



For Immediate Release

## NAFA's IMO Summit Brings Top Insurance Distribution and Carriers Together

Milwaukee, WI (August 12, 2011) – The Insurance Marketing Advisory Committee (IMAC) of the National Association for Fixed Annuities (NAFA) is hosting the **2011 IMO Summit** October 19-21, 2011, at The Boca Resort and Spa in Boca Raton, FL. The **IMO Summit** focuses on the unique issues facing Insurance Marketing Organizations. The Summit is the largest gathering of IMO principals and executives in the industry who are responsible for generating over \$40 billion of annuity premium in a given year.

“The theme of this year’s summit is *IMO Success Strategies: Growing Your Business in a New World*,” said Kim O’Brien, NAFA’s President & CEO. “It’s the perfect opportunity for IMOs and insurance carriers to maximize their face-to-face and networking time, while obtaining the information they need to survive and thrive in this economy. These two-and-a-half days are packed with exceptional speakers covering issues of most importance to the IMO and annuity marketplace.”

Topics on the agenda include *The Changing World of Fixed Annuities, Using Captive Insurance to Maximize Tax Opportunities and Leverage Expenses, Getting More Business from Fewer Agents, Avoiding Liability With Charitable Annuities, Avoiding IMO E&O Landmines* and many more.

This year’s diamond-level sponsors include: Allianz Life Insurance Company of North America, Aviva Life and Annuity Company, American Equity Investment Life Insurance Company, North American Company for Life and Health and The Standard.

Attendee registration will be open until September 23, and a limited number of sponsorships are still available. Visit [www.nafameetings.com](http://www.nafameetings.com) for more topic, speaker, and registration information.

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA’s membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 200,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at [www.nafa.com](http://www.nafa.com).

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