

PCI Joint Marketing and Underwriting Seminar Registration form

April 18-20, 2010 | Walt Disney World Swan Resort | 1200 Epcot Resorts Boulevard | Lake Buena Vista, Florida 32830 | 407-934-3000

Register now at www.pciaa.net. Select "Seminars" tab, then click on "PCI Joint Marketing and Underwriting Seminar."

Business Identification Information

Company _____

Mailing address _____

City | State | ZIP _____

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Phone Fax _____

E-mail _____

Registrant Information

Name _____

Title _____

Name as you would like it to appear on badge _____

Spouse or guest name as you would like it to appear on badge _____

- Yes No This is my first time attending the PCI Joint Marketing and Underwriting Seminar.
- Yes No I am interested in participating on future marketing and underwriting seminar planning committees.
- Yes No Check here if you are physically challenged and require special services to participate in the program.
You will be contacted for additional information if you checked yes.

Registration Information

Registrations must include payment in order to process registration and hotel requests.

Registration Cancellation Fee Policy

Full refunds are subject to a \$75 processing fee.

100% prior to February 12, 2010 50% prior to or on March 15, 2010

No refunds after March 15, 2010

I agree with this cancellation policy _____ (Initial)

Early Registration Fees | Before February 12, 2010

Member company attendee	\$650
Additional member company attendee	\$550

Registration Fees | On or After February 12, 2010

Member company	\$750
Additional member company attendee	\$675
Nonmember insurance company attendee	\$850
Additional nonmember attendee	\$800
Noninsurance company attendee	\$1,200
Sponsor (In addition to fee for sponsorship)	\$750
Guest Includes two breakfasts, lunch, reception and Epcot® event	\$350

Concurrent Session Selection Indicate first and second choices below.

Monday, April 19, 2010, 11:15 a.m. - 12:30 p.m.

- The Power of Competitive Intelligence for Underwriters
- Knowing Your Customers: Marketing Across Generations
- The Next Revolution for Competing on Analytics

Monday, April 19, 2010, 3:00 p.m. - 4:15 p.m.

- 30 Ideas in 60 Minutes for Underwriters
- 30 Ideas in 60 Minutes for Marketers

Tuesday, April 20, 2010, 9:30 a.m. - 10:45 a.m.

- The Benefits of Usage-based Auto Insurance Rating
- Agency Compensation and Other Industry Practices
- Weather Frequency – Its Impact on Insurers' Balance Sheets

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Event Selection

I plan to attend the following events:

Welcome reception | Sunday, April 18 | 6:00 p.m. – 7:30 p.m.

Optional Activities

I plan to attend the following event:

Walt Disney World Behind the Scenes Tour: Innovation in Action
\$99/person* | Sunday, April 18 | 2:00 p.m. – 5:00 p.m.

*Price includes transportation and guide. # attending _____

An Evening at Epcot® at the Living Seas Salon and Eau de France
Included in your registration | Monday, April 19 | 5:45 p.m. – 9:30 p.m.
\$150 for unregistered guest # attending _____

Hotel Registration Information

Registration Deadline: **March 15, 2010**

You may still register for the meeting after this date; however, rooms are subject to availability and may be at a higher rate.

Cancellation Policy

Hotel must receive notice two days in advance before scheduled date of arrival; otherwise, a charge for one-night's room and tax will be applied to the credit card listed as guarantee.

Reservations

Must be secured with a credit card.

Arrival date/time _____ Check-in time: 4:00 p.m.

Departure date/time _____ Check-out time: 11:00 a.m.

Single/Double: \$179 King single or double occupancy (tax is not included in room rate). A \$10 resort services fee will also be charged per room per day. Indicate your preference below:

- King bed Two beds
 Non-smoking Disability-equipped room
 Special requests (Subject to availability) _____

I do not require hotel accommodations.

Roommate's name, if applicable: _____

First name _____

Last name _____

Air and Ground Transportation Discounts

American Airlines is the official carrier for the 2010 PCI Joint Marketing and Underwriting Seminar. A five percent discount is offered for tickets purchased at any time.

To obtain the discount call the American Airlines meeting desk at 1-800-433-1790 and refer to Authorization Number A2740AD or call your travel agent and reference the authorization number.

Avis car rental offers attendees the best possible car rental rates available. The Avis Worldwide Discount Number (AWD) is B994299. Please use this AWD number when calling Avis directly at 1-800-331-1600 or please advise your travel agent of the AWD number. The discount is effective 7 days before and 7 days after the event.

Payment Options

Payment may be made by credit card or check. When paying for multiple attendees from the same company, all registrations must be sent in the same envelope.

Credit Card

Return this form and all payments to:

PCI Joint Marketing and Underwriting Seminar
c/o Lori Socki
348 South Madison Street
Woodstock, IL 60098
Phone: 815-338-9668
Fax: 815-338-9658

Check

Make payable to PCI and send this form to:*

PCI Joint Marketing and Underwriting Seminar
c/o PCI
P.O. Box 809213
Chicago, IL 60680-9213

* In addition, fax registration form and a copy of your check to the meeting planner using fax number above. Paying by check delays processing of your registration by several weeks. Faxing directly allows us to plan immediately for your attendance, which will be confirmed on payment receipt.

Credit Card Payment Information

Total Fees \$ _____ Visa MasterCard American Express

Card number | Expiration date | Security code

Cardholder's name as it appears on the credit card

Cardholder acknowledges this transaction in the amount shown above and agrees to perform the obligations set forth in the cardholder's agreement with the issuer.

Cardholder's signature _____

Credit card billing address _____