



# Attendee Registration Form

**Mail or Fax all pages to:**  
 Benefits Selling Expo 2010  
 Attn: Laura Knox  
 5081 Olympic Blvd.  
 Erlanger, KY 41018  
 Phone: 800-831-8333  
 Fax: 800-250-3861

**Register Today and get the EARLY BIRD DISCOUNT!**  
 Save \$150 with the Early Bird Discount!  
 \*Early Bird Rate expires 3/5/10.  
 Use promo code BSX10 when registering.

**Washington, DC**  
**April 19 - 21, 2010**

## 1. GENERAL INFORMATION 5. BUSINESS PROFILE

FIRST NAME: \_\_\_\_\_ LAST NAME: \_\_\_\_\_  
 TITLE: \_\_\_\_\_ COMPANY: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

### 2. REGISTRATION OPTIONS Group Discounts Available, Call 800-831-8333

<p><input type="checkbox"/> <b>Full Conference Registration</b>          Includes exhibits, breakfasts, lunches, networking party, all cocktail receptions, keynotes and education sessions.</p> <p><input type="checkbox"/> <b>Exhibit Hall Only Reception</b>          Includes exhibit hall access only.</p> <p><input type="checkbox"/> <b>Networking Party Only</b>          Includes access to the networking party only.          (Networking party is included with full conference registration).</p>	<p><b>On or before 3/5/10 (early bird)</b></p> <div style="border: 1px solid black; border-radius: 50%; padding: 5px; width: 60px; margin: 0 auto;"> <p>\$345 (Save \$150)</p> </div> <p>Complimentary</p> <p>\$50</p>
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### 3. PAYMENT INFORMATION

METHOD OF PAYMENT:

CHECK # \_\_\_\_\_ enclosed. Payable to Benefits Selling Expo 2010.

CREDIT CARD:

VISA     MC     AMEX

Card Holder: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3/4 Digit CID# \_\_\_\_\_

### 3. SIGNATURE (Required)

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Substitutions may be sent at any time. All refunds are subject to a \$225 administration fee. To receive a refund, your written cancellation must be received a minimum of 21 days before the conference date. Refunds will not be issued after that date. Instead we will issue a Letter of Credit less the administrative fee of \$225. The Letter of Credit can be used within 12 months from the starting date of the cancelled event. It can also be redeemed by any employee of your company.

**To notify us of a cancellation and request a letter of credit, please send your name, contact details and the name, date, and location of the event to:**  
 Summit Business Media  
 Attn: Events Customer Service  
 5081 Olympic Blvd.  
 Erlanger, KY 41018  
 Or email us at [summitevents@summitbusinessmedia.com](mailto:summitevents@summitbusinessmedia.com)

**1. I currently/plan to provide advice/sales regarding the purchase of group and voluntary benefits:**  
 Yes     No

**2. The following best describes my title:**  
 (Please choose only one)  
 Advisor     Planner  
 Agent     Other: \_\_\_\_\_  
 Broker  
 Consultant

**3. How did you hear about the Expo (Check one):**  
 *Benefits Selling Magazine*     Word of Mouth  
 Other: \_\_\_\_\_  
 Email  
 Website  
 Direct Mail

**4. My firm works with groups of the following sizes:**  
 (Check all that apply)  
 100 lives and under     1,001 to 5,000 lives  
 101 to 1,000 lives     5,001 or more lives

**5. My firm offers the following products/services:**  
 (Check all that apply)  
 Voluntary Benefits     Risk Management/  
 Core Benefits    Asset Protection  
 Health Benefits     Executive/Key  
 Life Benefits    Person Benefits  
 Disability Benefits     Business Liability/  
 Group P&C    P&C Insurance  
 Retirement     Consumer Driven  
                          Savings Plans     Products  
 Worksite Enrollment     None of the Above

**6. My income is:**  
 \$25,000 - 64,999     \$150,000 - 199,999  
 \$65,000 - 99,000     \$200,000 - 299,999  
 \$100,000 - 149,000     \$300,000+

**7. I have been involved in selling for:**  
 1 - 3 year(s)     16 - 20 years  
 4 - 10 years     21+ years  
 11 - 15 years     Not involved in selling

**8. I am:**  
 Independent     Captive  
 Semi-captive

**Yes!** Please start/continue my free subscription to *Benefits Selling*.

No, thank you.

Signature (required) \_\_\_\_\_

Date \_\_\_\_\_