Exhibiting the IAIP booth: Standard Operating Procedures

Booth Request
Request your IAIP booth supplies and notify corporate of your commitment to staff the IAIP exhibit booth in writing to marketing@iaip-ins.org. Include the following information in your email:

- Name and date(s) of event
- Name of all IAIP members expected to staff the booth, including email addresses
- Official shipping address and instructions, or alternate shipping information if requesting the material be sent directly to an IAIP member's residence or office including date it is to be received
- Expected attendance at event (based on historical data from the event host)
- Requested inventory level of printed marketing material (tradeshow trends assume expected booth traffic to be 15-25% of total expected attendance)
- Special requests or questions

Requests are manages on a first come first served basis and will be confirmed based upon availability

Marketing materials provided by corporate:
(# of total inventory depends upon expected attendance of show and availability of materials)

- Pop-up banner (pending availability)
- IAIP logo items (ie. pens, notepads, etc.)
- CLP brochures
- Membership (Employee and Employer) brochures
- *Today's Insurance Professionals* magazines
- Go All In infographic fliers
- IAIP membership applications

Shipping Policy
Corporate coordinates and pays for the shipping of the above items (as available) and you are responsible for shipping the pop-up banner (if applicable) back to corporate. You may keep any unused marketing materials for local/council/regional marketing initiatives, as needed.

Marketing materials not supplied by corporate, but strongly recommended:

- Go All In postcards customized with specific local association contact information and/or event initiation
- Go All In buttons, or other promotional items imprinted with the "Go All In" logo to use as give-aways
- IAIP business cards with local association contact information, to compliment international brochures
- Bowl or other collection container for business cards/prize drawing
- Candy or other IAIP logo items to use as inexpensive giveaways

Trade agreements
In some cases, as a non-profit, it is possible to negotiate a trade agreement with the event coordinator in order to avoid the exhibitor fee normally associated with an event. If you have a contact at the company that is hosting an event that you think IAIP would benefit from participating in, inquire with that contact about their flexibility in considering a possible trade agreement. For help with negotiating this, contact us at marketing@iaip-ins.org.

Read the two case studies below for examples of successful trade agreements that have worked well for IAIP in the past.

Event Report
After completion of the exhibit, submit the following show-related data to marketing@iaip-ins.org:

- Number of booth visits (normally this is based on # of business cards collected)
- Number of total event attendees
- Number of new membership applications received
- A copy of your actual final trade agreements used for this show (if applicable)
- Any additional data/feedback useful to future exhibitors (ie. did you think this event resulted in a good ROI and why or why not?)

Turn Those Booth Visits into New Members!
There are several steps you can take to ensure your time spent at the IAIP booth is well invested.

1. Communicate with appropriate associations, councils and/or region(s) of your upcoming event participation. Invite participation among these additional sources.
2. Collect business cards of event attendees that visit your booth. One way to encourage attendees to leave their card is to offer a raffle or drawing. If you need help determining what can be used for a prize, contact marketing@iaip-ins.org to discuss options.
3. Designate a volunteer to follow up with each booth visitor via email. See the sample email template below. Be sure to copy the association president located in the area of each potential member so that the president is able to also extend a personal invitation to the next upcoming local association meeting (if applicable).
4. Email the association president with all of the contact information for each booth visitor/potential member in their area. See sample email template below.
5. Collect all contact information and enter it into a database or spreadsheet. Keep this contact information - even if the contacts don't join immediately, they should be included on future promotions and communications, especially invitations to future education and networking opportunities.

<sample email to local association president>

As you know from my previous email, the <association/council/region > of IAIP staffed a booth at the <name of event> in <location of event> on <date of event>. IAIP donated promotional materials and <name of other donors> donated <other donations, if applicable> as well as other costs [prizes, booth shipping, treats, etc]. Below is the initial approach e-mail I sent to their attendees from your area who stopped by our booth and who gave us an e-mail address on their entry. Please recruit all these folks for membership by reaching out to them via email and inviting them to the next local association meeting or event. If you have any questions, don't hesitate to call. The contact information is attached.

<sample email to booth visitor>
Good Afternoon:
Thank you for stopping by the IAIP booth at the <insert name of event> on <event date>. Congratulations to <drawing winner name #1 and city/state> and <drawing winner name #2 and city/state> who won our <prize>. You can still be a winner if you "Go All In" with IAIP!

Whether you are looking for leadership development opportunities, professional growth, continuing education, or opportunities to network for personal and business alliances, the International Association of Insurance Professionals is the premier industry organization for you – and a Member at Large membership is yours for only $96.50.

I'm attaching a membership application and sending a copy of this email to an IAIP leader near you. They will be in contact with you, to see how IAIP can help you to connect with others in the insurance industry and advance your career. If a local association meets in your area, you should receive an invitation to their next meeting, and I hope you will consider joining them.

Please take a moment to visit our website http://www.GoAllInwithIAIP.org for more information about how IAIP can help you build your career and add value to your business. We look forward to seeing you again soon at an IAIP class, convention, meeting [or all three!], as we help you pursue your career goals! Go All In with IAIP!

Turn your Tradeshow Neighbors into Sponsors!
Take the time to explore the show floor and meet the other vendors. There could be opportunities for the other exhibitors to become sponsors of IAIP. Be respectful of the organization hosting the tradeshow and cautious of handing out any specific sponsorship information. But starting the conversation and developing the business connection could lead to future opportunities.

Trade Agreement Case Study #1: NetVU group (users' Group for AMS/Vertafore/ImageRight)
This convention has about 2,000 attendees each year. IAIP exhibited and, in trade, NetVU exhibited at the IAIP convention. There was huge interest, huge opportunity, and it was as simple as one member reaching out to a business contact to ask if they wanted to work together. Any one of us can do that with the various organizations and associations we belong to. Folks would be surprised how easy it is and how quickly others say 'yes'. ~ *Cindy J. Prud'homme, AINS, CPIA, CIIP, CLP*

Trade Agreement Case Study #2: AutoOwners
The Michigan Council has a long history of participating with the AutoOwners annual convention. AutoOwners contacts us each year and invites us to participate because we're on their vendor list. While participation is 'free' we are required to donate at least one door prize valued at $100 or more for each day we are there. Our total cost for the event tends to run about $400. We ask the four states in Region IV to participate with us; last year all four states did, but this year three of us pitched in, and then some of the local associations in Michigan chipped in to make up the shortfall. ~ *Cindy J. Prud'homme, AINS, CPIA, CIIP, CLP*

There were over 50 vendors exhibiting at the AutoOwners annual convention. It is by invitation only so we were in good company all around, plus we had three IAIP members/Auto Owners employees staffing the IAIP booth, which probably gave us a little extra influence. We had 119 drawing entries/booth visitors on the first event date and 173 on the second event date, plus a few who were already IAIP members that were not eligible – so over 300 total. An initial e-mail went out to all booth visitors. I then

forwarded each to the RVP, the Council Director [where there was one] and the local president if the cities matched. I gave each the rest of the collected data and asked those leaders to follow up. ~ *Barb Burke*