



## Promoting NAIFA Chapter Events Across State Lines

### A. Guiding Principles

The objective of NAIFA's policy on promoting NAIFA Chapter events across state lines is to establish protocol for the marketing and the communication of an event, whether it be in-person or virtual, so that a Chapter event adheres to marketing guidelines and does not compete with National events in its timing, look or production level.

### B. Procedure (In-Person Events)

NAIFA Chapter events that are in-person are restricted. Promotions for in-person events can only be sent to the original host state and those states with shared borders. The only exception to these restrictions are continuing education events.

### C. Procedure (Virtual Events)

NAIFA Chapter events that are virtual are restricted. Promotions for virtual events can only be sent to the original host state and those states with shared borders. The only exception to these restrictions are continuing education events.

### D. Procedure (Special Events)

Special programs administered at the Chapter level, such as the Leadership in Life Institute (LILI), are designed and intended for in-person attendance only and subject to their own individual rules as administered by the National office. Exceptions may be made in the instance of state lock downs due to unforeseen situations, such as Acts of God and global pandemics. Guidance on these special programs would be provided as needed by the National office.

### E. Restrictions

All restrictions noted above are marketing restrictions. Chapters cannot send emails, brochures or targeted ads to anyone outside these parameters. Note that if a potential attendee (inside of the restricted area) comes across promotions on a Chapter social media platform, they are able to sign up under their own initiative.