



National Association of Estate Planners & Councils

1120 Chester Avenue - Suite 470, Cleveland, Ohio 44114

	2012 Orlando FL	2011 San Antonio TX	2010 San Diego CA	2009 Amelia Island FL	2008 Scottsdale AZ
<i>Attendee Discipline</i>					
CLU [®] /Life Insurance Professional*	36%	41%	43%	34%	12%
ChFC [®] /CFP [®] *	see below	see below	see below	see below	15%
CPA	15%	14%	8%	9%	20%
CTFA/Trust Officer	13%	13%	18%	14%	22%
Attorney	20%	23%	16%	24%	16%
Other/Unidentified	16%	9%	15%	18%	15%
<i>Repeat Attendance Statistics</i>					
First Time	56%	54%	54%	60%	69%
2-4 times	31%	34%	38%	30%	23%
5-7 times	7%	5%	5%	3%	3%
8+ times	6%	7%	3%	7%	5%
<i>Geographic Data</i>					
Percentage of total attendees from home state of conference	18%	20%	20%	23%	31%

**Categories combined in 2009 to “insurance and financial planning”.*

*Statistics are based on survey results from each event
and are estimated based on the percentage of respondents.*

The Association of Choice for Estate Planning Professionals