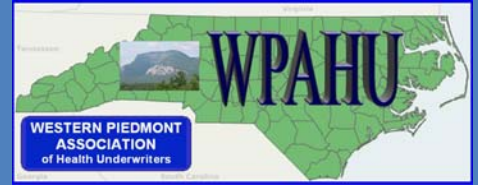


2008-2009



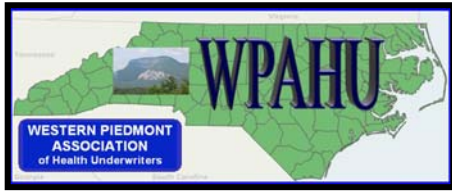
Western Piedmont Association

Saving Healthcare in America!



Health Underwriters to the Rescue!

Program/Sponsor
Packet



Western Piedmont Association of Health Underwriters

I would like to extend this opportunity to you & your company to be a sponsor of the ***Western Piedmont Association of Health Underwriter's*** meetings during the upcoming year. This sponsorship will give you an opportunity to share your product(s) and/or services(s) with the potential customers in the area. In addition to sponsoring one of our meetings, if you are interested in providing a speaker for a meeting, please give me a call to arrange a time and topic.

We meet at Catawba Country Club, in Hickory, on the First Wednesday of each month. The meetings begin at 11:30 am and ending at approximately 1:00 pm. You will be provided a table to display any informational material regarding your business. You may place promotional items for each individual on the dining tables. Door prizes are recommended such as a give-a-way, but not required. We suggest your representative arrive approximately 30 minutes before the meeting to allow time for setup and plan to remain 30 minutes after the meeting to talk with individuals about your product. You will have an opportunity during the meeting to make a five minute presentation regarding your product or service.

We would enjoy publishing your logo on our website for the month prior to your meeting sponsored along with the month being sponsored; so, if you will send us a .pdf or .jpeg file or email a copy of your logo would be appreciated. Our sponsor for the month will also be listed in our monthly newsletter that is distributed to all of our members who may not be able to attend the meeting. If you would like to sponsor a page promoting your product the month of your sponsorship, prior or the month after for a reduced fee in addition to sponsoring your month's meeting, please let us know.

As always, we look forward to the opportunity of working with you and your associates in a prestigious environment such as the association of the Western Piedmont of Health Underwriters.

Sincerely,

Angela B. Smith



Western Piedmont Association of Health Underwriters

Please send your sponsorship check of \$400 made payable to:

Western Piedmont Association of Health Underwriters

Address listed below:

**WPAHU
C/O Angela B. Smith
Post Office Box 1769
Morganton, NC 28680-1769**

**Lunch will be provided for two representatives.
Please confirm names of attending representatives**

Name of Representative(s) attending:

Month to Sponsor:

1st Choice: _____ 2nd Choice: _____

Months available:

March, April, May, June and July of 2009

I, _____ have read the above information and guarantee the sponsorship for the Western Piedmont Association of Health Underwriters

meeting by _____.

(Company)

Date

Signature

Title

Print Name



Western Piedmont Association of Health Underwriters

Meeting Agenda

- 11:30 - 11:45 Registration
- 11:45 - 12:15 Buffet Lunch
- 12:00 - 12:15 Association Updates – Board Members
- 12:15 - 12:45 Speaker/Program
- 12:45 - 12:50 Sponsor
- 12:50 - 1:00 Closing Remarks

Directions:

Traveling West: I-40 to Exit 125 (Lenoir Rhyne Blvd) at ramp light, turn left. Cross over the bridge. Keep traveling through the Highway 70 intersection. Home Depot will be on your right. Go to the third traffic light and turn right on Sandy Ford Road. (approximately 3.5 miles) Then take the first road on the left, Country Club Lane. Catawba Country Club is at the end of the road.

Traveling East: I-40 to Exit 125 (Lenoir Rhyne Blvd) at the top of the ramp, turn right. Keep traveling through the Highway 70 intersection. Home Depot will be on your right. Go to the third traffic light and turn right on Sandy Ford Road. (approximately 3.5 miles) Then take the first road on the left, Country Club Lane. Catawba Country Club is at the end of the road.

It is recommended that Sponsors arrive early to set up a booth, or display table, or to distribute handouts.

Sponsors are entitled to

- A captive audience of Insurance Professionals
- 5-7 minutes of time to speak about their company and products
- Exhibition booth or display table (at their choice)
- Banner Placement (at their choice)
- Hand out marketing materials
- Business cards of attendees if a drawing is held and a prize given away
- List of members with mailing addresses
- Logo highlighted on front page of monthly newsletter
- Logo and link on website for month 2 months
- Blast email to membership 2 days prior to meeting
- Slideshow during meeting of sponsors

NAHU Speaker Guidelines

The following guidelines for speakers are to ensure consistent and quality information for session attendees. Please follow these guidelines when preparing your presentation. All speakers are selected based on their expertise and presentation experience. Programs reflect directly upon NAHU and its reputation for presenting quality education. Therefore, while we do not wish to cramp your individual speaking style, we request that you follow these suggestions unless there are good reasons unique to your presentation not to do so.

Coordination. If you are presenting a program with a co-presenter, make sure to coordinate your presentations to ensure compatibility, avoid inconsistency, and deliver the presentation as advertised to the attendees. Where possible, co-speakers should strive for consistency in the formatting of materials and/or jointly prepare written and presentation materials. Please contact your co-presenters and designate one person as the coordinator for each session. The coordinator will work with NAHU's staff on important details about your session, including whether you plan to submit one paper for the entire group, or if you plan to submit separate materials.

Professional responsibility. Occasionally, a speaker may mention an unethical or questionable practice without clearly stating the applicable ethical guidelines or considerations. If you do not clarify the ethical context of the practice that you are describing, some in the audience may assume that you (or NAHU) approve of the practice. To avoid any possible misinterpretation of your remarks, be sure to remind the attendees of their ethical responsibilities.

Nondiscriminatory language and behavior. When preparing both oral presentations and written materials, speakers are expected to be sensitive to the concerns of all members of the audience in their use of language, hypothetical examples, and anecdotes. For example, routinely assuming that lawyers and judges are male and that secretaries and legal assistants are female, or portraying any gender or minority group in an unfavorable light, is simply inappropriate. Speakers are to avoid offensive, racist, or sexist remarks. Please use inclusive language wherever possible. We encourage speakers to scrutinize both written materials and oral remarks carefully for stereotypes that might offend individuals in the audience.

Selling products or services from the podium. Speakers should avoid presentations that focus so specifically on one product or service that they become commercials. Such "selling from the podium" can create significant conflict of interest problems and put NAHU in an awkward position. We ask all speakers to refrain where possible from focusing on one specific commercial product or service in their presentations. Where possible, competing products should be identified and their strengths and weaknesses discussed. Consultants or shareholders should disclose any interests, financial or otherwise, they may have in the products they are recommending or are comparing with others in a program or speech. As a result of their special situation, consultants and vendors should always identify themselves as such, indicating their interests in any product or service. In fact, speakers should avoid any appearance of impropriety or inordinate promotion of a product or service they sell or provide.

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Western Piedmont Association of Health Underwriters
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