
E X H I B I T O R I N F O R M A T I O N

**Independent Insurance Agents
of Oklahoma**

Hypopanty 2012

IIAO's Annual Conference

Thursday, May 10
Skirvin Hilton Hotel
Oklahoma City, Oklahoma



Independent Insurance Agent

The Independent Insurance Agents of Oklahoma
cordially invites your organization to exhibit at the

Hypopanty 2012

Thursday, May 10

Skirvin Hilton Hotel

One Park Avenue, Oklahoma City, Oklahoma

-- Exposition Rules & Regulations --

About IIAO

The Independent Insurance Agents of Oklahoma is the largest insurance trade association in Oklahoma. With over 475 independent insurance agency members, we represent nearly 3,500 independent insurance agents and their employees. IIAO member agencies range in size from one person to some of the largest agencies in the region.

Founded in 1907, IIAO policy is set by a board of directors elected at the annual conference. IIAO is an active advocate on behalf of independent agents before legislative, regulatory and judicial groups in Oklahoma and at the federal level.

Partnerships

If you are interested in sponsoring via IIAO's partnership program, please contact IIAO at (405) 840-4426. By doing so, you make it possible for IIAO to charge an affordable registration fee, thus making it possible for more agents and staff to attend.

The Exposition

Hypopanty will bring your organization's representatives into contact with independent insurance agency owners and producers from across the state of Oklahoma. The educational atmosphere stimulated by the conference allows all aspects of your organization's products and services to be presented at a time most conducive to discussions, understanding and problem solving.

Space is limited! Many vendors will be at the exposition this year competing for share of mind and share of market. **Shouldn't your representative be there too?**

Qualifications for Exhibiting

It is the policy of the Independent Insurance Agents of Oklahoma to limit the use of the exhibit spaces to firms whose business is consistent with IIAO's goals and objectives and which further the purposes of Hypopanty 2012. All applications for exhibit space are subject to the approval of the IIAO Board of Directors.

Exposition Hours

Move-In and Move-Out

Thursday, May 10

9:00 a.m. to 12:30 p.m. - Exhibitor Move-In

4:00 p.m. to 6:00 p.m. - Exhibitor Move-Out

Exhibits Open

Thursday, May 10

12:30 p.m. to 4:00 p.m.

Show hours listed above are subject to change.

Booth Cost

Single 8'(d) x 8'(w) Booth*

IIAO Members: \$575.00

Non-Members: \$675.00

**Unless otherwise indicated on the diagram.*

Your booth fee includes the following:

- 8' high backdrapes on pipe
- 3' high divider drapes on pipe
- One 110V Electrical Outlet
- One exhibitor ID sign (44 characters)
- One 8' draped display table
- 2 chairs

Booth Assignments

The assignments of booths will be made in the order that contracts and full payment of booth rental fees are received by IIAO. Dimensions and locations are believed, but not warranted, to be accurate.

All booth spaces will be assigned on a first-come, first-served basis in the order in which the contracts and fees are received by IIAO. We will make every effort to assign the booths from the list of booth choices submitted by the exhibiting company. In the event that this is not possible, IIAO reserves the right to assign booth spaces from the remaining inventory.

An updated list of remaining booth spaces will be available on the Exhibitors page of IIAO's events website at <http://www.iiaokevents.com>.

Hotel Accommodations

Hotel rooms are available at the Skirvin Hilton Hotel. Special rates are available for \$169/per night. Reservations may be made by calling the hotel directly at **(888) 490-6546**.

Please mention that you are part of the Independent Insurance Agents of Oklahoma group to receive the special rate.

Official Decorator

Eventures, Inc. is the official decorator for this show. Your confirmation letter will include information on freight handling, labor assistance and additional booth furnishings (such as extra tables). Contact Eventures at (405) 755-3333 if you have any questions.

Trade Show Colors

Drape colors will be black and white.

Special Exposition Hall Features

Exhibit locations, activities and hours have all been structured to maximize your contact with conference participants. Special features include:

- Lunch and refreshments served in exhibit hall.
- Tables and chairs scattered in aisles between booths for increased networking opportunities for attendees and exhibitors.
- Grand prize drawing: Agency staff will have an opportunity to win a cash grand prize. To be eligible, they must have their grand prize ticket validated by each vendor.

Electrical Service

Each booth will include one 110V electrical outlet. For additional electrical, Internet or phone requirements, please contact the hotel.

Attendee Roster

In order to facilitate the follow-up of leads generated through attendee contact during the exposition, each exhibiting firm will receive a copy of the official roster of attendees, which includes agency name and contact information.

Exhibitor Move-In

Exhibitor move-in will be on Thursday, May 10 from 9:00 a.m. until 12:00 noon. All exhibitors' booths must be set up and all exhibit personnel registered by 12:00 noon on May 10.

Exhibitor Move-Out

Any dismantling of booths or removal of booth materials is expressly forbidden before the official end of the exposition at 4:00 p.m. on Thursday, May 10.

Such activity is considered a break of contract and will result in a loss of the right to exhibit at future IIAO events.

Dismantling of exhibits may begin on Thursday, May 10 upon the close of the exhibit hall at 4:00 p.m. All exhibits must be completely removed from the exhibit hall by 6:00 p.m.

Exhibitor Cancellation Policy

If you must cancel your booth space reservation, cancellation must be sent in writing to Exposition Manager, IIAO, PO Box 13490, Oklahoma City, OK 73113.

All booth spaces must be reserved and paid for by April 5, 2012 (space permitting). In the event an exhibitor cancels prior to April 5, all monies paid, less a 15% service charge, will be refunded. Cancellations received after April 5 and before April 19 will result in a charge of 25% of monies paid. No refunds will be issued for cancellations received on or after April 19, 2012.

Unless special arrangements have been made with IIAO Exposition Management, any exhibit space not claimed and/or occupied by close of move-in may be reassigned or resold without obligation on the part of IIAO to provide any refund whatsoever.

Drawings & Promotional Giveaways

Promotional giveaways and drawings are permitted with prior approval of IIAO. If desired, vendors may announce winners over the P.A. system during the exhibit time. You may stipulate that winners must be present to win.

Special Incentives

In order to maximize your investment in Hypopanty, all partners and exhibitors are considered Preferred Vendors for the entire year. The Preferred Vendor list is distributed to conference attendees, IIAO members and distributed to new members and agents who request information throughout the year.

All IIAO exhibitors will also receive a "one-time use" set of IIAO member agency mailing labels prior to the conference to promote attendance and vendor products and services. Each exhibit booth receives one complimentary conference registration.

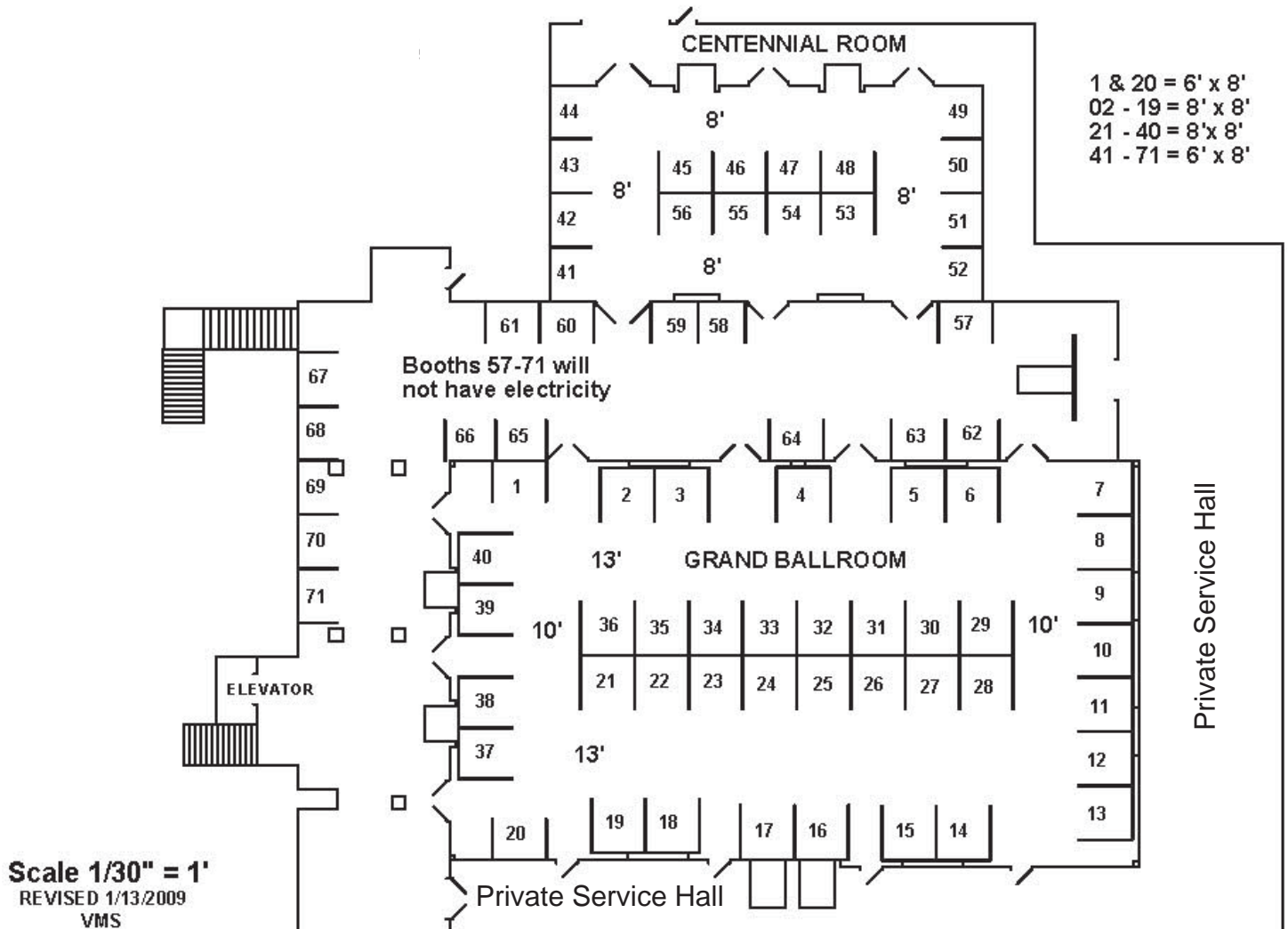
Exhibitors will be listed on signage during the conference and listed in the official conference program.

For More Information and to Reserve Exhibit Space

Complete and mail the enclosed contract and exhibit space application to: **Independent Insurance Agents of Oklahoma**, PO Box 13490, Oklahoma City, OK 73113.

For additional information, contact Susan Titus at (405) 840-4426 or susan@iiaok.com.

OKLAHOMA CITY SKIRVIN HILTON HOTEL



Tentative Schedule of Events*

Wednesday, May 9

- 10:00 a.m. to 4:00 p.m. **Optional Golf Tournament**
Fairfax Golf Club, Edmond
- 5:00 p.m. to 8:00 p.m. **Bricktown Networking Event**
Bricktown Brewery
- 8:00 p.m. **Open Time For Company Dinners**
Please do not schedule company events prior to 8 p.m. on Wednesday.

*Schedule is tentative and may be subject to change.

Stick around for the Young Agents Conference on May 10-11, at the Skirvin!

Thursday, May 10

- 7:30 a.m. to 4:00 p.m. **Registration Desk Open**
- 8:15 a.m. to 9:00 a.m. **IIAO Business Meeting**
- 9:00 a.m. to 12:00 p.m. **Exhibitor Move-In**
- 9:00 a.m. to 12:00 noon **General Session & Workshops**
- 12:30 p.m. to 4:00 p.m. **Exhibit Hall Open**
- 4:00 p.m. **Exhibit Tear-Down**
- 4:00 p.m. **Young Agents Event begins**
(Optional. Additional reg. fee.)

EXHIBIT SPACE APPLICATION FORM

IIAO Hypopanty 2012

Thursday, May 10

Skirvin Hilton Hotel, Oklahoma City

**PLEASE RETURN THIS FORM
NO LATER THAN
April 5, 2012.
(space permitting)**

This application, together with the Exposition Rules and Regulations and the Exhibit Space Contract, constitutes your firm's agreement to exhibit at IIAO's Hypopanty 2012. Your signature below confirms that you, as the authorized contact for the exhibiting firm, have read and agreed to fully comply with the terms and conditions stated in the Exposition Rules and Regulations, Contract and Application. Please return the original Exhibit Space Application Form and the original Exhibit Space Contract with payment in full to Independent Insurance Agents of Oklahoma, Attention: Exposition Manager, PO Box 13490, Oklahoma City, OK 73113.

APPLICATION

Firm: _____

Contact Person & Title: _____

All correspondence will be addressed to the contact, and that person will be responsible for distributing information to the booth attendants.

Contact Person Information: (this person will receive all future correspondence regarding this event)

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

Preferred Vendor Card Information: (this information is what will be distributed to attendees)

Mailing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website Address: _____

Product or Service: _____

Booth Choices

Booths are reserved on a first-come, first-served basis after payment has been received. To view an updated diagram of the floor plan, visit www.hypopanty.com, click on Exhibitors and scroll to the bottom of the page.

Booth Choices: First: _____ Second: _____ Third: _____ Fourth: _____

Booth Attendants (every booth attendant must be registered to enter the exhibit hall):

1. _____ Complimentary Registrant*

2. _____ Additional Registrant (\$50)

3. _____ Additional Registrant (\$50)

4. _____ Additional Registrant (\$50)

_____ **Exhibit Booth (8' x 8')** IIAO Member Fee \$575.00**
(includes complimentary registration for one attendee) Non-Member Fee \$675.00**

_____ **Additional Registrants** at \$50.00/each \$ _____
(includes lunch and refreshments which will be served in the exhibit hall)

_____ **Golf Tournament on May 9** at \$75.00/per player \$ _____
Player: _____ Hdcp: _____ Real Scramble

Total Amount Due: \$ _____

Authorized Contact Signature: _____ Date: _____

EXHIBIT SPACE CONTRACT
IIAO Hypopanty 2012
Thursday, May 10
Skirvin Hilton Hotel, Oklahoma City, Okla.

**PLEASE RETURN THIS FORM
WITH THE EXHIBIT SPACE
APPLICATION FORM.**

AGREEMENT, made this _____ day of _____, 20____ by and between _____ herein referred to as "Exhibitor," and Independent Insurance Agents of Oklahoma (IIAO), PO Box 13490, Oklahoma City OK 73113, hereinafter referred to as "Management."

PURPOSE AND DEFINITION OF AGREEMENT

The purpose of this Agreement is to state the terms and conditions under which Management will allow Exhibitor to rent exhibit space at IIAO's Hypopanty 2012, Skirvin Hilton Hotel, Oklahoma City, Oklahoma, May 10, 2012.

This agreement includes this Exhibit Space Contract, the Exhibit Space Application and the Exposition Rules and Regulations (contained in this Exhibitor Information kit). These are an integral part of this contract and are incorporated herein for all intents and purposes, the same as if fully set out herein.

NOW THEREFORE, in consideration of the mutual promises herein contained, the parties hereto agree as follows:

- (1) Exhibitor agrees to timely pay all fees, charges and costs as specified in this agreement and to abide by the terms and conditions set out in the Exposition Rules and Regulations.
- (2) Management agrees to provide the exhibit space as defined in the Exhibit Space Application Form and to abide by the terms and conditions contained in the Exposition Rules and Regulations.
- (3) Oklahoma Law to Apply. This Agreement shall be construed under and in accordance with the laws of the State of Oklahoma, and all obligations of the parties created hereunder are performable in Oklahoma County, Oklahoma.
- (4) Parties Bound. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, executors, administrators, legal representatives, successors and assigns where permitted by this Agreement.
- (5) Legal Construction. In case any one or more of the provisions contained in this Agreement shall for any reason be held to be invalid, illegal, or unenforceable in any respect, such invalidity, illegality, or unenforceability shall not affect any other provision thereof and this Agreement shall be construed as if such invalid or unenforceable provision had never been contained herein.
- (6) Prior Agreements Superseded. This Agreement constitutes the sole and only agreement of the parties hereto and supersedes any prior understandings or written oral agreements between the parties respecting the within subject matter.
- (7) Compliance with Applicable Statutes, Ordinances, and Regulations. In performing the services required of it under this Agreement, the Exhibitor shall comply with all applicable federal, state, county and city statutes, ordinances and regulations. If such compliance is impossible for reasons beyond its control, Exhibitor shall immediately notify Management of that fact and the reasons therefor.
- (8) If any action at law or in equity is necessary to enforce or interpret the terms of this Agreement, the prevailing party shall be entitled to reasonable attorneys fees, costs and necessary disbursements in addition to any other relief to which such party may be entitled.
- (9) This Agreement constitutes the sole and only Agreement between the parties hereto in relation to Hypopanty 2012 and supersedes any prior understanding or written or oral agreements between the parties respecting the subject matter contained herein.
- (10) By their execution of this Agreement, the respective representatives of the parties hereby expressly represent that they are duly authorized to execute this Agreement in behalf of the party whom they purport to represent.
- (11) Neither the Management nor the Hotel assumes any responsibility for destruction, damage or loss of the Exhibitor's property from any cause. The Exhibitor agrees to indemnify and hold harmless both Management and the Hotel from any liability and expense for any injury, property damage or other loss arising out of the use by the Exhibitor of its exhibit space or activities in connection therewith.

EXECUTED at Oklahoma City, Oklahoma on the day and year first above written:

EXHIBITOR

IIAO MANAGEMENT

By: _____

By: _____

Title: _____

Title: _____

34 REASONS TO EXHIBIT

at Independent Insurance Agents of Oklahoma Hypopanty 2012

Thursday, May 10, 2012
Skirvin Hilton Hotel, Oklahoma City, Oklahoma

1. Meet agency personnel face to face.
2. Appeal to special customer interest.
3. Uncover unknown buying influences.
4. Be compared with other companies.
5. **Project image.**
6. Create image.
7. **Meet agents in a relaxed, retreat atmosphere.**
8. Meet new potential customers.
9. Qualify agents.
10. Introduce new products & services.
11. Understand customer problems.
12. **Solve customer problems.**
13. Obtain product/service feedback.
14. Build company morale.
15. Conduct market research.
16. Attract new representation.
17. **Three-dimensional sales opportunity.**
18. Create expanded customer list.
19. Reach customers at low cost per call.
20. **Offer existing customers personal attention.**
21. Integrate exhibit in total marketing picture.
22. Understand customer attitudes.
23. Feature product/service benefits.
24. **Distribute product information.**
25. Create an impression.
26. Live product demonstrations.
27. Invite special customers.
28. Introduce a new promotional program.
29. Dramatize your message.
30. High return-on-investment opportunities.
31. **Stand above competition.**
32. Enhance word of mouth market.
33. Open doors for personal sales calls.
34. **Industry support for sponsoring organization.**

PREVIOUS EXHIBITORS

- | | |
|---|--|
| 5Star Workers' Compensation, Kansas City MO | Insurance Technologies Corporation, Carrollton TX |
| ACE USA International Insurance, Irving, TX | Irwin Siegel Agency, Rock Hill, NY |
| AFS/IBEX, Dallas, TX | McGowan Companies, Fairview Park, OH |
| Agency Specialty Product Network, Chicago, IL | McNeil & Company, Cortland, NY |
| AIG Agency Auto, Alpharetta, GA | MDOW Insurance Company, Houston, TX |
| Alexander, Morford & Woo, Springfield, MO | Meadowbrook Insurance Group, Greenville, TX |
| AmCOMP, Austin, TX | M.J. Kelly Company, Springfield, MO |
| American Farm Life, Fort Worth, TX | Mid-Continent Casualty, Tulsa, OK |
| American Management Corporation, Conway, AR | Midlands Management Corp., Oklahoma City OK |
| American Mining Insurance Company, Birmingham, AL | Myron Steves, Houston, TX |
| American Modern Insurance Group, Ft. Smith, AR | National American Insurance Company, Chandler OK |
| Americana Program Underwriters, Camp Hill, PA | National Lloyds Insurance Co., Waco TX |
| AMERISAFE Inc, DeRidder LA | National Security Fire & Casualty Co., Elba AL |
| AMWINS Program Underwriters, Columbia, OH | NSB/NAI LLC, Cabot, AR |
| Appalachian Underwriters, Clinton, TN | NSM Insurance Group, Conshohocken, PA |
| Applied Systems, Inc., University Park IL | Patriot National Underwriters, Dallas, TX |
| Assurant Health, Tulsa, OK | Pennsylvania Lumbermens Mutual Insurance Co., Philadelphia, PA |
| Auto Glass Center, Tulsa, OK | Philadelphia Insurance Cos., Tulsa OK |
| Bituminous Insurance Company, Oklahoma City OK | Phoenix Indemnity Insurance Company, Dallas, TX |
| Bohrer-Croxdale & McAdoo, Springfield, MO | Premium Financing Specialists, Oklahoma City OK |
| Bristol West Insurance, Phoenix, AZ | Prime Rate Premium Finance, Florence, SC |
| Britt Paulk, Carrollton, GA | Progressive Insurance, Richardson, TX |
| Cananwill Premium Funding, Glenview IL | Quantum Integrated Systems, Carrollton, TX |
| Capital Premium Financing, Draper, UT | Quickfile Agency Management System, Fort Lauderdale, FL |
| Casualty & Surety, Birmingham, AL | RISC, Dallas TX |
| Chubb Group of Ins. Cos., Tulsa OK | Risk Placement Services, Tulsa, OK |
| CIU - Commercial Insurance Underwriters, Springfield MO | Risk Reducers, Mabelvale, AR |
| Colemont Insurance Brokers, Dallas TX | Safeco Insurance, Seattle, WA |
| CompCHOICE, Oklahoma City, OK | Sagamore Insurance Co., Indianapolis IN |
| CompSource Oklahoma, Oklahoma City, OK | Smart Choice Agency Program, Purcell, OK |
| Cornerstone National Insurance Co., Columbia MO | Southwest Financial, Edmond, OK |
| Davidson-Babcock, Overland Park KS | Specialty Insurance Managers of Oklahoma, Tulsa, OK |
| Eagle Agency, Oklahoma City OK | Taber Brokerage Services, Oklahoma City OK |
| Encompass/Allstate, Bartlesville, OK | Travelers Insurance, Maryland Heights, MO |
| Express Premium Finance Co., Oklahoma City OK | Truckers Insurance Associates, Des Moines, IA |
| Ezlynx by Wetccetera, Flower Mound, TX | Underwriters Service Agency Inc., Oklahoma City OK |
| FirstComp, Omaha NE | Union Mutual Insurance Co., Piedmont OK |
| H&W Insurance Services, Shawnee Mission, KS | UPAC Insurance Finance, Lenexa KS |
| HCC Surety Group, Lakewood, CO | US Risk Insurance Group, Dallas, TX |
| Heartland Marketing Group, Dallas, TX | Victore Insurance Co., Oklahoma City OK |
| InStar Corporation, Aurora CO | Westrope, Kansas City, MO |
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