$2,100 Active Partners)

NOTE: Industry Partner credits will be given at time of registration.

_____ Payment made by check # _____ sent to: NIIA, PO Box 530425, Henderson, NV 89053

_____ Payment made by Credit Card: www.niaa.org

SIGNATURE: _____

Please complete & return with Contract/Application and your payment to NIIA, PO Box 530425, HD, NV 89053.
Phone 775-499-5844, SCAN TO: susan@niaa.org.

Contract/Application for Booth Space

THIS AGREEMENT made between the Nevada Independent Insurance Agents, hereafter referred to as NIIA, and _____, hereinafter referred to as Exhibitor.

In consideration of the premises and mutual covenants herein contained, the parties agree as follows:

FIRST: NIIA will permit Exhibitor to occupy booth(s) during the 12th Annual Tradeshow on January 30, 2020.

SECOND: Exhibitor agrees that full rental fee must be paid upon requesting reservations.

THIRD: Exhibitor is given the right to cancel this agreement without penalty at any time on or before January 7, 2020. Such cancellation to be effective when written notice thereof is received by NIIA on or before January 7, 2020.

FOURTH: In the event the Exhibitor cancels this agreement any time after January 7, 2020, as evidenced by receipt of written notice of such cancellation to NIIA, all rights, duties, liabilities and obligations hereunder shall terminate except that Exhibitor shall remain liable and agrees to pay the full rental fee reserved hereunder.

FIFTH: NIIA reserves the right to relocate the booth space to be occupied hereunder by Exhibitor, provided that upon receiving from NIIA notice of such relocation, Exhibitor, notwithstanding any other provision hereof, may cancel this agreement without penalty, and shall be entitled to the return of any rental fee paid.

SIXTH: Exhibitor agrees to not sublet, or to otherwise assign to any other person or organization whatsoever any rights to occupy any booth, or part of any booth covered by this agreement without first obtaining the written consent of NIIA. Exhibitor agrees to not use an exhibit display larger than the contracted space.

SEVENTH: Exhibitor agrees to abide by the enclosed Exhibit Rules and Regulations and special regulations, such as set-up and tear-down times, drayage rules and regulations, city or town restrictions, hotel rules and regulations governing exhibits at the hotel and any other rules or regulations of Atlantis Casino Resort Spa, Reno, Nevada.

EIGHTH: Exhibitor agrees to pay all music licensing fees in the event copyrighted music is played by the Exhibitor.

NINTH: Any List of Attendees provided to the Exhibitor by NIIA prior to the Tradeshow will be held confidential and not shared by the Exhibitor with any other individual or organization.

TENTH: Exhibitor agrees to indemnify NIIA and the Hotel against and hold it free from any and all claims arising from the death of/or injury to Exhibitor's personnel or tradeshow attendees and from any and all claims from the loss or damage to Exhibitor's property by whatsoever cause occasioned and wherever such property is located during the period in which NIIA occupies Atlantis Casino Resort Spa, Reno, Nevada except for such injury or loss as may be proximately caused by willful and malicious conduct on the part of any employee of NIIA or the Hotel.

ELEVENTH: Exhibitor agrees that it is properly licensed to transact business in the State of Nevada, which will include insurance licenses if writing insurance.

TWELTH: Exhibitor agrees that if any of the above covenants are broken by the Exhibitor, NIIA has the right to cancel the Exhibitor's Booth Rental and/or ask the Exhibitor to remove themselves from the Exhibit Floor. If this occurs, NO refunds for the rental will be given.

Exhibit Rules and Regulations Information

RULES: These rules and regulations governing exhibits are compiled by the Nevada Independent Insurance Agents and are part of the exhibitor space agreement.

DECORATOR: The official decorator contact information will be provided once registration documents have been received. All services must be ordered from them, i.e. additional furnishings. Exhibition Service Kits will be provided from the exhibitor vendor no less than 30 days prior to the show. These forms contain pertinent information such as policies and procedures, shipping requirements, installation and dismantle instructions, and additional services. **Atlantis Casino Resort Spa, Reno, Nevada will provide all electrical needs. Please follow the instructions when received from the exhibitor vendor, GES.**

EXHIBITORS are to set up their own equipment and materials.

EXHIBIT SPACE LOCATION: The enclosed diagram is a reasonable facsimile of the final floorplan and will be used for exhibit space reservation. Space is limited, and booths have been numbered in the order in which they will be assigned. Booth location and exposure predicates the number each is assigned. Booths will be assigned and reserved in order of receipt of all necessary documents and payment.

USE OF SPACE: Exhibitors shall arrange their exhibit so that they do not obstruct other exhibits. Aisles must be kept clear. Safety and fire exit and equipment must always be left accessible and in full view .

NOISE: Public address, sound producing or amplifying devices which project sound beyond the exhibitor's space will not be permitted. Promotional videos pertaining to the exhibit only will be permitted.

RESPONSIBILITY / SECURITY: NIIA, the show facility, or any officer or staff member thereof will not be responsible for the safety of the property of the exhibitor from any cause (see application).

SECURITY: Safekeeping of exhibitor's property shall remain the sole responsibility of the exhibitor.

PRIZE DRAWINGS: General Drawing prizes are being accepted by NIIA. Please contact Susan Bauman, NIIA Executive Director at susan@niiia.org or 775-499-5844. Individual drawings from your exhibit are your responsibility.

FOOD AND BEVERAGE SERVICE/MISCELLANEOUS CONCESSIONS: No outside food and beverage is permitted to be brought into the event space.

ADMISSION: NIIA will provide Exhibitor badges upon request. Names must be received by January 17, 2020.

NO Suit-casing: SUPPLIERS THAT ARE NOT EXHIBITING OR SPONSORING ARE PROHIBITED FROM SOLICITING ON EXHIBIT FLOOR. They will be asked to leave the event.

HOTEL RULES AND REGULATIONS: Atlantis Casino Resort Spa, Reno, Nevada form must be signed and returned with the Reservation Form.

Exhibit Rules, Regulations and Information

SIGNAGE/BANNERS

Banners may be draped over the front of your skirted display table. No tape, tacks, glue, etc. may be used to hang items in, or around a banquet room. Easels may be rented for \$15 with advance notice (minimum 1 week prior to show).

SHIPMENT OF PACKAGES

Shipping instructions will be sent with future communications after registration is completed.

AUDIO VISUAL / ELECTRICAL

Complete Audio-Visual service is available through the Catering Department. Any use of outside Audio-Visual services or Production Companies are subject to approval by the appropriate Hotel Management. Independent contractors hired by Patron may be required by the Hotel to provide proper identification of insurance binders and liability coverage. Charges will apply for power requirements, rental of extension cords, power strips, electrical tape to secure cords, etc. Audio-visual rentals should be ordered via the Catering Manager a minimum of 14 days prior to your event. All charges are due and payable when ordering. To obtain a refund for canceled rentals, you **must** contact the Catering manager **a minimum of three business days** prior to an event. Service orders for power drops are non-refundable seven business-days prior to the event.

Contact Susan Bauman at susan@niiia.org for pricing information.

FOOD & BEVERAGE

Due to Health Department regulations and liability, **NO outside food or beverage may be brought into the banquet room.** The Atlantis Reno, Nevada will be the sole provider of all food and beverages for vendor or attendee consumption. Vendor's wanting to offer treats to enhance visitation to their display, such as cookies, candies, chocolates, etc. must contact the Catering Manager directly for ordering and payment arrangements.

VENDOR SET UP & TEAR DOWN

Each vendor is responsible to set up and tear down in a timely manner as noted above. Vendors may utilize the hotel's valet/bell desk for load in and load out access for smaller items. Customary gratuity is not included. Due to limited operational hours, vendors must arrange access to the receiving dock for larger items with the Atlantis Casino Resort Spa, Reno, Nevada Catering Manager if they require advanced or extended times beyond the noted load in or tear down.

PHOTOGRAPHY RELEASE

NIIA reserves the unrestricted right and permission to copyright and use, re-use, publish and re-publish photographic portraits of exhibitor which may be included intact or in part, composite or distorted in character or form without restriction as to changes or transformations in conjunction with fictitious name or reproduction hereof in color or otherwise, made though any and all media now and hereafter known illustration, art promotion, advertising, trade or any other purpose whatsoever. Exhibitor permits the use of any printed material in connection therewith. Exhibitor hereby releases, discharges and agrees to hold harmless the photographers, their heirs, legal representatives or assigns, and all persons functioning under their permission or authority or those for whom is functioning, from any liability or virtue of any blurring, distortion, alteration, optical illusion, or use in composite in the taking of said picture or in subsequent processing thereof, as well as any publication, thereof, including without limitations any claims for libel or invasion of privacy.

Exhibit Rules and Regulations

PROGRAM: NEVADA INDEPENDENT INSURANCE AGENTS

DATE: THURSDAY — January 30, 2010

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

The Hotel will not be responsible or liable for any loss, damage or claims arising out of Exhibitor's activities on the Hotel premises.

As the authorized person for the Exhibitor Company, I have read the entire Exhibitor Packet and agree to the terms provided throughout.

By: _____
Signature of Official Representative of the Company

By: _____
Print Full Company Name Here

Date: _____

Please complete and return your Contract/Application Form with payment to Nevada Independent Insurance Agents at PO Box 530425, Henderson, NV 89053. See Exhibit Space Reservation for methods of payment. For more information contact Susan Bauman, NIIA Executive Director at susan@niiia.org or 775-499-5844.

Please note booths will not be considered rented until all the above steps are completed.

As previously mentioned, instructions from the Exhibition company will be forthcoming once registrations are complete. Additional Communication may come from



Jeff Long, CEM | Account Manager
Direct 775.332.7028
Mobile 775.745.7046
Fax 775.322.8912
101 Panther Drive
Reno, NV 89506
ges.com | jlong@ges.com