



DAHU Carolyn Goodwin Annual Symposium May 28, 2020

Plano Event Center ▪ 2000 East Spring Creek Parkway ▪ Plano, TX 75074

Dear Exhibitor,

Enclosed is the Exhibitor Application for DAHU Carolyn Goodwin Annual Symposium. Be sure to respond by March 16, 2020 to take advantage of the Early Bird pricing (20% discount for 2018 & 19 sponsor/exhibitor, 15% for new vendors). We are bringing back our “Rapid-Fire Pitch” Innovation Demos: What’s new on the Horizon? See Sponsor Pricing information for details.

Please complete and mail, fax or email back to as soon as possible to secure your booth and/or Sponsorship. With over 200 in attendance anticipated, we encourage you to participate as one of our esteemed sponsors or exhibitors!

Hall Layout

The floor layout for the Symposium is enclosed. Review, and note your booth location preference on the **Exhibitor Application**. Booths will be assigned on a first-come, first served basis. Please note that some Exhibit Hall booths are already reserved for our Event Sponsors.

Please note this is a preliminary exhibit hall layout, the attached layout could change. Should the final layout change, we will do our best to keep you in the booth/area you requested.

Booth Decorations: Optional: Royal Blue draping and table covering.

Agenda

The exhibit hall will open between 5:00 p.m. and close at 9:00 p.m. on Wednesday, May 27th for Exhibit Setup and 7:00 am to 4:00 pm May 28th for the event. There will be approximately **2.5 to 3 hours of exhibitor face-to-face time** during the Symposium. We will also be providing Continental Breakfast, lunch and Happy Hour, which is included in the cost of your exhibit booth or sponsorship.

Raffle & Booth Prize Drawings

The "Grand Prize Raffle" will only be for the attendees that are present and have registered to win.

Non-sponsor/exhibitor attendees will be given a raffle ticket to qualify for the drawing. In addition, a booth representative will come up to the main stage, draw a winner, and award their booth prize (if one is brought). This allows your company maximum exposure presenting your booth prize to an agent or broker during the grand finale of the show.

Grand Prize Raffle Rules (**\$500 Cash**):

- Only non-exhibitor, registered attendees are eligible for the Grand Prize
- Winner must be present to claim prize

Hotel Accommodations

Fairfield Inn & Suites, Marriott, Plano North

For the event, we have booked a special \$89.00 rate with Fairfield Inn & Suites, Dallas Richardson Plano, 3415 Premier Drive, Plano, TX 75023.

[Book your group rate for DAHU Symposium](#)

Cutoff Date for Registration is 4/27/2020

or by Phone (972-423-9944) 24/7.

Key Amenities:

- Business Center
- Free breakfast
- Free high-speed internet
- Free self-parking
- Fitness Center
- Flat-panel television

Exhibitor Setup Shipping Booth Displays and Materials

The Symposium is located at the **Plano Event Center**. Contact Kristie Cover, Event Coordinator at 972.941.5852 for details.

You may ship displays or materials directly to the location. An exhibitor kit with shipping, drayage information, additional tables, etc. will be emailed to you before May 11th. **A 20 Amp electrical drop is available with the booths for \$125. Floor plan and booth chart may change. The final floor plan will be sent to all vendors with the exhibitor kit. DAHU will coordinate directly with the Plano Event Center contracted electrical services for those needing power.**

DAHU SYMPOSIUM TENTATIVE AGENDA

	Start	End		Vendor
Date	Time	Time	Program/Presentation	Time
05/27/20	12:00 PM	5:00 PM	Exhibit Booth Setup	
05/27/20	5:00 PM	9:00 PM	Exhibitor Move-in	
05/28/20	7:30 AM	1:00 PM	Registration	
	7:30 AM	8:30 AM	Breakfast with Vendors	60
	8:30 AM	9:30 AM	"Rapid-Fire" Kickoff	
	9:30 AM	10:00 AM	Time with Vendors	30
	10:00 AM	11:00 AM	First Presentation – Dr. Billy Williams	1
	11:00 AM	11:15 AM	Break	
	11:15 AM	12:15 PM	Second Presentation – David Slepak	1
	12:15 PM	1:15 PM	Lunch with Vendors	60
	1:15 PM	2:45 PM	Keynote Presentation – Kevin Trokey	1.5
	2:45 PM	3:30 PM	Happy Hour & Networking Vendor/New Member/Grand Prize Drawings	45

Speakers

Billy R. Williams, PhD



Billy R. Williams, Ph.D., is the founder and president of the Williams Family Investment Group. Currently the group has 150+ partner agencies that generate almost a billion dollars a year in new and renewal insurance premium.

The WFIG has two additional subdivision entities: Inspire a Nation Business Mentoring and The Fix My Insurance Agency Implementation Workshops.

Billy is a bestselling author of several books, including: *“How to Build a \$10 Million Insurance Agency in Under 5 Years,”* *“Stop Cold Calling – How to make your business a magnet for inbound prospects,”* and, *“How 2 Create an Insurance Agency Business Plan.”*

Speakers

David Slepak



David Slepak is the Executive Vice President of Business Development at Akos. He leads Akos employer focused healthcare solutions.

David's mission is to play an active role in scaling strategies and solutions that fix our healthcare system. He mentors, collaborates and strategizes with Advisors and consultants to increase access to primary care, including virtual, on-site and near site solutions.

A member of the National Association of Health Underwriters, David has taken on many leadership roles in his local Phoenix chapter and currently serves as the Past Chapter President.

Driven by an adventurous spirit, the self-professed Star Wars fan's interests range from sailing and competitive shooting to getting his hands on the latest technology and enjoying live music. David lives in Phoenix, Arizona with his wife Erin, their three children and German Shepard, King.

Speakers

Kevin Trokey

Keynote Presentation



Kevin Trokey is the Founding Partner of Q4intelligence, a marketing and sales enablement firm committed to the preservation and transformation of the independent agency system. He writes prolifically regarding the many challenges being faced by today's agencies, providing guidance to overcome those challenges. He is a frequent industry speaker and was recognized by the National Association of Health Underwriters as their speaker of the year in 2016.

Kevin is currently serving as the National Membership Chair for NAHU and is a past president of both St. Louis and Missouri chapters.

THE DALLAS ASSOCIATION OF HEALTH UNDERWRITERS
CAROLYN GOODWIN ANNUAL SYMPOSIUM
2020 Exhibitor Application

This application is made on the _____ day of the month of _____, 20 _____

(Print or type the **name** of the proposed **exhibitor** in the space provided above)

The above-named company (herein called Exhibitor) and the Dallas Association of Health Underwriters (herein called DAHU) upon the terms and conditions below.

1) **BOOTH RENTAL FEES:** In consideration of the Fees paid to, and upon acceptance of this application by DAHU, booth rental space shall be provided to the above referenced Exhibitor for the DAHU Annual Sales Symposium and Technology Fair, scheduled to be held at Plano Event Center ▪ 2000 East Spring Creek Parkway. ▪ Plano, TX 75074 on Thursday, May 28, 2020 pursuant to the Rules and Regulations published by DAHU.

2) **BOOTH LOCATION:** Booths will be assigned on a first-come, first served basis. Attached is a floor plan of the booth spaces. Please choose first, second and third space. Should all the spaces you have chosen be filled, you will be automatically assigned the nearest available booth space to those chosen. DAHU reserves the right to assign space as deemed appropriate.

First Choice: _____ Second Choice: _____ Third Choice: _____

DAHU understands that certain vendors prefer booth space near certain vendors, or away from certain vendors. Should this be a consideration for you, please complete the items below:

I prefer to be near: _____.

I prefer not to be near: _____.

3) **YOUR OFFICIAL IDENTIFICATION:** Exhibitor agrees to let the Conference and DAHU use the name of the Exhibitor in any advertising by DAHU. Exhibitors with names longer than 30 characters including spaces may be shortened at the discretion of DAHU tradeshow managers.

(In the space above, print or type the name of your company, as you would like it to appear in all printed materials related to the Symposium. This is also how the booth sign will read.)

4) **BOOTH FEATURES** – It is understood that the Exhibit Fee for each approximate 10' x 10' booth space includes:

- Conference registration for two company representatives
- One 6' x 30" draped table and two chairs
- Draped 8' back wall with 36" draped side rails for free standing booths
- A booth identification sign

Exhibitors may request a double space, subject to availability – see page 4.

One electrical outlet is available for a fee – see age 4.

Please Note: Exhibitors will be responsible for additional furnishings, additional signs, special lighting, etc. Exhibitor kits will be emailed with instructions, no later than May 11, 2020

5) **INSTALLATION/BREAKDOWN:** Exhibitor shall be responsible for delivery and removal of equipment and display material to and from the exhibit area. Exhibitors must always have a representative at the booth. You may ship displays or materials directly to Plano Event Center. The exhibitor kit will have shipping and drayage information emailed by May 11, 2020.

- 6) **ACCEPTANCE OF EXHIBIT:** A copy of the Exhibit Order Form and Contract will be returned to the exhibiting company upon receipt and acceptance of the exhibit order. DAHU reserves the right to reject any application for exhibit space.
- 7) **PLACE AND NATURE OF EXHIBIT:** Display booths and other exhibits shall not be displayed in a way that interferes with other exhibits. No exhibits that violate any municipal, or state laws, rules or regulations, including safety codes, will be allowed. The use of a heater or any heat-producing device as part of the exhibit is forbidden unless a special permit is first obtained from the local fire department and a copy of the permit is placed in the files of DAHU. Approval must first be obtained from the local fire department for the use, operations or presence of electrical, mechanical, of chemical device, which in the opinion of the local fire department or the official exhibit contractor might be hazardous in a public place.
- 8) **USE OF EXHIBIT SPACE:** All demonstrations, interviews, or other activities must be contained within the limits of your exhibit booth. No exhibitor shall sign, sublet, or apportion the whole or any part of the space allotted to him without the knowledge and consent of the DAHU exhibit coordinator. Aisles must be kept clear. Exhibits must be arranged so that exhibitors will inside the rented space.
- 9) **NOISY OR OBNOXIOUS EQUIPMENT:** If the operation of any equipment or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation.
- 10) **RESTRICTION AND LOCATION OF EXHIBITS:** DAHU reserves the right to require any exhibitor to remove any part thereof, which in the sole judgment of DAHU is not in keeping with the general character of the exhibition or is not in the best interest of the conference, and to remove or relocate any booth as be needed for the good of the conference and its exhibits. The restriction includes any persons, things, conduct, printed material or anything of character, which may be objectionable to the exhibit. In the event of such restriction or eviction, DAHU is not liable for any refunds or rentals or other exhibition expenses.
- 11) **BOOTH PAYMENT AND CANCELLATION:** It is hereby agreed to that an exhibit space may be reserved by Exhibitor at a fee as shown on the DAHU 2019 EXHIBITOR RATE SCHEDULE PAGE. Payment in full must be submitted to reserve exhibit space. If this contract is canceled by the Exhibitor, in writing, prior to midnight May 7, 2020, a processing fee of \$250 will be retained by DAHU. Thereafter, **NO REFUNDS** will be made. All cancellations must be in writing and sent via email or through the U.S. Postal Service or by some form of express mail, either public or private. It is further agreed that in the event Exhibitor fails to perform in accordance with the terms and conditions set forth in the contract and within the Rules and Regulations of Exhibit, DAHU, as its election, may cancel the contract and retain the full contract fee.
- 12) **SHOW CANCELLATION:** Should any situation beyond the control of DAHU prevent the opening of the exhibit show, DAHU shall not be held liable for any expenses incurred by the exhibitor except the rental cost of the booth space.
- 13) **EXHIBIT PERSONNEL:** Each booth rental includes two (2) exhibitor registrations, except those exhibitors renting more than one space will receive four (4) exhibitor registrations. Additional exhibitors must register at least three days prior to the show. Please refer to section 22 below. All exhibit personnel must be the employees of the exhibitors.
- 14) **FAILURE TO OCCUPY SPACE:** Any space which is not occupied by the exhibiting company May 28, 2020 by 8:30 AM will be forfeited by the exhibitor and the space may be resold or used by DAHU without refund, unless previous arrangements for delayed occupancy have been made in writing to DAHU.
- 15) **LIABILITY AND INSURANCE:** DAHU, Plano Event Center employees and or representatives thereof, and other organizations and persons connected with this Conference shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to exhibitors or their employees from any cause whatsoever, prior to, during or after the period covered by the exhibitor contract. Exhibitors should place their own insurance to cover all contingencies. The exhibitor agrees to indemnify those listed above against any claims

for such losses, damage or injury upon signing the contract. The exhibitor expressly releases the foregoing institutions, individuals and committees for all claims of loss, damage or injury. This also includes the period of storage prior to and following the Conference. Small or casually portable articles of value should be properly secured or removed for safekeeping during the hours the exhibits are closed. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the losses and damages to persons or property. Governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal or maintenance occupancy, or use of the exhibition premises or a part thereof. In addition, the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

16) **PROTECTION OF EXHIBIT FACILITY PROPERTY:** Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks, or screws shall be driven into the woodwork or floor of the building. No gasoline, kerosene, acetylene candles, or other flammable or explosive substance will be permitted in the building.

17) **SALES:** Any exhibitor that wishes to sell or take orders on the premises of the show for exhibited products or services must first notify in writing the conference coordinator of all items, products or services for approval. The exhibitor further agrees that DAHU shall be the sole judge of what constitutes sale order taking activities and may order the exhibitor to cease such activity on the premises of the show on penalty of expulsion from the show.

18) **LITERATURE AND DISTRIBUTION:** Printed information may be distributed by exhibit representatives from the exhibit space only.

19) **EXHIBITOR REGISTRATION:** All exhibitor representatives must register for the show. Badges may be picked up at the registration desk in the entrance area.

20) **BADGES:** Badges for your exhibit personnel will be made from the list you submit to DAHU. Conference badges identify you and are always in evidence during the show. Should the names of the attendees' change, to assure a printed badge, the exhibiting company must notify DAHU in writing at least three (3) days prior to the exhibit opening.

21) **VIOLATIONS:** It is expected that exhibitors who violate these regulations will respond to DAHU requests for correction. Eviction from the Conference exhibit may result from violations of these rules and regulations as determined solely by DAHU. In the event of such eviction, DAHU is not liable for any refunds of rentals or other exhibition expenses.

22) **REGISTRATION & NAME TAGS:** Please list all company representatives who will be attending the conference and representing your company at your booth. Please list any additional representatives or guests as additional attendees below for nametags and conference registration and information. Be sure to include \$40 for each additional exhibitor registered by March 16, 2020. Registration after March 16, 2020 will be \$60 for each additional exhibitor. **Breakfast, Lunch & Happy Hour is included.**

AUTHORIZED SIGNATURE OF EXHIBITOR: _____
(I have read, understand and agree to the rules and regulations regarding the DAHU exhibit program)

Questions? Contact:

Pat Pattison, DAHU Executive Administrator (DAHUSymposium@gmail.com)

Please Print or Type:

DAHU 2020 EXHIBITOR PRICING SCHEDULE PAGE

EXHIBITOR NAME: _____

ADDRESS: _____

TELEPHONE: _____ E-MAIL: _____

WEBSITE: _____

Exhibitor booth sign should read: _____

(In the space above, print the name of your company as you would like it to appear on the sign over your booth.)

FEE SCHEDULES (Check Appropriate Line):

Rapid Fire Pitch and innovation Demos, a TIMED presentation on your most innovative product or service. This is an all attendee presentation!

**20 Amp Electric Drop
Add \$125**

Postmarked or emailed by March 16, 2020 \$783 _____

Postmarked or emailed after March 16, 2020 \$979 _____

Double Standard

Postmarked or emailed by March 16, 2020 \$1,253 _____

Postmarked or emailed after March 16, 2020 \$1,566 _____

Electrical Outlet: add \$125 per outlet to your booth fee (Additional information will be found in tradeshow decorating vendor exhibitor kit to be emailed prior to May 11, 2020.

Additional Equipment – information will be found in tradeshow decorating vendor exhibitor kit to be emailed prior to May 11, 2020.

SPONSORSHIP (Please see attached sponsorship list for pricing): = _____

SPONSORSHIP (Please see attached ad page for pricing) = _____

TOTAL AMOUNT ENCLOSED: _____

Booths will be assigned "First Come, First Served".

EXHIBITORS (Included in single booth fee): - Print Names Neatly Please!

1) _____ 2) _____

(Included in double booth fees)

3) _____ 4) _____

ADDITIONAL EXHIBITOR REGISTRANTS (\$45 each through March 16, 2020, and \$60 thereafter).

1) _____ 2) _____
3) _____ 4) _____
5) _____ 6) _____

FOR ALL BOOTH AND SPONSOR REGISTRATIONS PLEASE PROVIDE A JPG OR HIGH RES PDF FILE!

Paying with a check: Please include the Application, Fee Schedule or Sponsorship selection with check made payable to DAHU and mail to:

DAHU • PO Box 33382 Fort Worth, TX 76162 • Attn: Pat Pattison, DAHU Executive Administrator

Or

Paying with Credit Card:

Paying with a Credit Card? Amex MasterCard Visa

Printed Name on Card: _____

Credit Card Number: _____ Exp. Date: _____ CVV: _____

Signature: _____

Send the Application, Fee Schedule (including credit card info) to: DAHUSymposium@gmail.com

2020 Symposium Program Advertisement Rates and Specs


Ad Size	Fees
Full Page (Color- 8 x 10')	\$500.00
Half Page (Color - 8 x 5' horizontal)	\$350.00
Quarter Page (Color - 4 x 6' vertical)	\$165.00

All ads are to be COLOR, or Hi-Res PDF or JPG file.

The ads must reach the Association (DAHUSymposium@gmail.com)

no later than May 11, 2020 @ noon

Symposium Sponsorships

Sponsorship	Description	Price	Selection
Grand Sponsor	Logo & recognition on all promotional material and advertisements; your banner displayed at registration counter; 10 minute “Rapid-Fire” presentation ; single exhibit booth and registration for 2; preferred booth placement (see layout); Inside front cover full-page ad in program. **only 1 available**	\$3,750	<input type="checkbox"/>
Lunch Sponsor	Logo & recognition on all promotional material and advertisements; Special recognition & signage at lunch; full-page ad in program, inside back cover, 10 minute “Rapid-Fire” presentation ; single exhibit booth and registration for 2; preferred booth placement (see layout). **only 1 available**	\$3,500	<input type="checkbox"/>
Keynote Speaker Sponsor	Logo & recognition on all promotional material and advertisements; special recognition at event; signage on podium; 8 minute “Rapid-Fire” presentation ; single exhibit booth and registration for 2; preferred booth placement; full page ad in program; 3-minute podium promotion and introduce Keynote Speaker. **only 2 available**	\$3,000	<input type="checkbox"/>
Continental Breakfast Sponsor	Logo & recognition on all promotional material and advertisements; Special recognition & signage at lunch; 7 minute “Rapid-Fire” presentation ; single exhibit booth and registration for 2; preferred booth placement; signage on standing tables in exhibit halls **only 1 available**	\$3,000	<input type="checkbox"/>
Happy Hour & Hors d’oeuvres Sponsors	Logo & recognition on all promotional material and advertisements; Special recognition & signage at Happy Hour; 2 drink ticket per attendee and half-page ad in the program; 5 minute “Rapid-Fire” presentation ; single exhibit booth and registration for 2, preferred booth placement. **only 2 available**	\$2,750	<input type="checkbox"/> <input type="checkbox"/>
Conference Bag Sponsor	Logo & recognition on all promotional material and advertisements; your logo or company name on conference bags; signage & recognition at event; 5 minute “Rapid-Fire” presentation ; single exhibit booth and registration for 2, preferred booth placement (see layout). **only 1 available	\$2,500 	<input checked="" type="checkbox"/>

Symposium Sponsorships

Sponsorship	Description	Price	Selection
Grand Prize Sponsor	Logo & recognition on all promotional material and advertisements; special recognition at event; signage on podium; your company presents the Grand Prize that all attendees enter to win; single exhibit booth and registration for 2, full page ad in program. **only 1 available**	\$2,000	<input type="checkbox"/>
Attendee Program Sponsor	Logo & recognition on all promotional material and advertisements; signage & special recognition at event, 50% discount on a single exhibit booth and registration for 2; preferred booth placement, outside back cover full- page ad. **only 1 available**	\$1,500	<input type="checkbox"/>
Name Tag Sponsor	Logo & recognition on all promotional material and advertisements; your logo on attendee name badges; signage & recognition at event, 50% exhibit booth discount and registration for 2; half-page ad in program. **only 1 available**	\$1,500	<input type="checkbox"/>
Speaker Sponsors	Signage & special recognition in program; 25% exhibit booth discount and registration for 2; introduce a speaker and give a 2-minute podium promotion. **only 2 available**	\$1,000	<input type="checkbox"/> <input type="checkbox"/>
Audio/Visual Sponsor	Signage & recognition in program. Half page ad in program **only 1 available**	\$800	<input type="checkbox"/>
Refreshment Sponsor	Special signage at refreshment table; recognition at event, recognition in program. Half page ad in the program **only 2 available**	\$800	<input type="checkbox"/> <input type="checkbox"/>
Signage Sponsor	Signage & recognition at event, recognition in program; quarter-page ad in program. **only 1 available**	\$750	<input type="checkbox"/>
Printing Sponsor	Signage & recognition at event, recognition in program; quarter-page ad in program. **only 1 available**	\$750	<input type="checkbox"/>

Collinwood I Floor Plan DAHU Symposium 2020

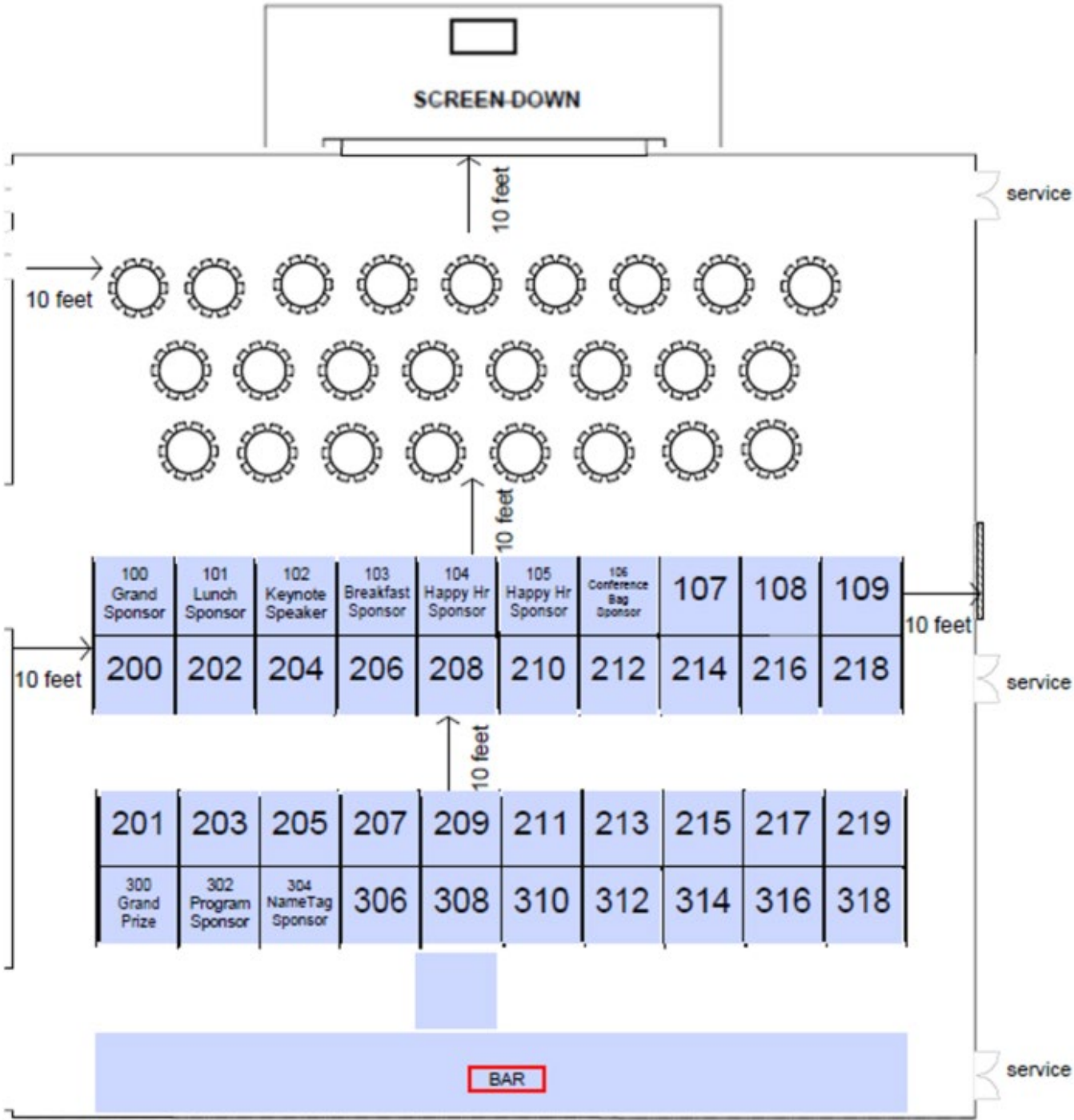


Exhibit Booth Assignments

100 Grand Sponsor-

201 _____

101 Lunch Sponsor-

203 _____

102 Keynote Sponsor-

205 _____

103 Breakfast Sponsor-

207 _____

104 Happy Hour-

209 _____

105 Happy Hour-

211 _____

106 Conference Bag- Ease

213 _____

107 _____

215 _____

108 _____

217 _____

109 _____

219 Corporate Coverage TPA

200 Baylor Scott & White

300 Grand Prize-

202 _____

302 Program Sponsor-

204 _____

304 Name Tag-

206 _____

306 _____

208 _____

308 _____

210 _____

310 _____

212 _____

312 _____

214 _____

314 _____

216 _____

316 _____

218 _____

318 _____