



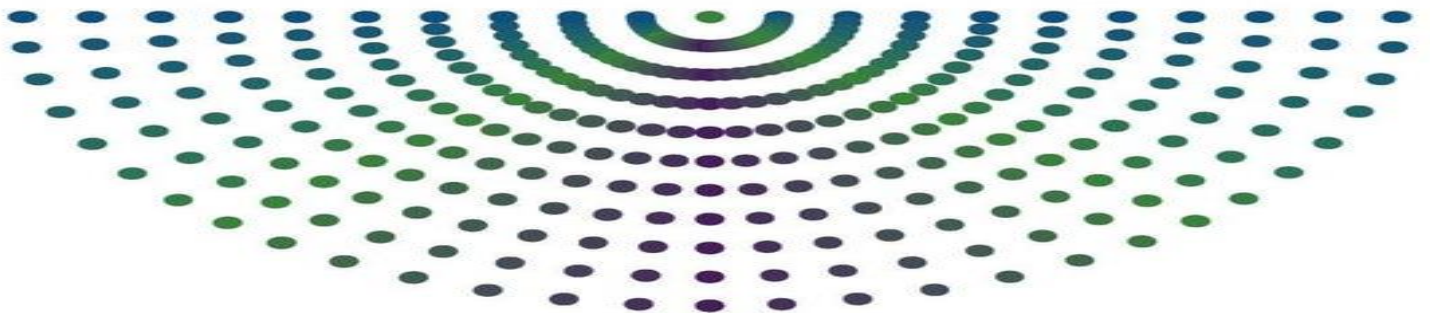
Nevada Independent
Insurance Agents

10th
annual

NIIA Tradeshow



be connected



Exhibitor Packet/Registration

February 8, 2018 Peppermill Reno, NV

Potential Exhibitors:

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 principles, marketing staff and placement teams, as well as the "backroom" staff. Don't miss the opportunity for quality discourse with the distribution arm of the Independent Agency system.

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

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

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 and developing relationships of current accounts
- Presenting current products and services and introducing new ones
- Your competition Is there
- Networking

The enclosed information should give you all that is necessary, but if you have any questions, please contact Susan Bauman, NIIA Executive Director at susan@niiia.org or 775-499-5844.

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

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

We look forward to seeing you in February!

NIIA's 10th Annual Trade Show
February 8, 2018 – Peppermill Reno - Nevada

Sponsorship Opportunities

Participate in our 10th Annual Trade Show! 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 Partners and Associate Members)

___\$2,500 **Keynote Sponsor (2 Opportunities)**

___ **Keynote Speaker and Plated Luncheon**

- (Includes table for 6 at luncheon with logo and sponsor literature, full page ad in program, signage throughout event, podium recognition, hotlink to sponsor on organization's website, hotlink to sponsor in electronic newsletter)

___\$1,800 **Ruby Sponsor (**3 Opportunities)**

___ **Tradeshow Beverages and Appetizers**

___ **Tradeshow Bags (**or donated by sponsor)**

___ **Final Call Hosted Premium Cocktails 5:00 to 6:00 pm**

- (Includes Full Page Ad in program, signage throughout event, podium recognition, Logo on organization's website, hotlink to Sponsor in electronic newsletter)

___\$1,200 **Sapphire Sponsor (2 opportunities)**

___ **Programs (printing) and Event Signs**

___ **Lights, Camera, Action – Trade Show Production**

___ **Trade Show Grand Prizes (3)**

- (Includes Half Page Ad in program, signage throughout event, podium recognition (recognition for prize sponsors), Logo on organization's website, Logo in electronic newsletter)

___\$500 **Emerald Sponsor (2 opportunities)**

___ **Trade Show Raffle Prizes (5)**

- (Includes Quarter Page Ad in program, signage throughout event, podium recognition, listing on organization's website, Logo on electronic newsletter)

Sponsorship Opportunities Continued

___\$300 **Registration/ Sponsor (1 opportunity)**
___ **Lanyards and Registrations Table signage**
• (Includes recognition at registration, logo on lanyards for name badges, acknowledgement in program)

___\$300 **Education Sponsor (1 opportunity)**
___ **CE Live Course Sponsor**
• (Includes Ad in course handout, 3 podium recognition, Logo on class electronic presentation)

___\$200 **YAC Supporter (1 opportunity)**
___ **Refreshment Sponsor of YAC Committee Meeting**
• (Includes Ad in meeting handout, 3 minute address)

___\$200 **NIIA Board Supporter (1 opportunity)**
___ **Refreshment Sponsor of NIIA Board Meeting**
• (Includes Ad in meeting handout, 3 minute address)

COMPANY: _____ CONTACT: _____

ADDRESS: _____

PHONE: _____ FAX: _____ EMAIL: _____

Checks should be made payable to NIIA. Credit Cards payments are available at www.niia.org.

Please make checks payable and mail to:

NIIA
PO Box 530425
Henderson, NV 89053

Signature: _____ Date: _____

Contact Susan Bauman, NIIA Executive Director at 775-499-5844 or susan@niia.org for more information
Return to: Nevada Independent Insurance Agents / PO Box 530425, Henderson, Nevada 89053

Exhibit Space Reservation

DATE: February 8, 2018

PLACE: Peppermill Reno – Nevada

HOURS:

NIIA Tradeshow Schedule of Events			Tradeshow only
Date	Start Time	End Time	Function
2/8/2018	7:00 AM	11:30 AM	Exhibit Set Up
2/8/2018	8:00 AM	8:30 AM	CE Registration
2/8/2018	8:30 AM	10:00 AM	Continental Breakfast
2/8/2018	8:30 AM	10:00 AM	NIIA Board Meeting
2/8/2018	8:30 AM	11:30 AM	CE
2/8/2018	11:00 AM	12:00 PM	Luncheon Registration
2/8/2018	12:00 PM	2:00 PM	Luncheon
2/8/2018	2:15 PM	3:15 PM	YAC Board Meeting
2/8/2018	2:00 PM	6:00 PM	Tradeshow Registration
2/8/2018	2:30 PM	6:00 PM	Tradeshow
2/8/2018	6:00 PM	7:00 PM	Tear Down

COST: **Premium Booth: \$1400.00 noted on map in green Classic Booth: \$1,250.00**
Associate Members of NIIA will receive a \$300 discount on Exhibit Booth registration. New membership registration form is enclosed with this packet.

Fee includes: Pre-Tradeshow advertising, listing in Tradeshow Program, 6 Tradeshow drink tickets for attendees of your choice. (Extra drink tickets may be purchased at \$7.00 each.)

Equipment: 8' high draped back wall, 3' draped side rails, one 6' draped table, 2 chairs, 11" x 17" sign, Booths are approximately 10ft wide and 8ft deep.

SPACE: Space assignment will be made on first come, first served basis upon receipt of contract with payment.

BOOTH SELECTION : 1st _____ 2nd _____ 3rd _____

FIRM NAME _____

FIRM SIGN NAME (if different than above) _____

Please indicate your companies industry segment or specialty: _____

CONTACT NAME (if different than below) _____

EXHIBIT REPRESENTATIVE _____

ADDRESS _____ CITY/ST/ZIP _____

PHONE _____ FAX _____ EMAIL _____

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

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

Payment Amount \$ _____

(Premium: \$1,400 Non-Members / \$1100 Associate Members)

(Classic: \$1250.00 Non-Members / \$950 Associate Members)

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@niia.org.

NEVADA INDEPENDENT INSURANCE AGENTS

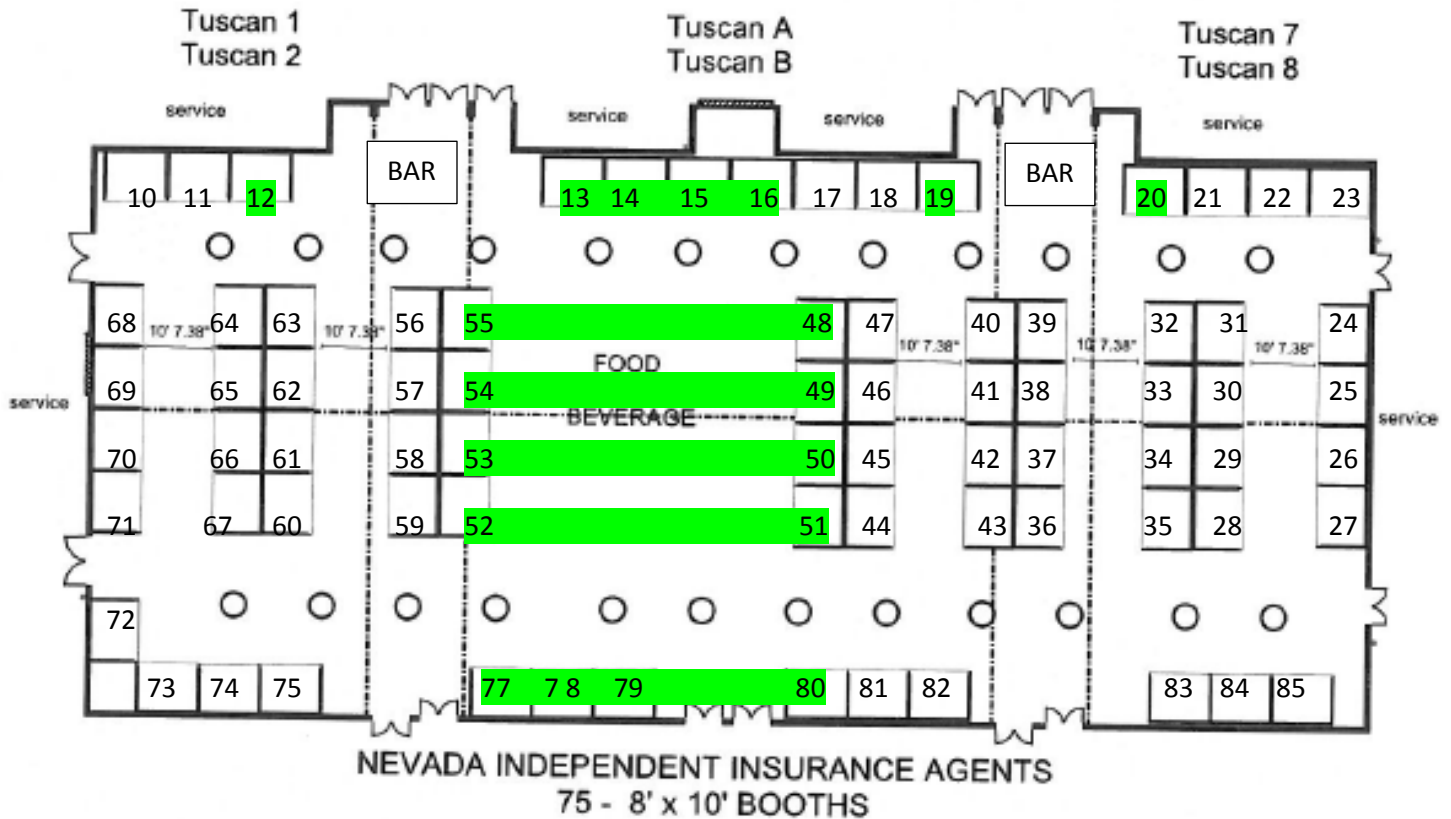
10th Annual Tradeshow

February 8, 2018

Peppermill Reno - Nevada

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.

Exhibit Booth Layout



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.

WITNESSETH: That 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 10th Annual Tradeshow on February 8, 2018.

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 prior to or on January 1, 2018. Such cancellation to be effective when written notice thereof is received by NIIA on or before January 1, 2018.

FOURTH: In the event that Exhibitor cancels this agreement anytime on or after January 1, 2018, 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 Peppermill 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 Peppermill Reno - Nevada 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 Peppermill 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.

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.

IN WITNESS THEREOF, the parties hereto have executed this contract upon this ____ day of _____, 20__

By: _____
Signature of Official Representative of the Company

By: _____
Print Full Company Name Here

Please complete and return with your Reservation Form, Hotel Exhibit Rules and Regulations Form and with payment to NIIA (via check or credit card) at PO Box 530425, Henderson, NV 89053.

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. **The Peppermill Reno - Nevada will provide all electrical needs. Please follow the instructions when received from the exhibitor vendor.**

EXHIBITORS are to set up their own equipment and materials.

EXHIBIT SPACE LOCATION: The enclosed diagram is a reasonable facsimile of the final floor plan 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 predicated 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 exits and equipment must be left accessible and in full view at all times.

NOISE: Public address, sound producing or amplifying devices which project sound beyond the exhibitors 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 Peppermill Reno - Nevada retains the exclusive right to provide all food and beverage services on its premises.

ADMISSION: NIIA will provide Exhibitor badges upon request. Names must be received by January 18, 2018.

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

HOTEL RULES AND REGULATIONS: The Peppermill Reno - Nevada form must be signed and returned with the Reservation Form.

Peppermill Reno - Nevada

Exhibit Rules, Regulations and Information

SIGNAGE/BANNERS

Banners may be draped over the front of your skirted display table (6'x30"x31"), or hung from pipe & drape behind your display tables by Catering for \$25 per banner with advance notice. No tape, tacks, glue, etc. may be used to hang items in, or around a banquet room. Easels may be rented with advance notice.

SHIPMENT OF PACKAGES

All packages being shipped to the Peppermill Reno - Nevada for use in a function room must be addressed as follows:

HOLD FOR: Presenter or Guest Name; NIIA Annual Tradeshow; (Your Arrival Date)
Peppermill Reno- Nevada, Convention & Catering Dept.
2707 S Virginia St
Reno, NV 89502

A handling fee will be charged for all incoming and outgoing packages. Packages will **not** be accepted more than 7 business days prior to arrival. **To avoid delivery refusal**, packages weighing more than 100 pounds, freight on pallets, truck deliveries other than UPS or Fed Ex, or large shipments of more than 10 packages, must be arranged through your Catering Manager a minimum of two weeks prior to arrival. **Storage and delivery access is limited. The Peppermill Reno - Nevada does not have the ability to store pallet deliveries.** All pallets must be broken down upon delivery by the vendor to avoid additional labor fees. Applicable storage and handling fees will be charged based on the weight of the packages. The hotel will not be responsible for packages that are not addressed as stated above, or packages that are lost or damaged in shipping, storage, or handling.

BUSINESS CENTER; PHONE: (775) 826-2121

The Business Center is open 7AM – 6PM, Monday through Friday. After hours, packages may be collected via the Bell Desk. Arrangements for any shipment of boxes after vendor's departure must be made prior to departure. Boxes left at hotel without arrangements for shipment will be disposed of seven days after scheduled tear down.

AUDIO VISUAL / ELECTRICAL

Vendors may provide their own Audio Visual Equipment without charge, **if** no assistance is needed by our Audio Visual team to set up, activate, or operate. 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@niia.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** Peppermill 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 Peppermill Reno Catering Manager **if they require advanced or extended times beyond the noted load in or tear down noted load in or tear down noted above.**

PHOTOGRAPHY RELEASE

NIIA and Peppermill Reno reserves the unrestricted right and permission to copyright and use, re-use, publish and re-publish photographic portraits of exhibitor for 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 through 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 release discharge and agree to save 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.

Peppermill Reno - Nevada Exhibit Rules and Regulations

PROGRAM: NEVADA INDEPENDENT INSURANCE AGENTS

DATE: THURSDAY — February 8, 2018

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibit'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.

EXHIBITOR'S SIGNATURE _____

EXHIBITOR/COMPANY NAME _____

DATE _____

Please complete and return with 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.

Room Reservations

Individual reservations can be phoned directly into Peppermill- Reno by calling 866-821-9996 and providing group code ANIIA18.

Single and double occupancy room rates on Wednesday, February 7th and Thursday, February 8th, 2018 are **\$80.00** per guestroom. Applicable taxes and Tourism Surcharge will apply. A reduced resort fee of \$15 will be charged per room per night. Additional persons in the room over two (2) will be charged an additional \$10 per person, per night. No more than four (4) guests per room. Reservations must be received no later than **January 15, 2017**. After the cut-off-date any new reservation or changes to an existing room reservation will be based upon space and rate availability.

In order to confirm/guarantee a room reservation, the Hotel will require a credit card guarantee of arrival of guest room and tax charges. First night's deposit must be guaranteed in advance by check or valid credit card no later than January 15, 2017.

NIIA 10th ANNUAL TRADESHOW

Program Advertising

February 8, 2018

Program Advertising:

- | | | | |
|-----------------------|--------------------|-----------------|-------|
| <input type="radio"/> | Outside Back Cover | H 8.5 x W 5.5 | \$500 |
| <input type="radio"/> | Inside Back Cover | H 8.5 x W 5.5 | \$350 |
| <input type="radio"/> | Full Page | H 8.5 x W 5.5 | \$250 |
| <input type="radio"/> | Half Page | H 4.25 x W 5.5 | \$200 |
| <input type="radio"/> | Quarter Page | H 4.25 x W 2.75 | \$150 |
| <input type="radio"/> | Business Card | H 2 x W 3.5 | \$100 |

Company: _____

Contact: _____

Phone: _____ Email: _____

All material for program advertising must be received by January 8, 2018 in order to appear in the program.

We only accept digital files of your artwork in JPEG format. Please send your digital files to susan@niiia.org. No changes or corrections will be done to ads. If any information needs to be updated, or corrected, please submit new artwork.

Send checks payable:

NIIA, PO Box 530425, Henderson, NV 89053

Or submit credit card payment online:

Signature: _____

NIIA's 10th Annual Tradeshow
Peppermill Reno – Nevada
February 8, 2018

Program Listing, Badge and Booth Prizes Form

Please print or type the following information. It will appear in the Show Program exactly as listed below. All material for the program must be received by **January 8, 2018** or it will not appear in the program.

Exhibiting Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (____) _____

Contact: _____

Email: _____

Website: _____

Name on Badge: _____

Company: _____

Name on Badge: _____

Company: _____

Name on Badge: _____

Company: _____

Will you have a booth prize or giveaway? YES NO