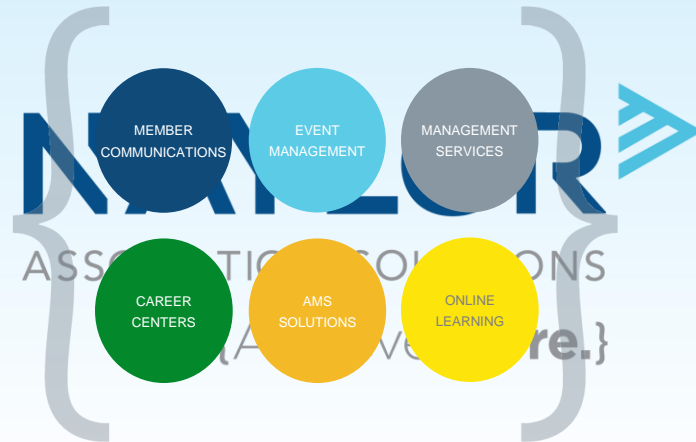
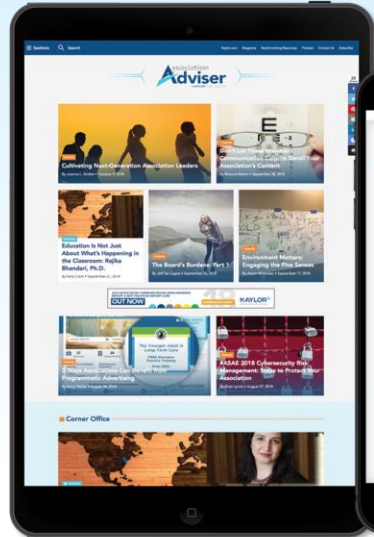


BENEATH THE SURFACE: UNEARTH HIDDEN

NON-DUES REVENUE







Meet Our Speakers



Dave Bornmann
Chief Marketing Officer
Naylor Association Solutions



John Bacon
Senior Group Publisher
Naylor Association Solutions



Nate Brown
Director of Business Development
Naylor Association Solutions



Traditional NDR Generators



PRINT
MAGAZINE

DIGITAL
MAGAZINE

DIRECTORIES

SHOW
GUIDES

CONFERENCE
APPS

ONLINE
BUYERS'
GUIDES

VIDEO

ENEWSLETTERS

WEBSITE
ADVERTISING

CAREER JOB
BOARDS

EXHIBIT SALES

SPONSORSHIPS



Poll Question

Is your association on track with its 2019 financial goals?



What You Might Be Missing



Expand Your
Print and
Digital
Ecosystem

Offer
Sponsored
Content

Provide More
Opportunities
and “Extras” at
Your Events



Expand Your Print and Digital Ecosystem

MARKETPLACE/
SPECIAL SECTIONS
IN PUBLICATIONS

EMAIL SPONSORS

PROGRAMMATIC
ADVERTISING/
RETARGETING



Marketplace/Special Sections in Publications

INDEX TO FIRMS

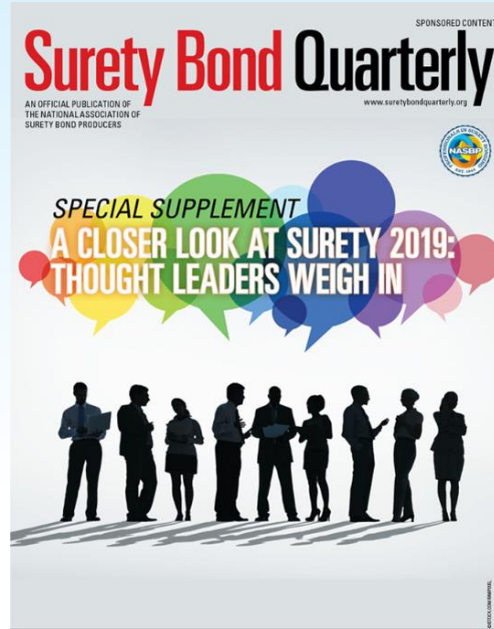
2018 Regional Resource Guide - A Special Advertising Section

The 2018 Regional Resource Guide, found on pages 70-134 is a special advertising section that contains detailed information on companies and businesses that provide products and services to the construction industry. This section, organized by region then by specialty, is a one-stop shop for AGC members and can and should be utilized throughout the year.

Listed below is a key to the geographic regions. Then, an index of firms, listed alphabetically by category, follows. The regional sections begin on page 70.

INDEX OF FIRMS LEGEND

CA = California/Pacifi	California and Hawaii
INTL = Canada/International	Outside of the U.S.
MA = Mid-Atlantic	Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia
MW = Midwest	Illinois, Indiana, Michigan, Missouri, Ohio, Wisconsin
MTN = Mountain States	Colorado, Utah, Wyoming
NAT = National	
NE = New England	Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
NP = North Plains	Iowa, Kansas, Minnesota, Montana, Nebraska, North Dakota, South Dakota
NW = Northwest	Alaska, Idaho, Oregon, Washington
SC = South Central	Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Tennessee
SE = Southeast	Florida, Georgia, North Carolina, South Carolina
SW = Southwest	Arizona, Nevada, New Mexico
TX = Oklahoma/Texas	Oklahoma, Texas
TR = Northeast/Tr-State	Connecticut, New Jersey, New York



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- Display ad(s) inside an email

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[ProMat 2019 Preview, Including Details on Seminars, List of Exhibitors](#)
[Spread The Word, Supply Chain IS Cool](#)
[Educating Students for Supply Chain Success](#)
[VR Training Finding Its Niche in Supply Chains](#)

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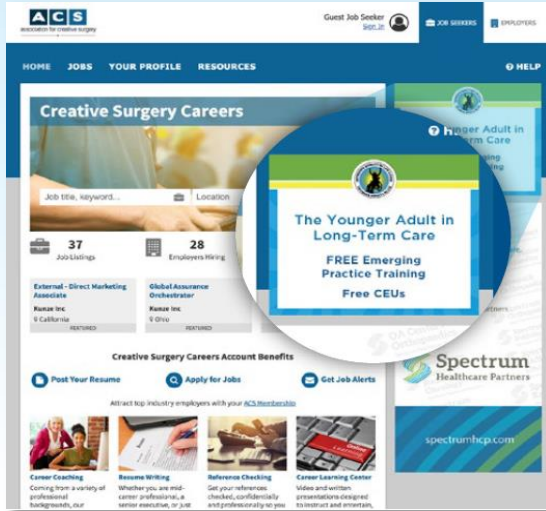


Poll Question

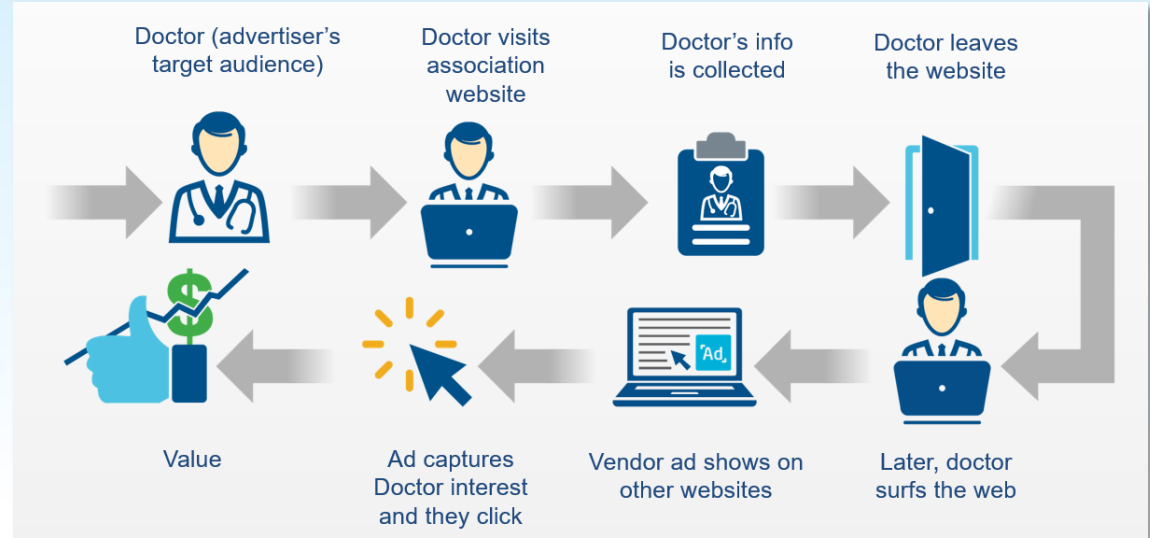
Are you familiar with how programmatic advertising
can positively impact your non-dues revenue?



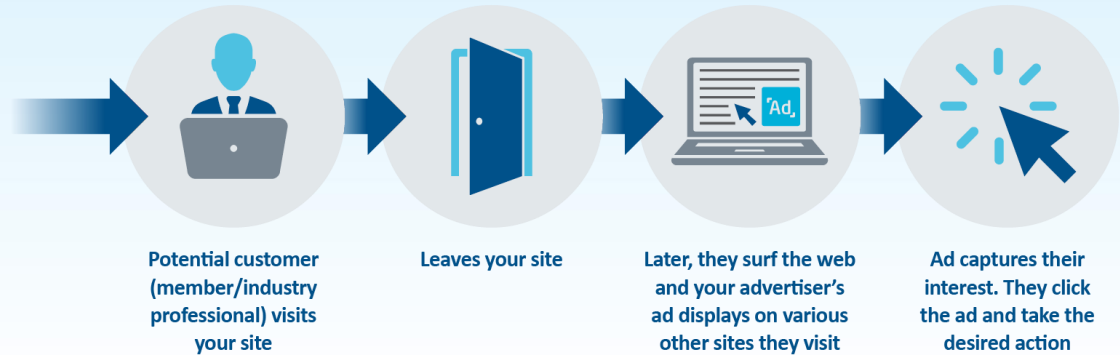
Programmatic Advertising



Ad sales on association's website or career center



Retargeting



Retargeting campaigns connect advertisers with your members and site visitors all across the web after leaving your site

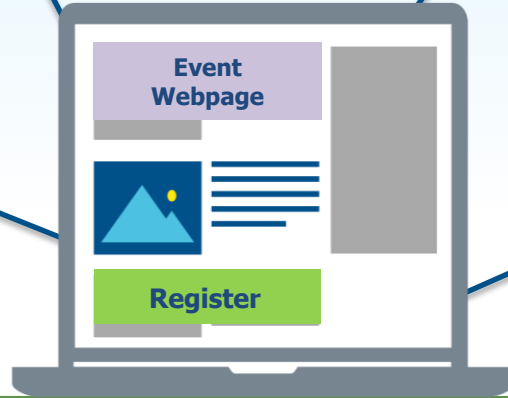


Programmatic Advertising/Retargeting

Retarget to visitors
who left without
registering



Build prospecting
campaign to attract
new registrants



Geo-fence the
event location



Post event
marketing



Offer Sponsored Content

PRINT OR DIGITAL
ADVERTORIALS/
SPONSORED
CONTENT

PODCASTS

WEBINARS/
SEMINARS

RESEARCH
PAPERS
OR SURVEYS

SOCIAL MEDIA

SPONSORING
EDUCATION
PROGRAMS
WITHIN YOUR
LMS



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ia APPLIED The digital age of insurance is here. Are you ready? Let's get there together. [Subscribe Now](#)

NEWS STRATEGIES VIEWPOINTS MARKETS TOPICS MAGAZINE

13 December 2018 SHARE

3 Practical Ways to Increase Your Agency's Value

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Selling to an outside party is a popular perpetuation plan among independent agencies. Nearly 30% of agencies would consider selling to an outside party or organization, according to the 2018 Future One Agency Universe Study.

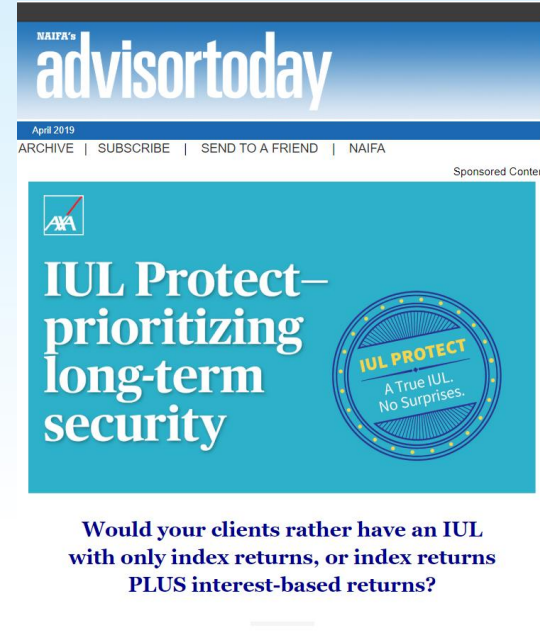
It's an appealing strategy for many reasons, not least of which is the number of well-capitalized buyers looking to invest in successful, growing agencies. According to a report from OPTIS Partners, insurance agency mergers & acquisitions activity hit an all-time high in 2017, with 31% more deals than in 2016. The report encouraged sellers to take advantage of the competitive market pricing.

But to get the most for their agency, sellers must understand what these savvy investors are looking for. Here are three ways to make your agency more attractive to potential buyers—for more tips, read [Safeco's new report](#):

1) Grow your agency. Investors look for agencies with steady streams of new and recurring business, so implementing strategies for growth will help you maximize the value of your agency and give you a choice of buyers.

Safeco's *Agents for the Future™* survey found that independent agents want to spend less time retaining and servicing clients, and more time growing their business.

STRONGER THAN EVER
Whenever you need us, it's AmTrust for [Workers' Comp](#)



NAIFA's **advisortoday**

April 2019
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prioritizing
long-term
security**

IUL PROTECT
A True IUL.
No Surprises.

**Would your clients rather have an IUL
with only index returns, or index returns
PLUS interest-based returns?**

OFFER SPONSORED CONTENT

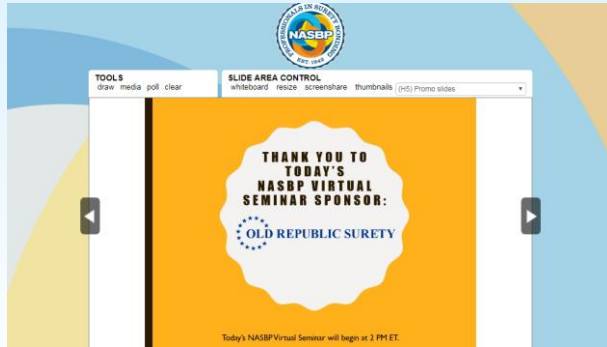


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PAPERS
OR SURVEYS

SOCIAL MEDIA



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Webinar & Educational Content Sponsors





AMS IMPLEMENTATION DOESN'T HAVE TO BE A PITA



REVIEWMYAMS webinar 2019 SERIES

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REVIEWMYAMS webinar 2019 SERIES



Nate Brown
Director of Business Development, SaaS Group
Naylor Association Solutions

Presentation

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Provide More Opportunities and “Extras” at Your Events

EVENT EXTRAS/
UPGRADES
SPECIAL PRICING
THROUGH AMS

EVENT
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NON-
TRADITIONAL
EVENTS



Leverage Your Captive Audience

T-Shirts

Booth
Sales

Exclusive
Session
Attendance

Literature

Sponsorships



EVENT EXTRAS/UPGRADES



Virtual Career Fairs



Excellent Networking Opportunity

Face-to-Face Meetings

Valuable Connections

Nurturing Relationships



Exchange Events

- Complement your existing trade show or be its own event
- Connects buyers and suppliers in a non-traditional yet effective way



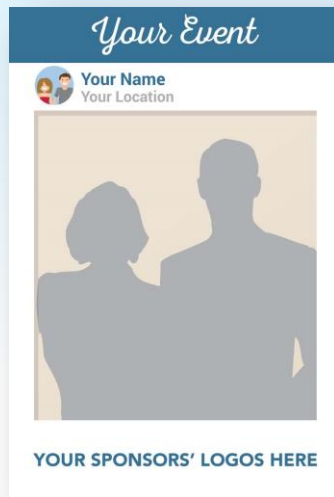
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SmartTech Conference
January 30, 2019

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ACTIVITIES



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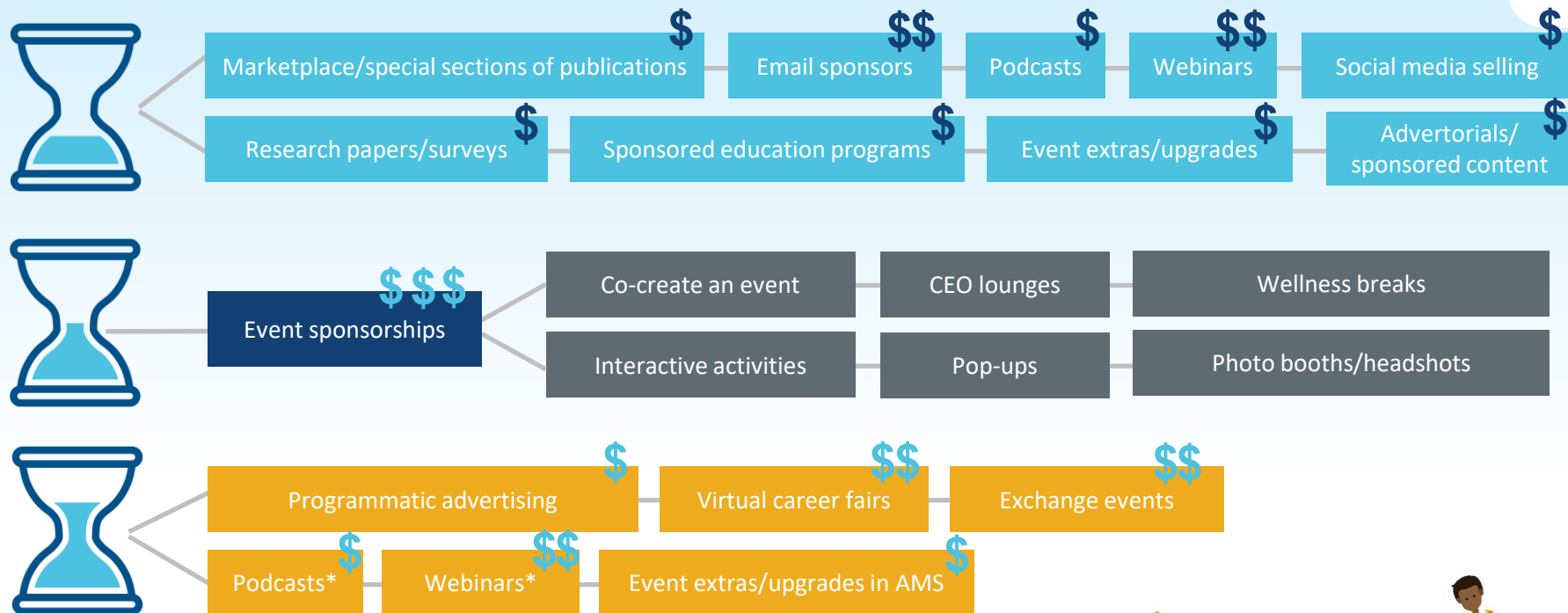


Poll Question

Of the areas we've discussed today, what are you most interested in learning more about?



Where Do I Get Started?



Learn More

Contact
your Account
Manager or Group
Publisher

Visit *Association
Adviser* to learn more
best practices

Email us and set
up a time to chat

<https://www.naylor.com/associationadviser>



Thank you



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Nate Brown
Director of Business Development
nbrown@naylor.com

