



**Insurance
Expo 2014
July 10-12**



INSURANCE EXPO 2014 “Licensed to Sell!” July 10 – 12, 2014

Sonesta Gwinnett Place in Duluth, GA

All Under One roof

You spoke and I listened. You wanted a place that could host the South's Best Insurance Industry Trade Fair, the Best Continuing Education Classes, the Best Insurance Agent Party and the Best Hotel Rates ... all under one roof ... and at affordable prices.

You got it!

Sonesta Gwinnett Place will be the place to be on July 10-12.

Single, Double, Triple, Quad Rooms are only \$94.00 if reserved by July 6, 2014.

Why Should You Attend?

It is 3 days of non-stop action and brand-new education designed especially for the Independent Insurance Industry.

Earn up to 24 hours Continuing Education!

Pay for only as much as you need!

But wait ... there's more!

Free Trade Fair, Free Hospitality Suites, Free Continuing Education ... we've got it all.

Insurance Expo 2014 Trade Show Floor Plan



reservations travel pass rewards



Stay connected (without the extra charge) when traveling to any Sonesta property in the U.S. Stream and surf to your hearts content with complimentary high-speed internet access. Just one more reason to stay with Sonesta.

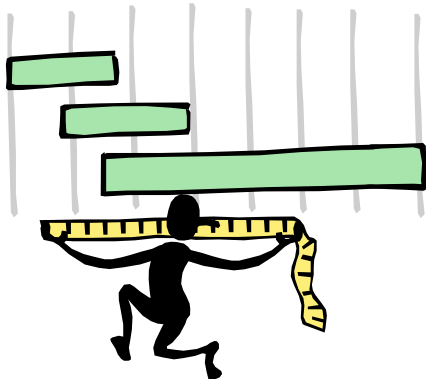
Agent / CSR Online registration at <http://www.fyiexpress.com/agents--csrs.html>

Exhibitor / Sponsor Online Registration at <http://www.fyiexpress.com/exhibitors--sponsors.html>

Insurance Expo 2014 Continuing Education Agenda

Thursday, July 10th

9:00 a.m. – 12:00 p.m.: 3 hours Ethics CE



“How to Evaluate, Buy & Sell a Mom & Pop Insurance Agency!”

Topics:

99-point Evaluation Checklist – You really didn’t think it was just the last 12 month’s income, did you?

Automation – Lack of an Agency Management System cuts your perceived value by 50%. If you don’t have one, pick up one at IE2014 Trade Show.

e-Signatures, apps & payments – Want to easily add to the value of your agency? Start selling online with e-Signatures for all your insurance products and services. Your clients will love you and you have a proven business model to enhance the agency value. You will increase business so easily that you might change your mind about selling!

Internet Presence – So what does your Internet Presence have to do with agency value? Think about it ... prospective buyers will check you out online way before contacting you personally (& they will have already formed an opinion of your operation).

“Tail” E&O – You can’t sign off your liabilities unless all parties agree. And it is impossible to get approval from all of your current and recent policyholders.

Employee Agreements – Did you know that some employees think the book of business belongs to them and plan to take those policyholders with them if they can’t get along with the new owner? Fortunately, agency owners have a new way to discourage that practice. It’s called “Cyber Liability”.

Cyber Liability – State & Federal cops take PI Theft very seriously. Not only do they go after the thieves but the agency owner for losing the data. BTW ... do you have permission to share your policyholder’s Personal Information with a potential buyer?

You’ll learn all the above and much, much more!

1:00 p.m. – 3:00 p.m.: 3 hours FREE CE



Commissioner Hudgens and his staff are going to bring you up to date on the plans for GA’s Insurance Industry

This CE is free to everyone but you must register online at <http://www.fyiexpress.com/agents-csrs.html> since seating is limited to the first 240 registrations.

Attend DOI Update and Trade Fair and earn 3 hours Association CE Credit (max 3 hours per year)



3:00 p.m. – 6:00 p.m.

Free Trade Show



Trade Show Open Bar sponsored by United Auto Insurance Group.

Free admission to everyone except marketing reps from non-participating companies.

They are “Persona non Grata”

Look it up.

6:00 p.m. – 10:00 p.m.

Poolside Party

Your mission, if you choose to accept it, is to enjoy the hors d’ouvers and open bar sponsored by Aggressive Insurance.

Aggressive Insurance®

6:00 p.m. – 11:00 p.m.

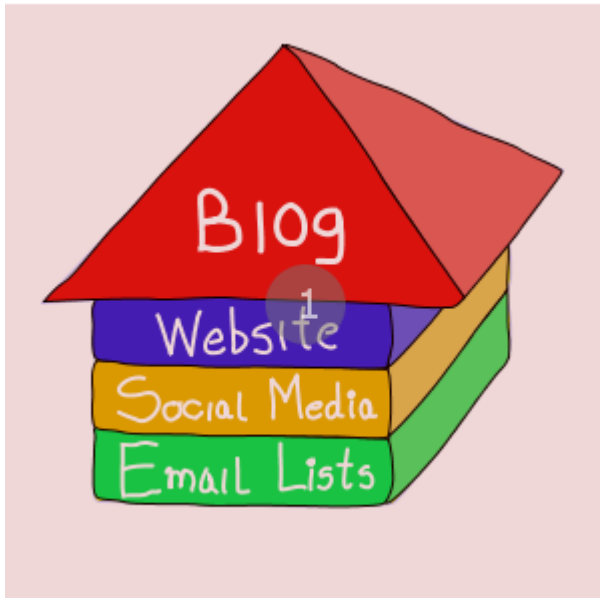
AccuAuto Hospitality Suite #131



Dinner on your own

Friday, July 11th

9:00 a.m. – 12:00 p.m.: 3 hours Ethics CE



“If it’s free ... It’s for me!”

I’ll demonstrate the latest arsenal in free tools for enhancing your agency’s web presence, social media, video, agency automation. Aspirin will be on hand in case your head explodes.

Bring your laptops & iPads for “Hands-On” Training.

1:00 p.m. – 3:00 p.m. : 3 hours FREE CE

“The Next Big Deal”

Listen ... that noise you hear is opportunity knocking!

Did you get in on the “Obamacare Confusion” Some agents made over \$100K. What’s the next Big Deal”? Immigration Reform comes to mind. Cyber Liability is another. Attend this seminar then complete your active participation by visiting each of the Exhibitors in the Trade Fair from 3:00 - 6:00 p.m. to earn 3 hours Association CE

50 Years of Bonding with Agencies

Insurance House, Southern Insurance Underwriters and Strickland General Agency are celebrating a combined 150 Years of Bonding with the Insurance Industry.

In honor of their Golden Anniversary, IE2014 is giving away 3 hours CE (150 minutes) to all attendees.

This CE is free to everyone but you must register online at <http://www.fyiexpress.com/agents--csrs.html> since seating is limited to the first 240 registrations.

Attend Roundtable plus Trade Fair and earn 3 hours Association CE Credit (max 3 hours per year)



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6:00 p.m. – 11:00 p.m.

AccuAuto Hospitality Suite #131



Dinner on your own

Saturday, July 12th

“How to be #1 in your niche”: 3 hours CE

“Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence, and honest purpose, as well as perspiration. Seeming to do is not doing.”

Thomas A. Edison

There’s a step-by-step procedure needed for any successful program.

1. Confirm customer need
2. Find suitable solution
3. Train employees in this special niche
4. Zero in on local prospects
5. Put in place targeted promotional material

Follow the simplified formula in this seminar and you are guaranteed to be #1 in all niche products offered by your agency.

All attendees can get a free Excel spreadsheet of all prospects with a specific need within 31 mile radius of their office.

I can do that with any special niche.