# **ASSOCIATION PLUS**<sup>®</sup> 2016 MARKETING KIT



# **WELCOME TO**

# **ASSOCIATION PLUS**

The materials in this year's Association Plus marketing kit are targeted to these groups: attorneys, bankers, CPAs, dentists, and teachers. The general set of materials may be used with any other approved Association Plus group. All materials available can be customized with the association's name and with your agency contact information.

Materials are provided to West Bend agencies free of charge. A variety of materials in the kit will help you market the program, including:

## **LETTERS**

The letter is a good tool for introducing the Association Plus program. Do not request letters from West Bend. Simply reproduce the letter on your agency's letterhead, filling in the appropriate information where necessary. For an electronic copy of the letter, as well as electronic files of this Marketing Kit and order form, please go to WBConnect / Tools / Personal Lines / Association Plus Marketing Kit.

# **POSTERS**

Posters are great for displaying in cafeterias and break rooms.

# **FLYERS**

Appropriate for mailings or handing out at conventions, meetings, etc.

# **ENVELOPE STUFFERS**

Designed for inclusion in mailings or with payroll.

## **BROCHURES**

Used in mailings or as handouts at meetings, conventions, etc.

# **DIRECT MAIL CARDS**

A good way to reach members who live in a wider geographic area.

# **HOW TO GET MATERIALS:**

- Review this packet to determine which materials you'll need to market Association Plus.
- Complete the form on the back page of this booklet. PLEASE SPECIFY which materials and quantities of each you'll need. Choose the group of materials that best suits your needs, or write in the name of the approved association (for general materials).
- Be sure to provide us with the name of the group and your agency contact information.
- Fax the order form on the back page to Mandy Staver at (262) 338-5171.

or

- For an electronic version of this form, please go to WBConnect, Tools, Personal Lines.
- Materials will be sent to your agency within 10 working days.
- Materials are provided to West Bend agencies free of charge.

# LETTER EXAMPLE

# **AGENCY LOGO**

I'm pleased to tell you that you're eligible for West Bend's Association Plus® program!

Association Plus combines the unique features of West Bend's Home and Highway® policy with a special discount for members of professional associations or groups that belong to the Association Plus program. As a member of <a href="ASSOCIATION NAME">ASSOCIATION NAME</a>, you'll receive a special group discount on your home and auto insurance!

The Home and Highway offers many unique features:

- Coverage for just about everything you own: home, condo, or rental unit, as well as
  cars, truck, boat, motorcycle, snowmobile, jewelry, even collections and antiques ...
  all on one policy with one premium, one bill, and one deductible.
- Getting a portion of your annual premium back in cash if you don't have a claim all year!
- Guaranteed replacement cost with no cap, so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits.
- Additional coverage to replace damaged or destroyed covered property with property that's better for the environment, safer, or more efficient than the property being replaced.
- Automatic coverage for some of the costs you may incur, including most veterinarian
  expenses, if a beloved family pet is the victim of a covered accident.
- The Identity Protection Program with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud specialist, and \$30,000 to cover out-of-pocket expenses to recover a stolen identity.

Association Plus and the Home and Highway policy are offered by West Bend, a Midwest company that's been serving Midwest policyholders since 1894.

This is a great opportunity to insure your valuable possessions with a comprehensive program that offers outstanding benefits and discounts! Our team of insurance specialists would appreciate the opportunity to provide you with personalized service. If you have any questions or would like to schedule an appointment to learn more, please call <AGENCY NAME> at <PHONE NUMBER>. We look forward to serving you.

Name

Agency Name

# **ATTORNEY PACKAGE ...**



With West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of an attorneys' association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
- Getting a portion of your annual premium back in cash if you don't have a claim all vear!
- Guaranteed replacement cost with no cap so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits.
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- Automatic coverage for some of the costs you may incur, including most veterinarian expenses, if a beloved family pet is the victim of a covered accident.

TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

## Agency Name









ASSOCIATION PLUS®

# ASSOCIATION PLUS® OVERAGE FOR JUST ABOUT VERYTHING YOU OWN.

West Bend. Insurance you buy when you can't afford anything less. At the core of everything we do lies a simple premire,
A succre denie on help our customers through problems
and adversity. To make sure char positives come from
engethie situation. To step up when they need us. To do
the right thing.

**Nest Bend's Association Plus** m, you get our exceptional nd Highway® policy which your valuable property, along iety of terrific coverages, nd discounts, including:

ONE POLICY, ONE PREMIUM, ONE BILL. ONE DEDUCTIBLE.

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GUARANTEED REPLACEMENT COST FOR YOUR HOME.

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with no cap so if your a tornado, West Bend ce it, even if it's more th

Convenient payment options are available

Choose the payment option that best suits your needs: Cuose the payment option that best suits your needs:

Use electronic funds transfer into which your annual premium is divided equally into monthly payments (with a nominal handling fee per payment) and automatically withdrawn from your bank account each month.

These coverages can be added for a modest additional cost ...

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TravelNei', the 24-hour emergency roadside service that purishes you with worry-free driving 24 shours at day, 7 days a week anywhere in the U.S. or Canada.

Personal umbrida coverage provides you with a larger layer of liability protection for claims or legal actions such as personal injusy.

such as personal injury.

The Protector Coverages provide three levels of protection for your home. One is automatically included on the policy at officiously charge. The other two levels bundle popular coverages are preferred prices which is more economical than purchasing these coverages separately.

separately.

The Identity Protection Program with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud specialist, and \$30,000 to cover out-of-pocket expenses to recove a stolen identity.

Make immediate and convenient payments online of by phone.

Pay your entire annual premium just once with no handling fee.

Divide your annual premium into two or four pays (including a nominal handling fee).

Charge your payment to your Visa, MasterCard, Discover, or American Express account.

Enroll in paymyinsurance.com

# Silver Lining Claims Servi

You expect more than just peace of mind when you buy insurance. If your property is damaged on colon, you should have a fast, fair payment. With West Fach, you'll get it. For immediate claim service anytime, call Direct/Connect\* toll free at 1-877-922-5246.

We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

Agency Name Agency Address City, State, Zip Email

Independent insurance agents

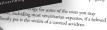
INDEPENDENT INSUFANCE AGENTS
West Bond is represented by only the finest independent
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West Bend Mutual Insurance Company was founded in 1894 in West Bend Wisconsin and has been providing comprehensive insurance coverages for more than 120 years.

The worst brings out our best® That's The Silver Lining.



# YOU GET IT ALL – AND MORE – WITH ASSOCIATION PLUS. WEST BEND



1711 + 8.511

# **BANKER PACKAGE ...**

## **ASSOCIATION PLUS®**

## **COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.**

ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.

CASH BACK IF YOU DON'T HAVE A CLAIM.

GUARANTEED REPLACEMENT COST FOR YOUR HOME.

AND A SPECIAL DISCOUNT JUST FOR BANKERS.

YOU GET IT ALL

– AND MORE –
WITH ASSOCIATION PLUS.



With West Bend's Association Plus program, you get our exceptional Home and Highway\* policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of a bankers' association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
- Getting a portion of your annual premium back in cash if you don't have a claim all year!
- Guaranteed replacement cost with no cap so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits.
- Additional coverage to replace damaged or destroyed covered property with property that's better for the environment, safer, or more efficient than the property being replaced.
- Automatic coverage for some of the costs you may incur, including most veterinarian expenses, if a beloved family pet is the victim of a covered accident.

TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

## **Agency Name**

Agency Address • City, State, Zip Email • Website • Phone Number



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Independent insurance agents Independent insurance agents
West Bend is represented by only the finest independent
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West Bend Munal Insurance Company was founded in 1894 in West Bend Misconii and has been providing comprehensive insurance coverages for more than 120 years. Ar the core of everything we do lies a simple premise.

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A succeed desire to help our customers through problem
and adversity. To make sure that positive come from
negative situations. To step up when they need us. To do
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**Nest Bend's Association Plus** 

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Brochure 1711 + 8.511

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The Identity Protection Program with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud apricalist, and \$50,000 to cover out-of-pocket expenses to recove a stolen identity.

## Convenient payment options are available

Choose the payment option that best suits your needs: Choose the payment option that best suits your needs:

- Use electronic funds transfer into which your annual premium is divided equally into monthly payments (with a nominal handling fee per payment) and automatically withdrawn from your bank account each month.

Make immediate and convenient payments online of the phone.

Pay your entire annual premium just once with no handling fee.

Enroll in paymyinsurance.com

## Silver Lining **Claims Service**

You expect more than just peace of mind when you buy insurance. If your property is damaged or stolen, you should have a fast, fair payment. With West Beach, you'll get it. For immediate claim service anytime, call Direct/Connect\* toll free at 1-877-922-5246.

We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

Agency Name Agency Address City, State, Zip



# **CPA PACKAGE ...**

# ASSOCIATION PLUS®

# **COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.**



ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.

CASH BACK IF YOU DON'T HAVE A CLAIM.

GUARANTEED REPLACEMENT COST FOR YOUR HOME.

AND A SPECIAL DISCOUNT JUST FOR CPAS.

YOU GET IT ALL

– AND MORE –
WITH ASSOCIATION PLUS.

With West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of a CPA association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
- Getting a portion of your annual premium back in cash if you don't have a claim all year!
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## **Agency Name**











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1711 +8.511

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Enroll in paymyinsurance.com

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We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



# TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

# Agency Name Agency Address City, State, Zip



# WEST BEND



These coverages can be added for a modest additional cost ...

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TravelNet', the 2-know emergency roudside service that provides you with worry-free driving 24 hours at day, 7 days a week anywhere in the U.S. or Canada.

Personoal umbrida coverage provides you with a larger layer of liability protection for claims or legal actions such as personal injury.

such as personal injury.

The Protector Coverages provide three levels of protection for your home. One is automatically included on the policy at officiously charge. The other two levels bundle popular coverages are preferred prices which is more economical than purchasing these coverages separately.

Divide your annual premium into two or four pays
 (including a nominal handling fee).

# **DENTIST PACKAGE ...**

# **ASSOCIATION PLUS®**

## **COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.**

ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.

CASH BACK IF YOU DON'T HAVE A CLAIM.

**GUARANTEED REPLACEMENT COST FOR YOUR HOME.** 

AND A SPECIAL DISCOUNT JUST FOR DENTISTS.

YOU GET IT ALL

– AND MORE –
WITH ASSOCIATION PLUS.



With West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of a dental association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
- Getting a portion of your annual premium back in cash if you don't have a claim all year!
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- Automatic coverage for some of the costs you may incur, including most veterinarian expenses, if a beloved family pet is the victim of a covered accident.

TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

## Agency Name











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Brochure 1711 + 8.511

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Enroll in paymyinsurance.com

## Silver Lining **Claims Service**

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You expect more than just peace of mind when you buy insurance. If your property is damaged or stolen, you should have a fast, fair payment. With West Beach, you'll get it. For immediate claim service anytime, call Direct/Connect\* toll free at 1-877-922-5246.

We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

Agency Name Agency Address City, State, Zip Email

Independent insurance agents

The Silver Lining

Independent insurance agents
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The worst brings out our best® That's The Silver Lining.





# **TEACHER PACKAGE ...**

# **ASSOCIATION PLUS®**

## COVERAGE FOR JUST ABOUT EVERYTHING YOU OWN.

ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE.

CASH BACK IF YOU DON'T HAVE A CLAIM.

**GUARANTEED REPLACEMENT COST FOR YOUR HOME.** 

AND A SPECIAL DISCOUNT JUST FOR TEACHERS.

YOU GET IT ALL

– AND MORE –
WITH ASSOCIATION PLUS.



With West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of a teachers' association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
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TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:

## **Agency Name**







## COVERAGE FOR JUST ABOUT **ASSOCIATION PLUS®** EVERYTHING YOU OWN. With West Bend's Association Plus program, you get our exceptional Home and Highway\* policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including: A group discount just for members of a teachers' association. Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students. 3.3311 + 8.511 Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelty ... all on one policy with one premium and one deductible. Getting a portion of your annual premium back – in cash – if you don't have a claim all year! Guaranteed replacement cost with no cap so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits. Additional coverage to replace damaged or destro covered property with property that's better for the environment, safer, or more efficient than the property being replaced. Automatic coverage for some of the costs you may incut, including most veterinarian expenses, if a lateral of safe is the best of the costs. ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE CASH BACK IF YOU DON'T HAVE A CLAIM. r, including most veterinarian expenses, 11 a wed family pet is the victim of a covered acc GUARANTEED REPLACEMENT COST FOR YOUR HOM Find out more! To find out more, contact this official suppl of the Silver Lining: Agency Name YOU GET IT ALL - AND MORE -WITH ASSOCIATION PLUS. WESTBEND

ASSOCIATION PLUS®



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# Independent insurance agents INDEPENDENT INSUFANCE AGENTS West Bend is represented by only the finest independent mustance agents who can choose from a variety of the converged with the control of the converged of the conv West Bend. Insurance you West Bend Mutual Insurance Company was founded in 1894 in West Bend Wisconsin and has been providing comprehensive insurance coverages for more than 120 years.

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## Silver Lining **Claims Service**

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A succre denie on help our customers through problems
and adversity. To make sure char positives come from
engethie situation. To step up when they need us. To do
the right thing.

The worst brings out our best® That's The Silver Lining.



# **GENERAL PACKAGE ...**

# ONE POLICY, ONE PREMIUM, ONE BILL, ONE DEDUCTIBLE. CASH BACK IF YOU DON'T HAVE A CLAIM. GUARANTEED REPLACEMENT COST FOR YOUR HOME. AND A SPECIAL DISCOUNT JUST FOR YOU GET IT ALL AND MORE — WITH ASSOCIATION PLUS.

With West Bend's Association Plus program, you get our exceptional Home and Highway® policy which protects your valuable property, along with a variety of terrific coverages, benefits, and discounts, including:

- A group discount just for members of a \_\_\_\_\_\_ association.
- Many other discounts, including ones for newer and updated homes, safe and accident-free drivers, and good students.
- Coverage for just about everything you own: home, condo, or rental unit, as well as cars, truck, boat, motorcycle, snowmobile, and jewelry ... all on one policy with one premium and one deductible.
- Getting a portion of your annual premium back in cash if you don't have a claim all year!
- Guaranteed replacement cost with no cap so if your home is destroyed by a fire or a tornado, West Bend will pay what it costs to replace it, even if it's more than your policy's limits.
- Additional coverage to replace damaged or destroyed covered property with property that's better for the environment, safer, or more efficient than the property being replaced.
- Automatic coverage for some of the costs you may incur, including most veterinarian expenses, if a beloved family pet is the victim of a covered accident.



## Agency Name









Independent insurance agents

West Both serpercented by only the finest independent insurance agents who can choose from a suckey of lower of the service to find what he believe to the coverage and services to find what he believe to the coverage and services to find what he believe to business agent service to sharks he have for business people you can rurst too bow hat he for too. To find an agency rurst you, visit the directlining com. Independent insurance agents

West Bend Mutual Insurance Company was founded in 1894 in West Bend Wisconsin and has been providing comprehensive insurance coverages for more than 120 years.

The worst brings out our best® That's The Silver Lining.

buy when you can't afford

West Bend. Insurance you anything less.

WESTBEND

ASSOCIATION PLUS®

ONE POLICY, ONE FREMIUM, ONE BILL. ONE DEDUCTIBLE,
CASH BACK IF YOU DON'T HAVE A CLAIM,
GUARANTEED REPLACEMENT COST FOR YOUR HOME. YOU GET IT ALL – AND MORE – WITH ASSOCIATION PLUS.

WEST BEND crage for some of the costs you may eds, including most veterinarian expenses, if a beloved family per is the victim of a covered accident.

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# These coverages can be added for a modest additional cost ...

Tur a modest additional cost ...

TravelNer', the 24-hour emergency roadside service that provides you with worry-fee driving 24 hours a day, 7 days a week anywhere in the U.S. or Canada.

Personal umbrella coverage provides you with a larger layer of Haishity protection for claims or legal actions such as personal injury.

The Protector Coverages provide three levels of protection for your home. One is automatically included on the policy at no additional charge. The other two levels bundle popular coverages as preferred prices which is more economical than purchasing these coverages separately.

separately.

The Identity Protection Program with a wide variety of proactive identity protection services to help avoid identity theft, one-on-one access to a fraud speculiar, and \$50,000 to cover out-of-pocket expenses to recove a stolen identity.

## Convenient payment options are available

Choose the payment option that best suits your needs: Choose the payment option that best suits your needs:

- Use electronic funds transfer into which your annual premium is divided equally into monship payments (with a nominal handling fee per payment) and automatically withdrawn from your bank account each month.

Make immediate and conv by phone.

Pay your entire annual premium just once with no handling fee.

 Divide your annual premium into two or four pays
 (including a nominal handling fee). (hostitung a nominal nandling fee).

Charge your payment to your Visa, MasterCard,
Discover, or American Express account.

Enroll in paymyinsurance.com

## Silver Lining **Claims Service**

You expect more than just peace of mind when you buy insurance. If your property is damaged or stolen, you should have a fast, fair payment. With West Beach, you'll get it. For immediate claim service anytime, call Direct/Connect\* toll free at 1-877-922-5246.

We've worked hard to earn our reputation for extraordinary claims service and we'll continue to work hard to keep it.



TO FIND OUT MORE, CONTACT THIS OFFICIAL SUPPLIER OF THE SILVER LINING:



# **ASSOCIATION PLUS®** 2016 MARKETING MATERIALS ORDER FORM

Please typ	e or print legibly. For	more copies of this	form, please photo	ocopy or access th	ne electronic versior	on WBConnect.		
Agency	Name (as you would	l like it to appear on	materials)					
Street A	.ddress							
City					State	Zip		
Phone N	Number(s)							
Website	)							
Agency	Agency contact person*Agency code							
*Please	include this nam	e on the marke	ting materials.	□YES □N	10			
Email A	ddress							
Associa	tion Name							
	All materials can	be customized w	ith the association	's name and with	your agency conta	act information.		
		POSTERS	BROCHURES	FLYERS	ENVELOPE STUFFERS	DIRECT MAIL CARDS		
	ATTORNEYS	Qty:	Qty:	Qty:	Qty:	Qty:		
	BANKERS	Qty:	Qty:	Qty:	Qty:	Qty:		
	CPAs	Qty:	Qty:	Qty:	Qty:	Qty:		

Regional sales manager_		
Date		

**DENTISTS** 

**TEACHERS** 

**OTHER** 

Qty:

Qty: