

STRATEGIC PARTNERSHIP OPPORTUNITY

YOUR INVITATION TO THE HAFA KREWE
Where Industry Leaders Stand With the Bulldogs



Taking Charge. Making an Impact. Shaping Our Future.

New Orleans • 2027

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About Us

HAFA IS WHERE THE HEALTH INSURANCE INDUSTRY FINDS ITS VOICE

Health Agents for America (HAFA) is a national, bipartisan force representing independent, non-captive health insurance agents and the consumers they serve. Since 2012, we have built more than an association—we have built a Bulldog Nation. We show up, speak up, and fight for the professionals who are on the front lines of American healthcare every day. From Capitol Hill to federal agencies, state regulators, carriers, and industry leaders, HAFA brings the agent's voice directly to the tables where decisions are made. We protect our profession, challenge policies that threaten it, build relationships that move our industry forward, and never shy away from tough fights. Our Bulldogs don't sit on the sidelines. We take charge. We make noise. We get results. And when the industry needs a voice—we bite back.



H A F A

Advocacy. Education. A Stronger Industry.



Our Mission

To be the leading advocacy association representing the interests of licensed insurance professionals in Washington D.C. & every state capitol. To protect our industry by influencing public policy and educating independent insurance agents to better serve consumers.

Our Vision

As the premier association, our vision is to preserve and enhance the role of the independent insurance agent.

Return on Investment

An investment in HAFA delivers visibility, valuable connections, and meaningful opportunities to grow your business. Your company's advertisement is mailed to every new and renewing member—at HAFA's expense—putting your products and services directly in front of our membership. You'll also be invited to showcase your expertise through a 10-minute company presentation during HAFA Power Hour, while your listing on the HAFA website and in every marketing material we release keeps your business in view. To further strengthen your reach, HAFA will promote your training programs and coordinate a dedicated HAFA Education Thursday session. Together, these benefits extend your marketing dollars, create opportunities to build trusted relationships, and position your company as a valuable resource for HAFA members.

HAFA PARTNERSHIP OPPORTUNITIES

YOUR INVESTMENT. MORE OPPORTUNITY.

Connect with members. Showcase your expertise.
Grow your visibility.



DIRECT MEMBER REACH

Your advertisement mailed to every new and renewing member—at HAFA's expense.



10 MINUTES IN THE SPOTLIGHT

Present your company to members during HAFA Power Hour.



ONGOING BRAND VISIBILITY

Your company listed on the HAFA website and in every marketing material released.



SHARE YOUR EXPERTISE

HAFA promotes your training programs and coordinates a dedicated HAFA Education Thursday.

**Extend your marketing dollars.
Build relationships that matter.**

INVEST IN CONNECTION. BUILD OPPORTUNITY.

Opportunity

We build relationships

This is more than a booth—it's your place inside the HAFA Krewe. At the HAFA Agent Summit, Titanium, Diamond and Platinum Krewe will have exhibit space in the same room as the main ballroom, putting you in the heart of the action and giving you maximum exposure throughout the event. You'll have the opportunity to connect face-to-face with independent health insurance agents, agency leaders, FMOs, and influential industry professionals from across the country. But the Summit is only one part of the experience. Your relationship with HAFA extends throughout the year, creating opportunities to build connections, strengthen your brand, and become part of the conversations shaping our industry. Our HAFA staff is committed to making sure your experience is first-class from beginning to end. We don't simply give you a booth and wish you luck—we work to connect you, promote you, engage you, and help you get the greatest possible value from your involvement. HAFA is not like any other association. When you join our Krewe, you become part of the Bulldog Nation—and we want you right in the middle of everything we're doing.



**MORE THAN A BOOTH.
YOUR PLACE IN
THE KREWE.**

Connect. Engage. Belong.

HAFA • STRATEGIC PARTNERSHIP OPPORTUNITY



HEALTH AGENTS FOR AMERICA

Agent Summit: July 29-30, 2027

NOPSI Hotel | New Orleans, LA

2027 Agent Summit

— HAFA 2027 —

STRATEGIC PARTNERSHIP OPPORTUNITY



PROMOTE

Reach a dedicated and diverse group of health insurance agents from across the United States.



STAND OUT

Showcase your products and services and distinguish your organization.



ENGAGE

Keep your brand in front of key decision-makers throughout the year.



Make your promotional dollars work harder.



NOPSI Hotel • New Orleans, LA





TITANIUM BREAKFAST KREWE

\$10,000

2 AVAILABLE

- Host breakfast Thursday or Friday morning
- 30-minute product-specific presentation during breakfast
- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Company logo on Summit lanyards
- Prominent signage
- Opportunity to host one Education Thursday
- 2 full-page color ads in the Summit Magazine
- 4 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media





TITANIUM

THURSDAY LUNCH KREWE

\$10,000

1 AVAILABLE — THURSDAY

- Host Thursday lunch
- 30-minute product-specific presentation during lunch
- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Company logo on Summit lanyards
- Prominent signage
- Opportunity to host one Education Thursday
- 2 full-page color ads in the Summit Magazine
- 4 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
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TITANIUM

FRIDAY LUNCH KREWE

\$10,000

1 AVAILABLE — FRIDAY

- Host Friday lunch
- 30-minute product-specific presentation during lunch
- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Company logo on Summit lanyards
- Prominent signage
- Opportunity to host one Education Thursday
- 2 full-page color ads in the Summit Magazine
- 4 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media





TITANIUM

WELCOME PARTY KREWE

\$10,000

- Host the Wednesday Welcome Party
- Personalized Mardi Gras beads
- Lead the second-line Mardi Gras parade with decorated umbrellas
- Brass band-led parade down Bourbon Street to a secret location
- Personalized parade handkerchiefs
- Opportunity to welcome everyone to the event
- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Company logo on Summit lanyards
- Prominent signage
- Opportunity to host one Education Thursday
- 2 full-page color ads in the Summit Magazine
- 4 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media





TITANIUM

BOURBON, BULLDOGS AND BRASS

\$10,000

- Signature Company Cocktail
- Signature Drink Cup
- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Company logo on Summit lanyards
- Prominent signage
- Opportunity to host one Education Thursday
- 2 full-page color ads in the Summit Magazine
- 4 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
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DIAMOND KREWE OPPORTUNITY

\$5,000

- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Prominent signage
- Opportunity to host one Education Thursday
- 1 full-page color ad in the Summit Magazine
- 3 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media





PLATINUM KREWE OPPORTUNITY

\$3,000

- 2 HAFA Summit registrations (all events included)
- 1 exhibit table inside the Summit ballroom
- Prominent signage
- 1 full-page color ad in the Summit Magazine
- 2 educational webinars added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media





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GOLD

KREWE OPPORTUNITY

\$2,200

- 2 HAFA Summit registrations (all events included)
- 1 exhibit table
- Prominent signage
- 1 half-page color ad in the Summit Magazine
- 1 educational webinar added to HAFA University (password protected for HAFA members only)
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media



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SILVER KREWE OPPORTUNITY

\$1,750

- 1 HAFA Summit registration (all events included)
- 1 exhibit table
- Prominent signage
- 1 quarter-page color ad in the Summit Magazine
- Your company promoted on the HAFA website and on our Partner page
- Company Spotlight and 10-minute presentation during HAFA Power Hour webinar
- 1-page product advertisement included in new member and renewal packets mailed to each member
- Quarterly promotional opportunities to address HAFA members via webinars, email or social media



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