



Join the AALU

The most successful life insurance sales professionals join the AALU. Some join to help grow their business through networking and professional development. Others join to protect their clients from unreasonable government actions.

For your investment, you'll receive tools and opportunities to benefit your clients:

Networking Opportunities

Learn from the most successful professionals in the life insurance and related markets.

The AALU Annual Meeting in Washington DC is the premiere meeting in the industry featuring world-class speakers, expert presenters and the opportunity to educate Congressional leaders about the value of life insurance products.

Professional Development

Industry leading insight and analysis created by recognized legal, tax and market experts – not generic information available to anyone – with unlimited distribution rights.

The respected Washington Report Marketplace and Washington Report Newswire provide specific insight into trends, legal, regulatory and marketplace events. No need to filter reports that don't impact life insurance and related products – you'll only receive content created exclusively for AALU Members by Greenberg Traurig and a network of experts led by Steve Leimberg, Lawrence Brody and Linas Sudizas.

Best of all, you have unlimited rights to redistribute the reports to clients, prospects and advisors.

Client Protection

Becoming personally involved in educating government leaders is a one-two punch: You help protect your clients and you gain an advantage over competitors who are not aware of the impact of government actions.

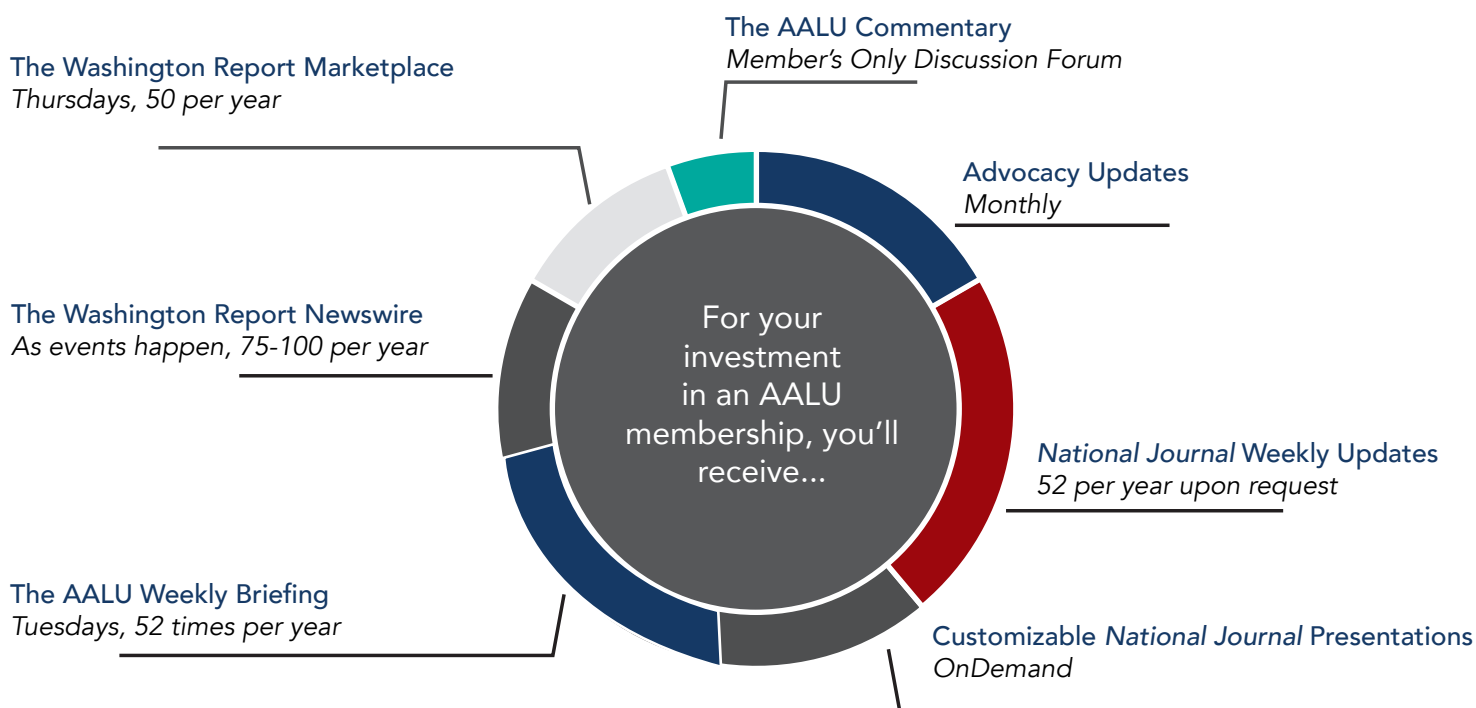
As an AALU Member, you'll gain insight into the impact of proposed legislation and regulation on your clients. You'll also have the opportunity to get personally involved in educating Congressional leaders and staff to help them understand the impact of their actions constituents – your clients! You chose how involved you want to be – from a once a year trip to Capitol Hill during the AALU Annual Meeting to hosting campaign fundraisers for AALU Endorsed Candidates.

Leadership Growth

Use your market knowledge or subject matter expertise to help guide the AALU.

As part of a member-centric organization, you can apply your unique skills and experience to help your fellow members by volunteering for a project or committee.

AALU Investment = Career Growth



For an additional fee:

The AALU Washington Report Complete.....	Annual Compilation and all Washington Reports
The AALU Essential Wisdom Series webinars **.....	10 per year
The AALU Annual Meeting.....	Each Spring in Washington, DC
The AALU Annual Meeting OnDemand**.....	Select Annual Meeting Workshops and Main Stage Sessions

**The AALU Annual Meeting OnDemand and Essential Wisdom Series webinars are free for members who attend the Annual Meeting.

Comparative Value

The AALU offers the convenience of a single source for research, reporting and analysis that otherwise would require three subscriptions – all for an annual cost that is *less than the combined monthly fees of the leading subscription services*. And the information is specific to the life insurance and related markets – not generic information that requires you to filter the information for relevance.

	AALU	Premium Research Service	Premium Reporting Service	Premium Political Analysis*
Exclusive to life insurance and related markets?	Y	N	N	N
Are the reports searchable?	Y	Y	Y	Y
Can I distribute to clients, prospects & advisors?	Y	N	N	Y
Can I customize to my firm branding?	Y	N	N	Y
Mobile app?	N <small>Coming in 2015</small>	Y	Y <small>Select Information</small>	Y
Monthly Cost	\$171	\$705	\$1409	\$1666

* AALU Members have access to the weekly and daily political updates as well as customizable presentations from National Journal. Use these materials with your clients, prospects, advisors and your own team to keep them up-to-date on what's happening in Washington DC that could impact them.

To join the AALU, click to complete an application form or contact Carlie Gliha, Associate VP Membership at gliha@aalu.org or 703.641.8147