

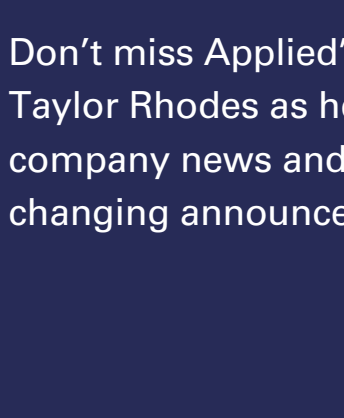
## Path to Applied Net for Principals

Going completely virtual for our annual Applied Net is a first for everyone – and we want to make it as educational, enjoyable and easy to navigate as possible. With multiple keynotes, 120+ sessions, a fully digital tradeshow floor and more, we asked our internal experts to build custom agendas for all roles. By using our Path to Applied Net guides, you can quickly view recommended sessions, networking, support and optimization opportunities, and the hottest booths to stop by (plus don't forget must-see exclusive evening events). So, when it comes time to building your agenda for this exciting 8-day event, use this as a guide to get the most out of Applied Net the second you step into our virtual front door.



## Get Inspired with Opening Keynotes Each Monday

**Monday, September 21**



**Taylor Rhodes**  
Chief Executive Officer  
Applied Systems

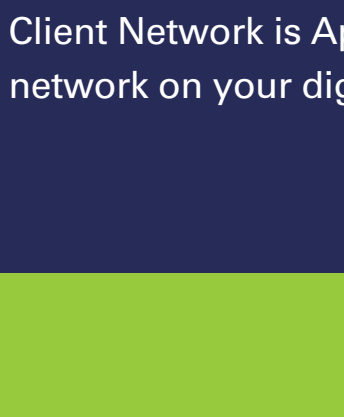
Don't miss Applied's CEO Taylor Rhodes as he delivers big company news and industry-changing announcements.



**Michael Howe**  
EVP of Product Management  
Applied Systems

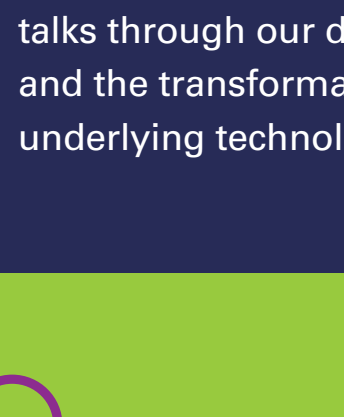
Tune in to see Michael Howe, EVP of Product Management at Applied, bring our brand new products to life.

**Monday, October 5**



**Brian Langerman**  
Chief Executive Officer  
Applied Client Network

Hear from Applied Client Network's CEO Brian Langerman on how the Client Network is Applied's peer network on your digital path forward.



**Rich Belanger**  
EVP of Product Development  
Applied Systems

Listen in as Rich Belanger, EVP of Product Development at Applied, talks through our digital strategy and the transformation of our underlying technology.



## Where Education and Networking Work in Harmony

**Kick off week one with these sessions tailored for you:**



**Introduction to Applied Marketing Automation**

September 22  
at 12:15 p.m. ET



**Introduction to Applied Epic for Salesforce**

September 22  
at 1:15 p.m. ET



**The Second Sale: Maximizing the Agent & Underwriter Relationship**

September 24  
at 2:00 p.m. ET



**Why an In-House Marketer Is a Strategic Force for Growth in Your Agency**

September 24  
at 2:00 p.m. ET

Have a product-related question after one of your sessions? Make an appointment during either week with Applied Support and Optimization experts to get your most burning questions answered.

**Come on back for week two's epic lineup of sessions:**



**The Future of Digital Distribution**

October 6  
at 12:15 p.m. ET



**Impacts of COVID-19 and Tools to Help**

October 6  
at 2:00 p.m. ET



**Expert Panel: Top 3 Cyber Security Threats Facing Your Business and How To Fight Back**

October 7  
at 1:15 p.m. ET



**Day in the Life of a Digital Organization: Applied Mobile and Sales Opportunities**

October 8  
at 3:00 p.m. ET

Keep the conversation going post sessions each week at the Networking Lounge. Organized by topics and region, the Networking Lounge provides a forum to have meaningful conversations with your peers and Applied subject matter experts on topics of mutual interest.

**Agenda is listed in Eastern Time and is subject to change.**

## APPLIED | NET EXCHANGE

### Get Your Virtual Swag and Check Out the Latest Innovation in the Virtual Exhibit Hall

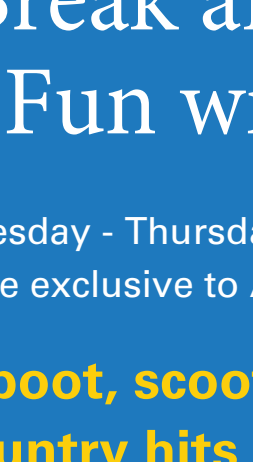
Step into our virtual expo hall, the Applied Net Exchange, Tuesday – Thursday from 3:30 – 5:30 p.m. ET for a truly immersive experience designed to bring attendees, third-party solution providers, Applied product experts and insurer partners together. Connect face-to-face in product demos, explore groundbreaking solutions from more than 35 sponsors and exhibitors, and much more. To make it easier to navigate, we have created an easy-to-use map broken into categories for you to plan your visit.



P Platinum Sponsors  
G Gold Sponsors  
S Silver Sponsors  
B Bronze Sponsors

<b>Applied Systems</b>		
Applied Client Network		
<b>BENEFITS AND SURETY</b>		
ease	33	
Insurance Automation Group	23	
<b>COMMUNICATION TOOLS</b>		
blueC 802 Inc. & GoToConnect	17	S
DocuSign	16	
Google Cloud	14	P
Lightspeed Voice	15	B
<b>INSURANCE PRODUCTS</b>		
Applied Underwriters	54	S
Encova	28	G
MetLife	65	B
MiniCo Insurance	63	B
Nationwide	64	B
Safeco/Liberty Mutual	56	G
The Cincinnati Insurance Company	55	S
The Hanover Insurance Group	53	S
The Hartford	29	G
The Travelers Companies	66	
Westfield Insurance	67	

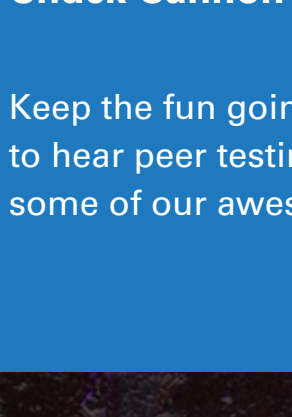
<b>OUTSOURCING, IT SERVICES &amp; CONSULTING</b>		
EQPI Accounting	41	B
Kite Technology Group	21	B
Redbird Security	22	B
Rigid Bits Cybersecurity	31	
Staff Boom	32	
Total CSR	43	B
WAHVE	42	B
<b>PAYMENTS AND PREMIUM FINANCING</b>		
AcordPay	25	B
ePayments	35	
ePayPolicy	12	G
FIRST Insurance Funding	36	B
FIRST Insurance Funding of Canada	46	B
Imperial PFS	11	P
Red Planet Software	26	B
SimplePin	45	B
Simply Easier Payments	13	S
<b>SALES AND MARKETING</b>		
Agency Revolution	34	
Rocket Referrals	24	B
Salesforce	52	P
Talage	44	B



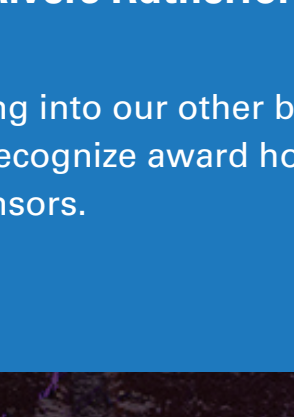
## Take a Break and Have Some Fun with Us

Tune in each week Tuesday - Thursday at 1:45 p.m. ET for a 15-minute performance exclusive to Applied Net attendees.

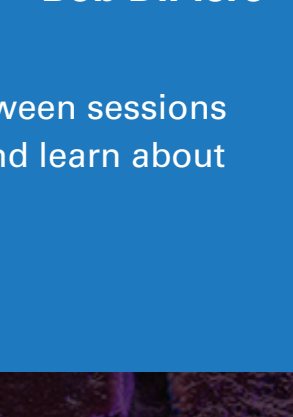
**Get ready to boot, scoot and boogie to top Country hits sung by:**



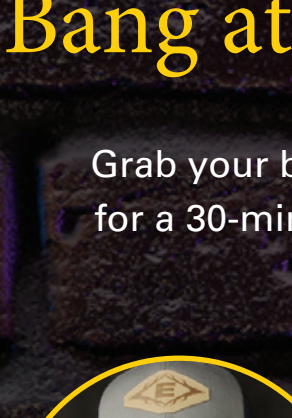
**Lee Thomas Miller**



**Greg Barnhill**



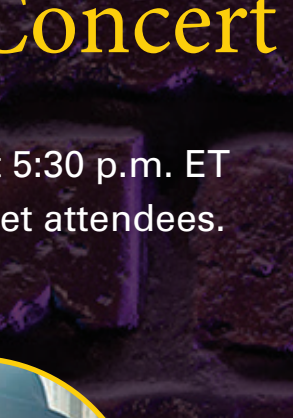
**Jim Collins**



**Chuck Cannon**



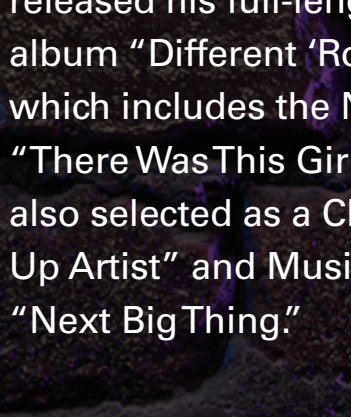
**Rivers Rutherford**



**Bob DiPiero**

## Wrap-Up Each Week with a Bang at Our Exclusive Concert

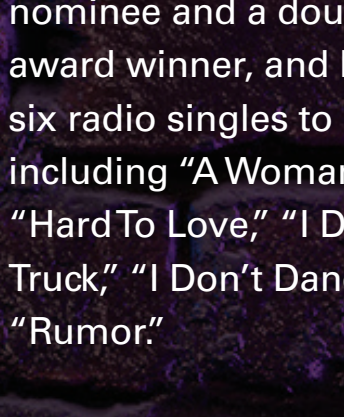
Grab your boots and join us both Thursdays at 5:30 p.m. ET for a 30-minute concert exclusive to Applied Net attendees.



**Riley Green  
on September 24**

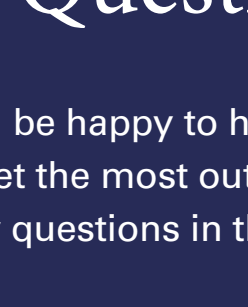
ACM New Male Artist of the Year winner Riley Green will close out the first week of the conference on September 24.

The chart-topper recently released his full-length debut album "Different 'Round Here," which includes the No. 1 hit "There Was This Girl." Green was also selected as a CMT "Listen Up Artist" and MusicRow 2019 "Next Big Thing."



**Lee Brice  
on October 8**

ACM Award-nominated and Curb Records recording artist Lee Brice will close out Applied Net 2020 on October 8. Brice is a GRAMMY nominee, a CMA nominee and a double ACM award winner, and he's taken six radio singles to No. 1, including "A Woman Like You," "Hard To Love," "I Drive Your Truck," "I Don't Dance" and "Rumor."



## Have Questions?

Stop by the Help Desk and we'll be happy to help you. This event is for you, so we want to make sure you get the most out of it. You can always reach us at [info@appliednet.com](mailto:info@appliednet.com) for any questions in the meantime.

[www.appliednet.com](http://www.appliednet.com)