



**August 2022**  
**Arizona Biltmore**

**Register at [apex.naifa.org](https://apex.naifa.org)**



# Keynote Speakers



**CODY ASKINS**

CEO of 8% Nation

August 17th at 10:30 am



**CALEB WILLIAMS**

CEO of Better Wealth

August 17th at 2:15 pm



**ALEX BATAYAN**

Keynote Speaker

August 17th at 3:45 pm



**DR. MICHELLE ROZEN**

#1 Speaker on Change

August 18th at 10:30 am

Sponsored by  Principal



**MORRIS MORRISON**

Author & Speaker

August 18th at 3:15 pm

Register at [apex.naifa.org](https://apex.naifa.org)



# The New Sales Summit for the American Advisor

NAIFA's Apex is a new event for 2022 that is a sales summit for producers that serve Main Street America. The high-energy is designed around five inspirational keynote speakers that will motivate you to achieve more this year and supplemented by deep-dive Learning Labs that will provide sales and marketing techniques that you can put directly into action upon your return home.

Apex will be held at the beautiful Arizona Biltmore hotel--a bastion of the roaring 20s elegance and enthusiasm for business. Come sip cocktails in the same room where Ronald Reagan held his wedding reception, or sit next to the pool on hand-laid Italian mosaic tiles. Just being at the resort will inspire you to peak performance, but when combined with the event content, you will leave feeling like a million bucks!

## What You Will Get from Attending Apex:

- Tips & ideas to build an incredible team
- Strategies to become more resilient, more persistent, more committed to growth, and more capable of achieving your biggest objectives
- New approaches to virtually scale your practice
- Powerful tools for resilience, adaptability, communication, and peak performance
- The knowledge to be personally accountable for growth
- And much more!

## What Makes Apex Different?

This event is for the American advisor that is always focused on increasing performance to increase production. It's about how fast can you get to the top of your potential. Apex is an event to allow you to fully focus on you and your performance so that you can return back to your practice refreshed, rejuvenated, and ready to be your absolute best for your clients and agency/firm colleagues. Don't come if you expect the same 'ole, same 'ole conference. Do come if you need one opportunity a year to disconnect from everything and get centered on your growth plan for yourself.

## Special Offer for NAAIA Members

Thanks to NAAIA's partnership with NAIFA, all NAAIA members receive a 20% discount on any registration package for Apex with promo code: Apex20

# THE NEW SALES SUMMIT FOR THE AMERICAN ADVISOR

Arizona Biltmore

[apex.naifa.org](https://apex.naifa.org)

## PREMIER PACKAGE

\$1050/MEMBERS  
\$1325/NON-MEMBERS\*

Welcome Gift

2-Day Event Access

Exclusive Q&A Session With  
Keynote Speakers

Premier Badge & Seating

Conference Meals

Lunch In VIP Room

Welcome Reception

Speakeasy Access

NAIFA Party

## PREFERRED PACKAGE

\$850/MEMBERS  
\$1125/NON-MEMBERS\*

2-Day Event Access

Preferred Badge & Seating

Conference Meals

Lunch In VIP Room

Welcome Reception

NAIFA Party

## POWER PACKAGE

\$650/MEMBERS  
\$925/NON-MEMBERS\*

2-Day Event Access

General Badge & Seating

Conference Meals

Welcome Reception

NAIFA Party

Register at [apex.naifa.org](https://apex.naifa.org)

Use promo code Apex20 to save 20% on any package