



2020 IAdCA Conference Agenda*

| Start | End | |
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| Wednesday, April 22, 2020 | | |
| 4:30p | 5:30p | Early Registration <i>Gallery (6th floor)</i> |
| 5:30p | 6:00p | Attendee Informational Meeting <i>IAdCA Board Introductions - Conference Information</i> <i>Gallery Living Room (6th floor)</i> |
| 6:00p | 7:30p | Welcome Reception <i>Gallery Living Room (6th floor)</i> |
| TBD | | Dinner On Your Own <i>Find an old or new friend or meet with group in 8th floor lobby</i> |
| Thursday, April 23, 2020 | | |
| 7:00a | 8:00a | Registration and Breakfast <i>Gallery Living Room (6th floor)</i> |
| 8:00a | 8:15a | Welcome and Opening Remarks Heidi Pemberton, TruChoice Financial, IAdCA President <i>Gallery (6th floor)</i> |
| 8:15a | 9:30a | Keynote Speaker <i>Gallery (6th floor)</i> |
| 9:30a | 9:45a | Break and Vendor Visit <i>Gallery (6th floor)</i> |

*Program and speakers are subject to change.



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| 10:00a | 11:45p | | Regulator Panel/Round Robin <i>Gallery (6th floor)</i> |
| 11:45a | 12:00p | | Vendor Visit <i>Gallery (6th floor)</i> |
| 12:00p | 1:30p | | Lunch <i>Gallery (6th floor)</i> |

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| | | Gallery (6th floor) | | | |
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| | | Breakout Sessions – Please Note: Time Placement of Sessions May Change | | | |
| 1:30p | 2:30p | Breakout Session Advertising Enforcement actions <i>Gallery 1</i> | Breakout Session Variable Products - Registered Index Products <i>FINRA</i> <i>Gallery 2</i> | Breakout Session Hands-on Advertising Review <i>Gallery 3</i> | Breakout Session Field generated advertising <i>Studio</i> |
| 2:30p | 2:45p | Break and Vendor Visit | | | |
| 2:45p | 3:45p | Breakout Session Rebating and Inducements <i>Gallery 1</i> | Breakout Session Producer Files / Regulator Requirements and best practices <i>Gallery 2</i> | Breakout Session Medicare Advantage <i>Gallery 3</i> | Breakout Session Insurance advertising compliance 101 <i>Studio</i> |
| 3:45p | 4:00p | Break and Vendor Visit | | | |
| 4:00p | 5:00p | Breakout Session DOL Rule/ REG BI / NAIC Suitability <i>Gallery 1</i> | Breakout Session Aging into Medicare <i>Gallery 2</i> | Breakout Session Hands-On Advertising Review <i>Gallery 3</i> | Breakout Session Advertising Enforcement actions <i>Studio</i> |

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| TBD | | Thursday Dinner On Your Own <i>(if joining a group, meet in 8th floor lobby)</i> |
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2020 IAAdCA Conference Agenda*

**Friday, April 24,
2020**

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|--------|------------|--|---|
| 7:00a | 8:00a | | Breakfast <i>Gallery (6th floor)</i> |
| 8:00a | 8:15a | | Welcome Back Chairs of Education and Conference Committees <i>Gallery (6th floor)</i> |
| 8:15a | 9:30a | | Key Note TBD – Cybersecurity / Cybercrime Presentation Robert MCGrath? <i>Gallery (6th floor)</i> |
| 9:30a | 9:45a | | Break and Vendor Visit <i>Gallery (6th floor)</i> |
| 9:45a | 10:45 a | | General Session Speaker Ethics, Data Privacy & You (Place) Steve Serfess, Drinker Biddle or Fred Karlinsky? <i>Gallery (6th floor)</i> |
| 10:45a | 11:00 a | | Break and Vendor Visit <i>Gallery (6th floor)</i> |
| 11:00a | 11:45 a | | Questions and Answers <i>Gallery</i> |
| 11:45 | Noon | | Closing/Door Prizes |

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