

INSURANCE EXPO 2010

“AGENCY BOOT CAMPS”

August 12 – 14

Gwinnett Center in Duluth, GA

Theme:

INSURANCE COMMANDO TRAINING

Last year's Insurance Expo broke all records for attendance. This year's lineup of events and CE seminars promises to break that record.

And what's the best news for Exhibitors & Sponsors? I refuse to pass on the increased costs so your cost is the same as last year!

Every day brings more economic bad news for the insurance industry. Can we do something about it?

Yes We Can!

Everyone who attends Insurance Expo 2010 will get an inspirational & positive lift to their spirits. Everyone will take away ideas, products and services they can immediately implement in their agencies.

What Do Agents Want?

No seminars during Trade Fair. Afternoon CE seminars are in 2 parts on each side of Trade Fair time slot. Attendees must attend both parts to get CE. You have a captive audience!

Each year's seminars are based on whatever "hot buttons" are currently in the minds of attendees.

Check out the Tentative Agenda at www.FYIGeorgiaViews.com.

One thing for sure ... it will be standing room only like last year!

If you have a suggestion, please send it to me at eddieemmett@windstream.net.

IE2010 Trade Fair

Open 2:00 p.m. – 4:00 p.m. on Thursday & 2:00 p.m. – 4:00 p.m. on Friday (August 12 - 13)

Single Booth (\$495) Double Booth (\$795) Electrical (\$45) Wireless Internet (\$9.95 per day)

All Marketing Reps for Sponsors & Exhibitors attend for free. Non-Sponsor / Exhibitor Marketing Reps are Persona Non Grata.

FREE 3 hours Ethics CE

Thursday 12:30 p.m. – 5:30 p.m.

You & the GA DOI

16 years with Commissioner Oxendine

Meet the Candidates for Insurance Commissioner 2010

Exhibitor / Sponsor Online Registration

<http://ie10-rep.eventbrite.com>

Sponsorships / Seminars

Right of first refusal is given for past Sponsors. I have reserved the same time slots as last year. We'll have completely new CE seminars. Please let me know your decision so I may share the news.

I start spreading the news as soon as I get your confirmation.

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WHY SHOULD YOU ATTEND?

It's 3 days of non-stop action and education designed especially for the Independent Insurance Industry.

Get up to 15 hours Continuing Education! Each day features 3 hours Ethics CE! Largest Insurance Industry Trade Fair in the South! IE2010 is Bigger & Better than ever! You spoke and I listened.

Check out these features:

FREE PARKING:

Gwinnett Convention Center has acres of free parking with quick accessibility from I-85.

ONE, TWO & THREE DAY REGISTRATIONS

Attendees to this year's EXPO may enjoy all activities, which includes up to 15 hours of CE & Trade Fair for only \$149.00.

One day-only attendees pay as little as \$69 for Trade Fair & 5 hours CE.



Open 2:00 p.m. – 4:00 p.m. on Thursday & 2:00 p.m.
– 4:00 p.m. on Friday (August 12-13)

Affordability

The cost to both Exhibitors and Attendees is unmatched in this industry. Where else do you get so much for so little? We've balanced each day's activities to allow anyone in the industry to attend for one, two or all three days and still be able to maximize the most from their time and money.

Exhibitors / Sponsors

Exhibit Booths cost only \$495 for an 8' X 10' piped & draped booth, 6' table, two chairs and wastebasket. Exhibitor / Sponsor Registration also includes up to 15 hours CE (if needed) for all Company Representatives.

Additional company personnel may attend and enjoy all activities for **FREE!** Non-Sponsor / Exhibitor Marketing Reps are Persona Non Grata.

Exhibitors may attend CE seminars for FREE where space is available. And if you're still not convinced...

Best of all... The EXPO Money Back Guarantee!

Just to show you how successful I predict this year's EXPO will be ... if you feel like you did not get your money's worth at the end of INSURANCE EXPO 2010, simply come up to me and say so! I'm willing to put my money where my mouth is!

I'm offering a MONEY-BACK GUARANTEE to all Exhibitors who register by July 1st.

Just come up to me after the INSURANCE EXPO 2010, and if you feel you didn't get your money's worth, I'll refund your \$495 Exhibitor's Fee on the spot ... no questions asked!

AFFORDABLE HOTEL ACCOMMODATIONS:

\$89.00 per night at Hilton Garden Inn.

Both hotels are adjacent to I-85, the Gwinnett Civic Center/Arena and near Discover Mills shopping. Guests will find an array of restaurants and terrific shopping across the street at Discover Mills or nearby at Mall of Georgia.

<http://www.fyigeorgiaviews.com/IE2010/Hotel.htm>

IE2010 SPONSORSHIP OPPORTUNITIES

Users Conference: \$500 sponsor fee

IE2010 provides a fantastic opportunity for a company to host an "Invitation-only" Conference. You'll have plenty of time to demonstrate the latest developments at your company and treat them to the **FREE** Trade Fair.

Pick your day and I'll work out the details with you: Thursday, Friday or Saturday.

Persona Non Grata

Please remember that **NO COMPANY PERSONNEL** will be allowed to attend any INSURANCE EXPO 2010 activities unless sponsoring or exhibiting.

Marketing Reps of unsupportive companies will invariably talk with attendees about their company (It's their job!). It's our position that it's not fair to the companies who are paying for that privilege through their support of INSURANCE EXPO 2010.

If you do not care to Exhibit but do wish to share in INSURANCE EXPO 2010, please consider sponsoring an event. You can sponsor for as little as \$250.00 toward refreshments.

This is in addition to your Company Rep Registration Fee: \$69.00 for one day, \$99.00 for two days or \$149.00 for all three days.

Availability & Information

To show my sincere appreciation for past sponsors, priority is given to the companies and vendors which year in and year out have given me their support. However, until prior sponsors decide, you may ask for right of first refusal on all unclaimed sponsorships, so call me @ 770-312-2342 or e-mail to eddieemmett@windstream.net and discuss choices and costs now!

Please note on the Exhibitor / Sponsor Registration Form which events you wish to sponsor.

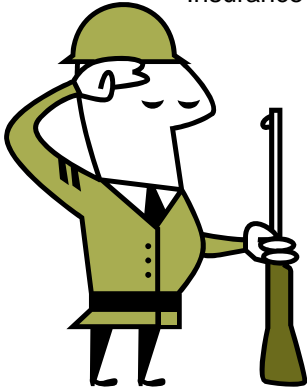
VIRTUAL TRADE FAIR

Are you planning to Exhibit or Sponsor at INSURANCE EXPO 2010?

Each EXPO Sponsor / Exhibitor is entitled to a FREE hyperlink in the Virtual Trade Fair on the *FYI: Insurance Views and News* website leading up to the INSURANCE EXPO 2010.

Check out the Virtual Trade Fair at <http://www.fyigeorgiaviews.com>

If the FREE hyperlink isn't enough to get your message across, you may purchase additional space. You may use it any way you wish. You may want to list your products, personnel or simply say "Thank You" to the industry.)



INSURANCE EXPO 2010

“AGENCY BOOT CAMPS”

August 12 – 14

Gwinnett Center in Duluth, GA

IE2010 SPONSORSHIP OPPORTUNITIES

The more familiar agents are with your company's products and services, the more likely they are to believe in what you are saying. You should seriously consider investing in the other INSURANCE EXPO 2010 activities, which allow more time to get your message across and take advantage of this “accumulative effect”.

INSURANCE EXPO 2010 has a multitude of educational programs and social events your company can participate in as a convention sponsor or a cash contributor. We know you will get your money's worth. So, come on, spend your marketing dollars where they will really count and yield results.

ALL SPONSORS / EXHIBITORS WILL RECEIVE THE FOLLOWING FREE RECOGNITION:

FREE Hyperlink on the FYI website (www.fyigeorgiaviews.com)

Reader-board sign posted at each event announcing the sponsors of that event.

FREE Publicity in FYI: Insurance Views and News website & in the EXPO Guide used by all attendees.

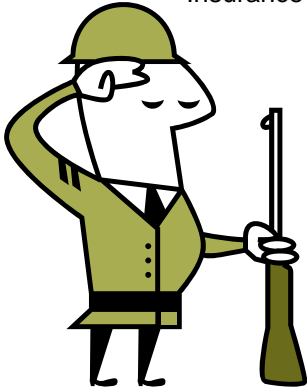
MAXIMUM EXPO-sure OPPORTUNITIES!

<input type="checkbox"/> IE2010 REGISTRATION:	\$1,000
<input type="checkbox"/> IE2010 Name Badges:	\$750
<input type="checkbox"/> IE2010 Pocket Agenda:	\$750
<input type="checkbox"/> All 3 Days Continental Breakfast:	\$1,000
<input type="checkbox"/> Thurs / Fri / Sat Morning CE Refreshment Breaks:	\$250 each
<input type="checkbox"/> Thurs / Fri / Sat Afternoon CE Refreshment Breaks:	\$250 each
<input type="checkbox"/> Thursday's Morning Seminar:	\$500
<input type="checkbox"/> Thursday's Afternoon Seminar:	\$500
<input type="checkbox"/> Friday's Morning Seminar:	\$500
<input type="checkbox"/> Friday's Afternoon Seminar:	\$500
<input type="checkbox"/> Personal Lines CE Seminars:	\$500
<input type="checkbox"/> Agency Management CE Seminars:	\$500
<input type="checkbox"/> Commercial Lines CE Seminars:	\$500
<input type="checkbox"/> IE2010 Special Features:	\$250 Minimum Sponsor Fee

Simply mark the event of your choice and include the amount with your Exhibitor / Sponsor Registration Form.

I'll work out the details with you after reserving your sponsorship.

Online registration at <http://ie10-rep.eventbrite.com>



INSURANCE EXPO 2010 “AGENCY BOOT CAMPS”

“Agency Boot Camp”
Theme

INSURANCE EXPO 2010's theme is “Agency Boot Camp”. Please use your imagination in the appearance of your personnel & booth.



There's always a crowd around the booths that dare to be different.

For example...

Consider hiring a special entertainer. Everest Security Insurance Company always amazes attendees with the

close-up magic of “Mark the Magician”.

I encourage you to feel free to continue its theme or fine-tune it to fit your company. Consider engaging attendees in a game that illustrates your marketing message and makes people think.

The possibilities are endless! Looking for some more ideas? May I suggest you contact one or all of these folks for inspiration...

Rob Pawli of Freeman Decorating Company provides the Trade Fair booths and has a large inventory of decorations and props available for theme parties, hospitality areas, lounges, or any special event. Rob may be reached at pawlir@totalshow.com or (404) 253-6446.

Trade Fair Setup

Thursday, August 12th: 10:00 a.m. - 1:00 p.m.

Grand Ballroom holds only 75 8'x 10' booths, so get your registrations in early.

Booth preference is given to those Exhibitors who have shown their support in prior years.

Description & Cost

Booth Size: Single: 8' X 10' or Double: 10' X 16'

Included in each booth:

10' draped back rails, 3' draped side rails, one 6' table, one 7" X 44" identification sign, two chairs, one wastebasket

Exhibitor / Sponsor Registration also includes up to 15 hours CE (if needed)

Exhibit Booths cost only \$495 for an 8' X 10' piped & draped booth, 6' table, two chairs and wastebasket.

Not Included

110 electrical power is not included in the Exhibitor Fee and must be ordered for an additional fee of \$45.00 if needed.

Additional Company Personnel

Additional company personnel may attend and enjoy all activities for **FREE**

Sponsoring but not Exhibiting Personnel may attend all daily activities for only \$149.00 each plus sponsorship fee.

Installation & Removal

Exhibit booths will be ready for occupancy by 10:00 a.m. on Thursday, August 12th.

All exhibits must be in place by 1:30 p.m. on Thursday, August 12th since the Trade Fair opens at 2:00 p.m.

All materials and equipment must be removed at 4:00 p.m. on Friday, August 13th; however, we request that the booths stay open until 4:00 p.m.

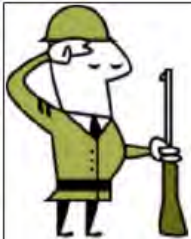
If you have a special request, feel free to contact me & discuss it. I'll do my best to fulfill your wishes! The difficult is taken care of immediately ... the impossible takes only a little longer!

Booth Availability

To show my sincere appreciation for past sponsors, priority is given to the companies and vendors which year in and year out have given me their support. However, until prior Exhibitors decide, you may ask for right of first refusal on all unclaimed Exhibit Booths, so call me @ 770-312-2342 or e-mail to eddieemmett@windstream.net to discuss choices and costs now!

Please note your 1st, 2nd & 3rd Booth Location Preferences on the Trade Fair Floor Plan and include it with your Exhibitor / Sponsor Registration Form.

Online registration at <http://ie10-rep.eventbrite.com>



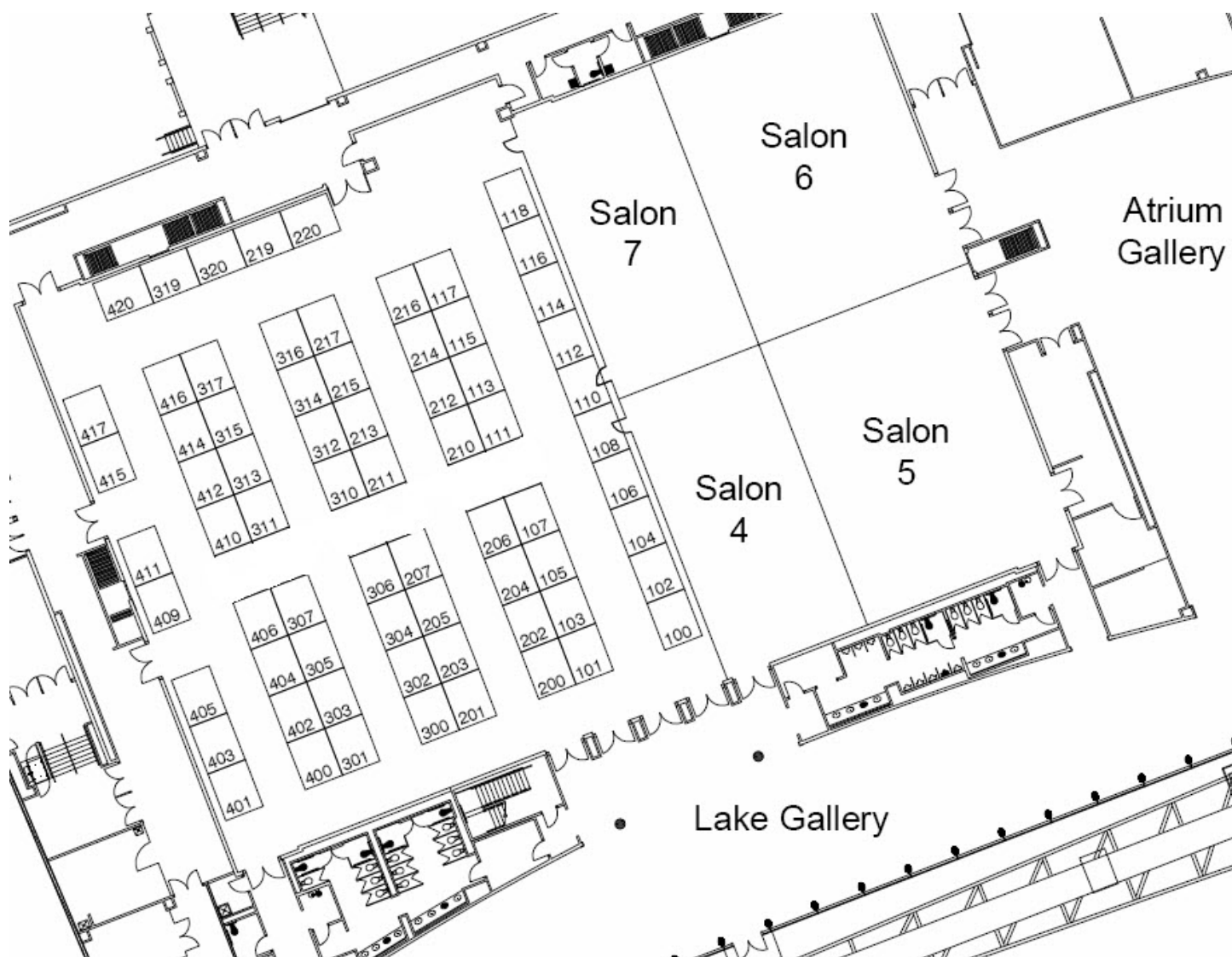
INSURANCE EXPO 2010: "AGENCY BOOT CAMPS"

The Latest Innovations in Agency Management & Internet Technology

August 12 – 14, 2010 at [Gwinnett Center](#) in Duluth, GA

IE2010 has been "Super-Sized"!

We have doubled its size and reserved the entire 21,600 sq. ft. [Grand Ballroom](#) complete with carpeting and chandeliers



Trade Fair open on Thursday & Friday from 2:00 p.m. – 4:00 p.m.

CE seminars will be held in Salons 4 – 5 6 7 except when Trade Fair is open from 2:00 p.m. – 4:00 p.m.

No other activities while Trade Fair is open



<http://www.agencyadvantage.com>

Agency Advantage User Conference (3 hours CE)

Thursday & Friday mornings at IE2010

9:00 a.m. – 12:00 p.m.

Agency Advantage User Conference will roll out its latest innovations and reveal new programs that fit every agency's budget and agency management needs.

I'm sworn to secrecy on much of what Tom Preston has in store for y'all but I promise you do not want to miss his User's Conference!



Agency Automation

<http://www.accuauto.net>

Accu-Auto Agency Automation Boot Camp

(3 hours CE)

Thursday morning 9:00 a.m. – 12:00 p.m.

& Friday afternoon 12:30 p.m. – 5:30 p.m.

Attendees to Accu-Auto Agency Automation User Conference will learn how to give the "Ultimate Quote" and generate reports that pinpoint exactly how & where your CSRs are quoting, how to track their Closing Ratios and how to follow up on the Undecided.

You can even contact the folks to whom you gave a quote at any time in the past to see if they are ready to transfer to your agency. I call it "Guerilla Marketing".

Tips 'n Tweaks

Accu-Auto has invited all of IE2010's auto insurance company reps to demonstrate the best ways to "seal the deal" with additional discounts.

I got the idea from Wayne Hooper of Unitrin Specialty when he was showing me how to correctly use my comparative rater.

You will be amazed at how much business you are losing because you are not quoting correctly.

And you get to see firsthand the brand-new complete web-based solution for your agency: a fully integrated rating and management software created specifically for Accu-Auto Users.

Accu-Auto will be showing off their brand-new "24 / 7 Quote Generator" at IE2010. You are notified instantly whenever a visitor to your website quotes themselves.

Accu-Auto Agency Automation Boot Camp will be held on Thursday morning and repeated on Friday afternoon. That way, everyone on your agency staff can attend at least one of their 3 hours CE seminars.



<http://www.GAInsurance.org>

GA's DOI: Past, Present & Future (3 hrs Ethics CE)

Thursday afternoon only at IE2010

12:30 p.m. – 5:30 p.m.

Sponsored by



<http://www.AggressiveUSA.com>

IE2010 Commandos may attend a free 3 hour Ethics CE seminar sponsored by Aggressive Insurance on Thursday afternoon, August 12th. It features Insurance Commissioner John Oxendine's Division Deputies and I have invited the Republican & Democratic Insurance Commissioner Candidates to attend and tell us why we should support their campaign and urge the insuring public to join us in voting for them in November.

Georgia will elect a brand - new Insurance Commissioner in November for the first time in 16 years.

How many of y'all were in the insurance industry under Tim Ryles? Have you forgotten how important it is to elect the right person who will lead our industry into the next decade?

I have posted a list of the candidates on the home page of FYI Express at www.FYIGeorgiaViews.com. I also have a straw poll for you to anonymously cast your vote and enter comments if you wish.

<http://insurance-web-sales.com>

Selling Insurance on the Internet (3 hours CE)

Friday morning only at IE2010

9:00 a.m. – 12:00 p.m.



Gary Savelli has spent the last decade studying what agents who are successfully selling on the web are doing in building their websites and how they are marketing their sites online through search engines and other methods. This 3 hour CE seminar will cover the Top 10 most helpful ways to "Get Your Web Site Visited". Don't have an agency website? No

hay problema! Gary will explain the most important things you should do before and after creating an agency website.

Take Gary's 10 question test at <http://www.fyigeorgiaviews.com/IE2010/onlinetest.html> to see if you need to attend his seminar.



<http://www.assuranceamerica.com>

Off Road Battle Plan (3 hours Ethics CE)

Thursday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Charlie Brock of AssuranceAmerica asks “if you run your agency the same way everyone else does, how are you going to stand out from the crowd?”

You’ve read the familiar quote “Two roads diverged in a wood and I ... I took the one less traveled by, and that has made all the difference.”

IE2010 Commandos who complete Charlie’s “7 P’s” Boot Camp will make a difference in their agency.

Plan

- Where am I going?
- How am I going to get there?

People

- Customers - Who are the customers I want to serve?
- Associates - Who do I need to hire to help?

Point of Difference

- What is it about my agency that will be different, better & special?
- How will I market that to my new and existing customers?

Product Line

- Primary product
- Secondary products
- Ancillary products

Partners

- Carriers - Which companies do I want to partner with to serve my customers better?
- B2B partners – who else serves my customers that I can jointly promote with?

Process - Putting my plan in motion

- Daily execution to serve my customers with excellence
- The Ultimate Quote

Progress

- Metrics – What counts toward success?
- Dashboard – How do I track it?

“The War is won before the Battle begins” ... Sun Tzu



<http://www.siuins.com>

Commercial Lines for New Recruits (3 hrs P&C CE)

Thursday morning only at IE2010

9:00 a.m. – 12:00 p.m.

Earlier this year Southern Insurance Underwriters and SIUPrem set a goal of \$50,000 for the fight against Breast Cancer. \$5.00 is donated for each SIU commercial app financed through SIUPrem.

To help agents better understand how to “Diversify or Die”, Brian Dunn and Roger Shelton of Southern Insurance Underwriters will explain a step-by-step strategy to implement commercial lines in your agency.

You’ll learn how to quote, explain coverages, service and market the commercial insurance products. And you’ll also learn how to avoid the danger of E&O when dealing in unfamiliar territory.

BTW ... anyone wearing their pink “SIUPrem Cares!” wristband can attend this CE seminar for free as long as there are seats available. (And you can pick up the wristband just outside the classroom by asking any of the SIU / SIUPrem Reps.)



www.NationSafeDrivers.com

Understanding Supplemental Insurance Products

(3 hours P&C CE)

Friday afternoon only at IE2010

12:30 p.m. – 5:30 p.m.

Want to increase your profits, grow your business, and retain more customers? Please come see Shane Griffis, NSD’S National Sales Manager and current President of the Florida Specialty Agents Association, as he teaches 3 hours of CE on Friday August 13th starting at 12:30p.

Shane will teach you the tricks of “Understanding Supplemental Insurance Products.” You will learn the impact these products can make on your bottom-line and the tremendous benefits they can provide for your clientele. You will also see how simple it is to write these products with the assistance of modern technology.

We all want to make more money right? Find out how to achieve your financial goals as an agency more efficiently and with more ease than ever.



"What You Don't Know Can't Help You!" ... Eddie K. Emmett, Editor / Publisher



REPUBLICAN OR DEMOCRAT?

EVERYONE VOTES FOR UNITED AUTO'S

BIGGEST INSURANCE PARTY IN GEORGIA!



FREE OPEN BAR, FREE FOOD, MUSIC & DANCING

EVERYONE IS INVITED!

FRIDAY, AUGUST 13TH AT INSURANCE EXPO 2010 IN GWINNETT CENTER

FREE REGISTRATION AT [HTTP://IE10-AGENT.EVENTBRITE.COM](http://IE10-AGENT.EVENTBRITE.COM)

EVEN COMPETITORS ARE WELCOME TO ATTEND!

FREE REGISTRATION AT [HTTP://IE10-REP.EVENTBRITE.COM](http://IE10-REP.EVENTBRITE.COM)

IE2010 EXHIBITOR / SPONSOR REGISTRATION FORM(Please Type or Print ... Feel free to copy) **Online registration at <http://ie10-rep.eventbrite.com>**

Exhibitor Package includes Booth, hyperlink in Virtual Trade Fair and up to 15 hours CE for as many company employees as you wish at no additional cost.

Name: _____ Company: _____

Address: _____ (City) _____ (St) _____ (Zip) _____

E-mail: _____

Website: _____

Phone: (_____) _____ Fax: (_____) _____

Additional Registrants: (attach list if necessary)

Name _____ Name _____

E-mail: _____ E-mail: _____

**Registration does not include lunch. Box lunch (sandwich, drink & chips) must be purchased in advance for additional \$10.00 per day****Sponsorship Opportunities****Circle your choice on Page 5 and include it with your registration****Exhibitors: Visit <http://www.gwinnettcenter.com/ExhibitorsProm/NavExhibitorsProm.aspx> for Rules & Regs**

Booth: ___ Single \$495.00 or ___ Double \$795.00 + ___ Electrical Outlet (if needed) @ \$45.00 = \$ _____

___ Extra Table(s) @ \$25.00 each = \$ _____

___ Thursday Box Lunch _____ @ \$10.00 each = \$ _____

___ Friday Box Lunch _____ @ \$10.00 each = \$ _____

Total Investment = \$ _____

Download Trade Fair Booth Layout at http://www.fyigeorgiaviews.com/IE2010/Booth_layout.pdf

Booth Preference: 1st Choice _____ 2nd Choice _____ 3rd Choice _____

If there are certain companies that you prefer to not be placed by, please list these also.

Non-Exhibitor Opportunities

Non-Exhibiting Company Personnel are not welcome to attend. They may attend by sponsoring refreshments or one of the above events plus Registration Fee.

___ Refreshment Sponsor (minimum of \$250)

___ \$69.00 (1 Day)

___ \$99.00 (2 Days)

___ \$149.00 (3 Days) + Sponsorship = \$ _____

To secure Booth / Sponsorship, your check must accompany this form.

Please make check payable to FYI: Insurance Views and News (Fed # 58-1864020) & mail with completed form to:

Eddie K. Emmett

200 Russell Court

Canton, GA 30114

Questions? Contact me @ (770) 312-2342; FAX (770) 783-8226; or eddieemmett@windstream.net