ASSOCIATION OF INSURANCE COMPLIANCE PROFESSIONALS

30th ANNUAL CONFERENCE
Seattle, Washington | October 1-4, 2017

Where Compliance Meets the Future

AICP® - IT’S WHERE YOU WANT TO BE
## 2017 AICP Conference Sponsorship Opportunities*

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presidential $12,500+</th>
<th>Platinum $8,500+</th>
<th>Gold $6,500+</th>
<th>Silver $4,500+</th>
<th>Bronze $2,500+</th>
<th>Patron $1,000+</th>
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<tbody>
<tr>
<td>Sponsorship Listing in Conference Brochure</td>
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<td>Sponsorship Promoted on Conference Website</td>
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<td>Sponsorship Promoted in Pre-Conference Emails</td>
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<td>Sponsorship Recognition During Conference</td>
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<td>Personalized Name Badge as Conference Sponsor</td>
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<td>Custom Post on Conference Social Wall</td>
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<td>Pre-Conference Welcome Letter (via email)</td>
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<td>Complimentary Registrations</td>
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<tr>
<td>Complimentary AICP Membership</td>
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*See insert for details.

### One Sponsorship Available

- **Celebrate Seattle!**
  - Includes: Monday Night Showcase with 2 Drink Tickets, Emerald City Trolley Service

### Please Select One

- *Hotel Room Gift Drop*
- *Hotel Room Keys*
- *Conference Mobile App*
- *Mobile Device Charging Station*
- *Conference Hall Floor Map*
- *Seattle After Dark Sunday Excursions (1 of 2)*

### Please Select One

- *Welcome to Seattle!*
  - Includes: 1 Drink Ticket for Sunday Showcase, Keynote Speaker: Kai Kight

### Please Select One

- *Breakfast (1 of 3)*
- *Lunch (1 of 2)*
- *Networking Breaks (1 of 5)*
- *Name Badges*
- *Photo Booth*
- *Annual Presidential Walk*
AICP in Seattle – IT’S WHERE YOU WANT TO BE!

The AICP Annual Conference – widely recognized for its quality educational content and wealth of opportunities to connect with insurance compliance professionals from across the country – is considered by many as the showcase event of the year! In 2016, more than 700 registrants representing hundreds of insurance carriers, regulatory authorities, and compliance product and service providers, joined us in Taking Compliance To New Heights in Orlando, Florida. By all indications, this year’s attendance will surpass the last as eager conference-goers prepare for a highly anticipated return to the West Coast...making AICP in Seattle WHERE YOU WANT TO BE in 2017!

The 2017 AICP Annual Conference is where:

Experience meets Innovation: AICP offers a premier educational conference where experienced insurance professionals from across the country convene to exchange ideas and knowledge that influence product development and issue resolution. The AICP Annual Conference is where Experience meets Innovation!

Problems meet Solutions: Insurance professionals attend the AICP Annual Conference to survey the quality products, expert consultants, and value-added services that will help their employer remain profitable, competitive, and compliant in the highly regulated insurance marketplace. You have the expert solutions that carriers need to skillfully navigate the compliance landscape. With your support, the AICP Annual Conference is where Problems meet Solutions!

You meet Your Competition: The AICP Annual Conference attracts solution providers representing a wide range of products and services benefiting the insurance industry. Your competitors are represented; why aren’t you? We offer a broad spectrum of sponsorship levels – designed for businesses both large and small – including high-visibility opportunities within each level. Challenge your competition and elevate your presence in the regulatory compliance marketplace by partnering with us because the AICP Annual Conference is where You meet Your Competition!

Compliance meets The Future: AICP continually strives to design and deliver meaningful educational content at its Annual Conference, including insight in what’s new and trending in today’s marketplace. The venue is also an ideal opportunity for you to demonstrate or discuss how your products and services help carriers prepare for tomorrow. The AICP Annual Conference is truly where Compliance meets The Future!

We invite you to meet AICP in Seattle – It’s Where You Want To Be!

Opportunities sell out quickly – select your sponsorship level and reserve your exhibit space today!
SCHEDULE

**SUNDAY** October 1
12:00 pm – 5:00 pm Equipment Move-In
5:30 pm – 7:00 pm Business Partner Showcase *(with prize drawings every ½ hour!)*

**MONDAY** October 2
9:00 am – 4:00 pm Exhibits Open
4:00 pm – 6:30 pm Combined *Celebrate Seattle!* and Business Partner Showcase *(with prize drawings every ½ hour!)*

**TUESDAY** October 3
9:00 am – 3:30 pm Business Partner Showcase *(Grand prize drawing during afternoon break)*
3:30 pm – 6:00 pm Equipment Move-Out

**MOVE IN:** Exhibit spaces are to be set up between the hours of 12:00 pm and 5:00 pm on Sunday. These times are set to accommodate activities both before and after set up, so we ask that you make every effort to do so within this time period. If you need additional time, please contact the AICP office. Booth shipping materials are to be stored in your room or with GES.

**MOVE OUT:** Exhibitors who need to move out on Monday night to catch late-night flights have one of two options:

1. Store shipping crates in your room and pack up after 6:30 pm *(after the Business Partner Showcase ends)* on Monday night.
   - *Crates cannot be stored behind drapes in booths.*
   - *No crates can come back into the hall until 10/3*

2. Complete a GES Dismantle Order *(in the service contractor kit)* and pay the service contractor to pack your booth and ship your exhibit materials to you.

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**CONFERENCE PREPARATION – AT A GLANCE**
*(Refer to General Information Page for details)*

**SPONSORS**
- Select Sponsorship Level & Sponsored Item
- Registration and Payment Due **08/26/2017**
  **NOTE:** *Selections are assigned on a first-come, first-served basis*
  *Payments made/postmarked AFTER August 26th will incur a $100 late fee!*

**EXHIBITORS**
- Select Number of Booths and Location Preferences
- Draft Company Profile
- Registration and Payment Due **08/26/2017**
  **NOTE:** *Payments made/postmarked AFTER August 26th will incur a $100 late fee!*

**LAST DAY TO CANCEL**
- Last Day to Cancel with Full Refund **08/26/2017**
- Last Day to Cancel with 50% Refunded **09/02/2017**
  **NOTE:** *NO refunds after September 2nd!*
- Contact GES to Arrange Shipping

**ALL BUSINESS PARTNERS**
- Submit General Conference Registration
  *(For other than Complimentary Attendees)*
- Early Bird General Conference Registration Ends **09/02/2017**
- Make Hotel Reservations
- Early Bird Hotel Registration Ends **09/02/2017**
MARKETING OPPORTUNITIES

SPONSORSHIP PROGRAM

The sponsorship program is Where Business Partners meet ROI! The enclosed Sponsorship Highlights brochure describes the new and exciting opportunities for 2017. There are six sponsorship levels from which to choose — all with high-profile options that demonstrate your support of AICP and strengthen your company’s brand recognition within the compliance community. Use the matrix on page 2 to select the desired sponsorship level and sponsored item of your choice. (Selections are assigned on a first-come, first-served basis).

Enrich your customer outreach by purchasing exhibit space in the Business Partner Showcase and furnishing prizes for the Showcase drawings!

BUSINESS PARTNER SHOWCASE

- Booth Space Cost: $1,250 each, which includes:
  - 8’ x 10’ space
  - 8’ high back drape
  - 3’ high side drape(s)
  - 6’ draped table
  - 2 chairs
  - full conference registration with access to all conference meals and events!

- Additional personnel who plan to participate in the conference workshops must register for the conference using the General Registration form on page 7.

- Personnel who will not participate in workshops/sessions must register as a guest to have access to meals and events.

ASSIGNMENT OF SPACE

Applications will be accepted until ALL space has been sold.

Exhibitors will be notified of their booth space assignment on or about September 3, 2017. No space will be assigned until full payment is received. The following factors will be considered when making space assignments:

- Membership in AICP
- Number of years as a Business Partner
- Sponsorship support

If you would like to become a member of AICP, please contact the National Office for information.

703.234.4074 or aicp@aicp.net

RESPONSIBILITY IN THE HALL

Exhibit booths must be staffed by qualified representatives of the business partner during Showcase hours. Security will not be provided. Neither the hotel nor AICP are responsible for items left unattended. Providers must limit their activities to the confines of their assigned exhibit space.

OFFICIAL SERVICE CONTRACTOR

The official service contractor is GES. A complete service kit containing shipping instructions for booth materials, electrical service order forms, furnishing order forms, applicable union fees, etc., will be sent to each exhibitor along with the accepted contract, indicating the assigned booth space.

Electrical service is available in the space at an additional cost. Arrangements must be made through GES, the official service contractor.

BUSINESS PARTNER SHOWCASE

SUNDAY WELCOME TO SEATTLE! SHOWCASE

All attendees will receive one (1) complimentary drink ticket (a sponsored item) in their registration packets, for use in the Sunday Welcome to Seattle! Showcase. An array of appetizers will be served and door prizes will be drawn at half-hour intervals.

MONDAY COMBINED CELEBRATE SEATTLE! AND BUSINESS PARTNER SHOWCASE

At this 2½ hour event, taking place in and around the Business Partners Showcase, all attendees will receive two (2) complimentary drink tickets (a sponsored item) in their registration packets, for exclusive use in the Monday Celebrate Seattle! Showcase. An array of appetizers will be served and door prizes will be drawn at half-hour intervals.

SESSION BREAKS

Morning and afternoon refreshment breaks on Monday and Tuesday will be hosted in the Business Partner Showcase area. The placement of refreshments is designed to encourage interaction between exhibitors and attendees.

MOBILE EVENT APP

AICP is excited to bring back its mobile conference app — a true crowd pleaser last year! The app allows you to engage with conference attendees in many meaningful ways. Banner ads and sponsored listings on the app’s main screens provide ultimate visibility of your website, logo and brand. Sixty-two
percent of last year’s attendees spent 25 minutes or more each day on the app, clicking-through to your website or connecting with you through social media.

**DOOR PRIZES**

Business partners are encouraged to furnish door prizes to be awarded during the Sunday and Monday Showcase and Tuesday’s Grand Prize Drawing. At least one prize will be awarded on the half-hour, based on the number of prizes contributed (the more prizes the more traffic!). Provider name and prize description(s) will be advertised via push-notifications throughout the day. The drawings will afford additional name recognition and face time with attendees as contributors present their prizes to the winners. We’ll wrap-up the Showcase with a Grand Prize drawing to be held during the Tuesday afternoon break.

All prizes will be publicized in an effort to pique interest and lure attendees into the Showcase!

**SILENT AUCTION BENEFITS LOCAL CHARITY**

One of the things that AICP is most proud of is that each year a local charity is selected by conference leadership to receive 100% of the proceeds from our annual Silent Auction. This year’s charitable recipient is the **The Jordan Binion Project**. For more information about this deserving charity and how you can help make the Silent Auction a success, please check out the mini-conference Silent Auction and Charity Website links. Here you will find detailed information on the selected charity, The Jordan Binion Project, FAQs on the Silent Auction, and the application for contributing an item to the Silent Auction.

We truly thank our Business Partners who contributed items in past years and hope they and others will consider contributing to this year’s Silent Auction. Last year through the Silent Auction, Conference Pin sales, and anonymous donations, AICP raised $4,470.00 for Just-1-Book. With our Business Partners’ assistance, we know we can exceed that amount in 2017!

The auction is coordinated by the Silent Auction Team, led by Michael Hollar, who can be reached at:

**Michael.Hollar@combined.com**

If you have any questions please contact the AICP office at: 703.234.4074 or aicp@aicp.net.
NAME OF COMPANY/ORGANIZATION

NAME/TITLE OF CONTACT

MAILING ADDRESS

CITY                                                STATE/PROVINCE               ZIP/POSTAL CODE

TELEPHONE              FAX                 EMAIL

☐ YES! Count on Us

NOTE: All choices will be assigned on a first-come, first-served basis.

I/We hereby make application to sponsor the event.

☐ We will sponsor at the ____________________________ Level.

Our preferred sponsorship opportunities are noted on page 2.

☐ YES! Count on Us

I/We hereby make application to exhibit.

Specify your choice below | $1,250 per booth:

☐ One 8’x10’ space          ☐ Two 8’x10’ spaces

☐ Other (specify):

Indicate Your Booth Space Choices:

#1   #2   #3

(AICP will make every attempt to assign one of your choices—however, we cannot guarantee any space to any Business Partner.)

We agree to exhibit products and/or services for the education and benefit of the members of AICP and to comply with all schedules, requirements, rules, and restrictions as outlined in the Rules for Exhibiting.

DONATIONS

☐ YES! Count on Us for Door Prizes

The following Door Prizes will be contributed to the Business Partner Showcase:

NOTE: Please clearly mark your company name on the door prize packaging and leave with an attendant at the AICP Registration Booth.

EXHIBITOR/SPONSOR FEES

☐ EXHIBIT SPACE          ☐ SPONSORSHIP

$                     $                     

TOTAL AMOUNT DUE $ 

FULL PAYMENT IS DUE: August 26, 2017

• Payments made/postmarked after August 26th will incur a late fee of $100.

• Space assignments will be communicated on or about September 3rd.

PAYMENT INFORMATION:

☐ CHECK (Payable to AICP)

☐ CREDIT CARD

☐ AmEx  ☐ VISA  ☐ MasterCard

CARD NUMBER             EXP DATE

NAME ON CARD

SIGNATURE                   DATE

COMPLETE AND SUBMIT THIS APPLICATION VIA:

FAX Credit Card Payment to:

703.435.4390

MAIL Check Payment to:

Association of Insurance Compliance Professionals
11130 Sunrise Valley Drive l Suite 350
Reston, Virginia 20191

FOR AICP USE ONLY:

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<tr>
<th>DATE RECEIVED</th>
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<th>EXHIBIT SPACE</th>
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