



ROAD TO RECOVERY

FAIA's 107th Anniversary Convention & Education Symposium

June 9-11, 2011

Rosen Shingle Creek Resort, Orlando

2011 FAIA TradeShow Application & Brochure

SAVE THE DATE!!!

FAIA



Independent Insurance Agent



APPLICATION AND BOOTH ASSIGNMENTS

107th Anniversary Convention & Education Symposium

June 9-11, 2011

Rosen Shingle Creek Resort & Golf Club, Orlando

A check or credit card number for the full amount must accompany this application. Every effort will be made by FAIA to assign your first choice of space. However, because two or more exhibitors may request the same space, each must specify first, second, and third choice.

Booth assignments will be made on a first-come, first-served basis. Be sure to get your application in early to get the best booth space, in addition to receiving the discount if you meet the April 23, 2011, deadline. Refund Policy: In the event of a cancellation, FAIA will refund 50 percent of your booth fee up until May 6, 2011. After that date, booth fees are nonrefundable.

The Florida Association of Insurance Agents reserves the right to relocate booth assignments, if necessary, in order to develop a compact, well-knit show.

PLEASE FILL IN THE INFORMATION REQUESTED BELOW—PLEASE TYPE OR PRINT LEGIBLY

BOOTH(S) CANNOT BE CONFIRMED WITHOUT PAYMENT

Please reserve the following booth(s):

1st Choice: # _____ 2nd Choice: # _____ 3rd Choice: # _____

Company Name _____

By _____

Please confirm company name here for FAIA Convention Program, FAIA Website, and booth identification sign.

Postmarked

before April 23, 2011 after April 23, 2011

_____ Member	\$1,450	\$1,650
_____ Non-Member	\$2,050	\$2,250

Name of Onsite Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website Address _____

E-mail Address (Required for confirmation) _____

Payment Information:

Payment by: Check MasterCard Visa

Card # _____ V-Code # _____

Expiration Date _____

Name on Card _____

Signature _____

I have reviewed this document and by my signature accept the conditions and provisions contained herein:

Signature — Authorized Company Representative _____

Date _____

Type of Business:

(check the one category that best applies)

- Insurance Company
- Insurance Wholesaler
- Automation for Agencies
- Premium Finance
- Third Party Administrator/Managing
- General Agencies
- Self-Insurance Fund
- Adjusters and Services
- Consultants and Publishers
- Office Communication Equipment
- Other (Specify): _____

Reserve your booth online at www.faia.com

**For questions, please contact: Fred Phelps
Director of Business Development**

P.O. Box 12129

Tallahassee, FL 32317-2129

Telephone: (850) 893-4155, ext. 342

Fax: (850) 668-2852/Email: fphelps@faia.com

Please note: Exhibit booth rental fee **DOES NOT** include Breakout Sessions, Saturday's Business and Awards Brunch, or hotel accommodations.

Rosen Shingle Creek Resort & Golf Club—Orlando, FL

June 9–11, 2011

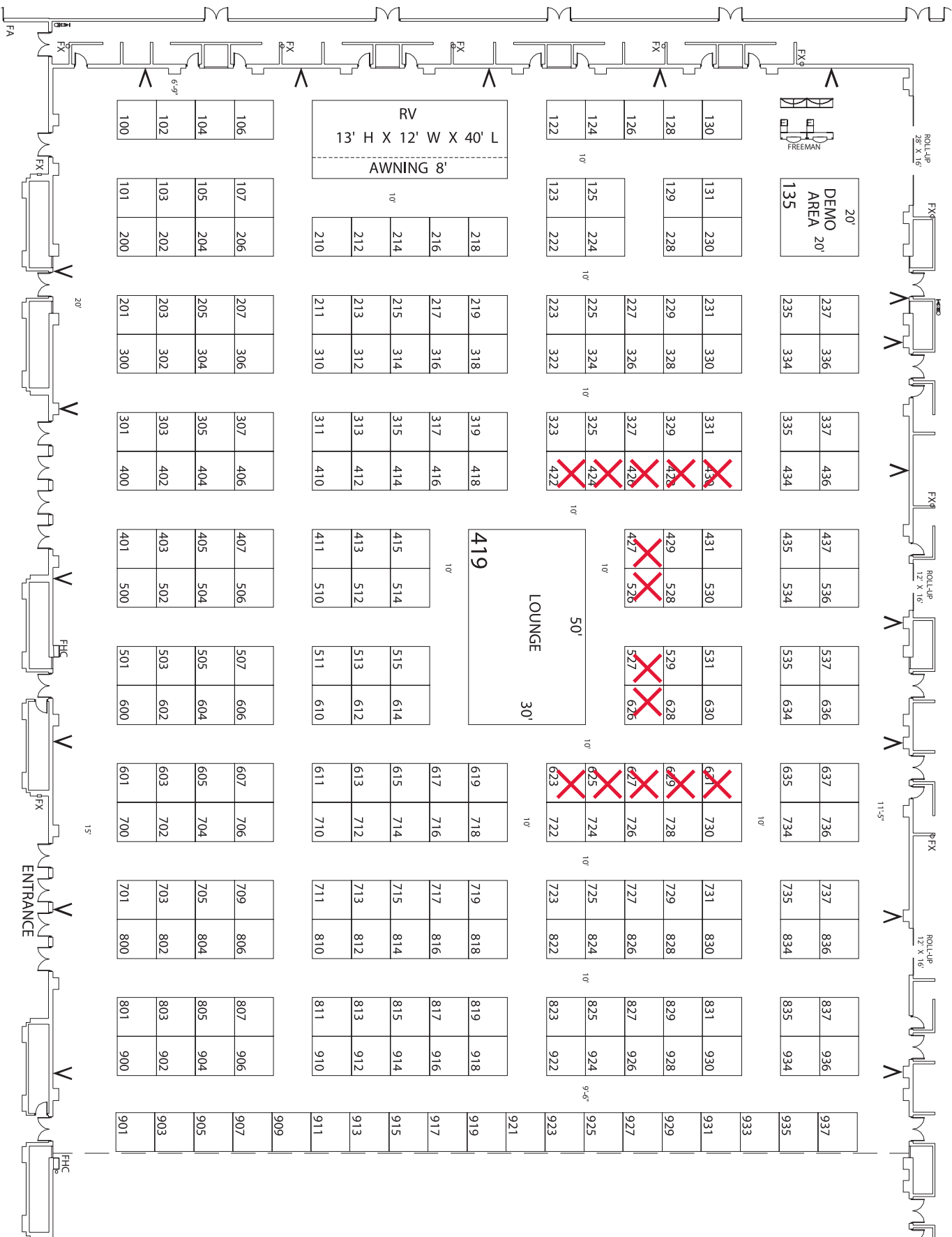


Exhibit Hours

Thursday, June 9

12:30 p.m. - 6:00 p.m.

Friday, June 10

11:30 a.m. - 4:00 p.m.

It is imperative that booths be properly manned during posted hours. Times are subject to modification prior to the convention to adapt to any changes on convention sessions. All exhibitors will receive adequate notice of the final schedule. Anticipated move-in time is 2:00 p.m. on Wednesday, June 8. Exhibitor registration will begin on Wednesday, June 8, at 2:00 p.m.

Booth Specs

All booths are 10' x 10' and include: one 8-foot draped table, two chairs, one 500-watt 110-volt electrical outlet, one company identification sign, one wastebasket, and draped background. The Association retains the right to choose color schemes, and extra materials ordered by the exhibitors shall conform to this color scheme. Special furniture, rugs, drapes, signs, etc., as well as skilled or unskilled labor, may be obtained from the official decorator, Freeman Decorating Companies. Following confirmation of booth space, exhibitors will receive complete information and instructions.

Exhibits may consist of any equipment, merchandise, or service of interest to independent agents. FAIA reserves the right to decline and prohibit any exhibit or any part of an exhibit which, in its opinion, is not proper. This reservation extends to persons, conduct, printed matter, souvenirs, or anything which, at the sole discretion of management, may adversely affect the character of the exhibits.

EXHIBITORS ONLY
Refreshment break on Wednesday during set-up. Two complimentary Thursday Night Party Tickets.

Please Note

Neither the Florida Association of Insurance Agents, the booth contractor, nor the management of the Rosen Shingle Creek Resort & Golf Club shall be responsible for the safety of the property of the exhibitors, nor for the loss or damage by fire, accident or theft, or other causes, but will use precautions to protect the exhibitors from such loss and will have security on duty during all periods when the exhibit is not operating. Exhibitors wishing to insure their goods must do so at their own expense. Exhibits and all equipment must be in place by 11:00 a.m., Thursday, June 9. Exhibits must be taken down beginning at, but no sooner than 4:00 p.m. on Friday, June 10.

In order for any exhibitor to have any equipment of a gambling nature or for any gambling to take place without aid of equipment, the exhibitor must furnish the Rosen Shingle Creek Resort & Golf Club and the Florida Association of Insurance Agents with a letter of approval from the Florida Beverage Division describing the equipment and action that has been approved and stating that such equipment and action will in no way jeopardize the liquor license(s) of the Rosen Shingle Creek Resort & Golf Club.

We welcome advertising props and innovative promotional equipment. However, we ask that you be respectful of others and not to invade or interfere with another exhibitor or their space.

In the event of a cancellation, FAIA will refund 50 percent of your booth fee up until May 6, 2011. After that date, booth fees are nonrefundable.

Cancelling

Maximize Your Investment

To ensure greater traffic at your booth, FAIA provides:

- Early Publicity
- Exhibit Hall Only Passes
- Entertainment
- Refreshments
- Food
- Prizes Galore

The number of badges per exhibit booth will be limited to six.

Additional badges will be charged at a fee of \$150.00 to cover the cost of food, beverage, and entertainment.

2011 FAIA Convention Advertising Contract



Advertiser: _____ Member #: _____
 Advertising Contact: _____
 Phone: _____ Ext.: _____ Fax: _____
 Address: _____
 Email: _____

ADVERTISEMENT CHOICES**:

<input type="checkbox"/> Outside Back Cover, Full Color*	3.5w x 8.5h			SPONSORED
<input type="checkbox"/> Inside Back Cover, Full Color *	3.5w x 8.5h	\$ 1200		_____
<input type="checkbox"/> Inside Front Cover, Full Color *	3.5w x 8.5h	\$ 1200		_____
<input type="checkbox"/> Page 1, Full Color*	3.5w x 8.5h	\$ 950		_____
<input type="checkbox"/> Page opp. TOC, Full Color*	3.5w x 8.5h	\$ 950		_____
<input type="checkbox"/> Daily Schedule Divider, Full Color*	3.5w x 8.5h	qty_____ \$ 1100	- Please select one: Back/Front	_____
<input type="checkbox"/> Exhibitors List Divider, Full Color*	3.5w x 8.5h	qty_____ \$ 1100	- Please select one: Back/Front	_____
<input type="checkbox"/> Full Page, Full Color	3.5w x 8.5h	qty_____ \$ 850		_____
<input type="checkbox"/> 1/2 Page, Full Color	3.5w x 4h	qty_____ \$ 550		_____
<input type="checkbox"/> Full Page, Blk & Wht	3.5w x 8.5h	qty_____ \$ 650		_____
<input type="checkbox"/> 1/2 Page, Blk & Wht	3.5w x 4h	qty_____ \$ 350		_____

Comments: _____

TOTAL	\$ _____
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* **RIGHT OF FIRST REFUSAL:** By purchasing this premium advertisement position, your company will now have the right of first refusal for the following advertising year. Your Right of First Refusal is predicated on payment being made to FAIA for such advertising no later than **December 10, 2010**. After such date, this premium location becomes available to ALL advertisers under the same conditions as explained in this contract.

****Advertisement File Format needs to be a hi-resolution press quality PDF, jpeg, or tiff at 300 dpi. Please embed all fonts for your submitted PDFs.**

†Note, first placement option may not be available. Please contact FAIA for details.

PAYMENT:

CHECK VISA MC
 Cardholder: _____
 Card #: _____
 V-code: _____ Exp. : _____
 Credit Card Billing Address: _____
 _____ Zip _____
 Signature of cardholder: _____

Send contract and payment to:
 FAIA
 ATTN: Nancy Dittmar
 PO Box 12129
 Tallahassee, FL 32317-2129
 Telephone: (850) 893-4155, ext. 333
 or
 Fax your advertisement contract to:
 (850) 668-2852 or
 Email: ndittmar@faia.com

FAIA Advertising Contract Terms and Conditions

Contract Parties

FAIA, Inc., located at 3159 Shamrock South Tallahassee, FL 32309, herein referred to as **The Association**, and _____ located at _____, herein referred to as **The Advertiser**.

- 1. ADVERTISING.** The Advertiser shall purchase the advertising at the rate listed and specified in the insertion order, which is attached and incorporated herein by reference and made a part of this agreement.
- 2. POSITIONING.** Except as otherwise expressly provided in the contract, positioning of advertisements in the FAIA Membership Directory is at the sole discretion of The Association.
- 3. CANCELLATION POLICY.** All cancellations must be in writing and acknowledged received by The Association. This advertising contract may be cancelled without penalty (less a \$50.00 processing fee) 60 days in advance of the deadline date listed on the front of this agreement. For advertisers cancelling between ten and 60 days of the deadline date, a refund of 50 percent will be issued; a 25 percent refund will be issued for cancellations received within 10 days of the deadline date. No refunds will be issued if the advertising contract is cancelled after the deadline date.
- 4. INDEMNIFICATION.** The Advertiser agrees to defend, hold harmless, and will indemnify The Association from all damages, costs, and expenses of any nature whatsoever, including but not limited to reasonable attorneys' fees, for which The Association may become liable by reason of its publication of The Advertiser's advertising.
- 5. COPYRIGHT.** All advertising, which represents the creative effort of The Association and/or the utilization of creativity, illustrations, labor, composition, or material furnished by it, is and remains the property of The Association, including all rights of copyright therein. The Advertiser understands and agrees that it cannot authorize reproductions, in whole or in part, of any such advertising.
- 6. TAXES.** Prices do not include tax. In the event that any federal, state, or local taxes are imposed on the creation of the advertising or on the sale of advertising, such taxes shall be assumed and paid by The Advertiser.
- 7. PAYMENT.** The Advertiser must process its payment by the closing date. In the case of non-payment, The Advertiser will be denied any future purchase of The Association's services until payment has been made. The full amount of the advertising contract shall immediately become due and payable by The Advertiser. The Advertiser must also reimburse The Association for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys' fees.
- 8. REJECTION OF ADVERTISEMENT.** The Association reserves the right to not run any advertisement that is received and that is not in accordance with The Association's policies. In addition, The Association reserves the right to reject or cancel any advertisement, order, or reservation at any time and to reject any website address embodied within any advertisement.
- 9. PUBLISHER COPY PROTECTIVE CLAUSE.** The Advertiser and advertising agencies assume liability for all content and advertisements printed and also assumes responsibility of any claims arising therefrom made against the publisher. The Association reserves the right to reject any advertising that does not conform to publication standards.
- 10. LIMITATION ON LIABILITY.** The Advertiser assumes all liability for content of advertising, agrees to hold harmless, and will indemnify The Association from all claims, losses, judgments, and damages arising therefrom. Liability for typographical errors, wrong insertions, late publications, and/or non-publication, non-performance due to Acts of God, as well as all other matters advertising might raise relevant to this contract, is limited to the amount charged to The Advertiser by The Association for the applicable advertisement. Claims for an allowance for such matters must be made within seven (7) days of the matter's first occurrence.
LIMITATION OF LIABILITY. The Association's liability is limited in all cases to the return of the charges made for the applicable advertising. THIS LIMITATION OF LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISING BY THE ASSOCIATION. IN NO EVENT SHALL THE ASSOCIATION, FLORIDA ASSOCIATION OF INSURANCE AGENTS, BE LIABLE TO THE ADVERTISER OR TO ANY THIRD-PARTY FOR ANY INDIRECT, SPECIAL, OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOST PROFITS OR UNREALIZED BUSINESS OPPORTUNITY, ARISING OUT OF THIS AGREEMENT OR THE PUBLICATION OF OR FAILURE TO PUBLISH ANY ADVERTISEMENT WHETHER OR NOT THE ASSOCIATION WAS ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.
- 11. FORCE MAJEURE.** Each party hereto shall be excused from liability to perform its obligations hereunder where such failure results from delays caused by Acts of God, fires, floods, strikes, work stoppages, controls, or regulation of federal, state, or local governments, or other causes beyond its reasonable control.
- 12. ASSIGNMENT.** This Agreement may not be assigned or transferred by The Advertiser.
- 13.** It is expressly agreed that neither The Advertiser nor The Association, nor their respective agents and representatives, shall disclose in any manner the terms and conditions of this Agreement to anyone not a party to it.
- 14.** This Agreement is governed by the laws of the state of Florida.
- 15.** By signing below, I certify that I am the owner or authorized representative of The Advertiser and I hereby grant on behalf of The Advertiser its express permission and consent to receive advertising offers and other information via direct mail, telephone, email, and facsimile transmission from FAIA or any other business operated by the Association. I agree that such information may be transmitted to the mailing and email address(es), telephone number(s), and facsimile number(s) listed on the front of this agreement or to any other contact addresses and numbers used by The Advertiser.
- 16.** The Advertiser has read and agrees to the Terms and Conditions as indicated by the signature below.

Advertiser

Florida Association of Insurance Agents

Authorized Signature

By

Name

Nancy Dittmar

Title

Date

Date of Acceptance