



# The MDRT Experience

and Global Conference

28-30 January 2016 | HONG KONG

SPONSORSHIP OPPORTUNITIES



**MDRT**

The Premier  
Association of Financial  
Professionals®



## DEAR COLLEAGUES,

I am thrilled to tell you the Million Dollar Round Table (MDRT) will host the 2016 MDRT Experience and Global Conference in Hong Kong from 28–30 January 2016. As always, the continued success of our MDRT Experience is attributed to the generous support of our industry allies and corporate sponsors. Part of MDRT's lasting legacy is a commitment to build and nurture long-term relationships between our organization and companies such as yours. These relationships help MDRT host spectacular meetings, while building awareness and interest in our supporting sponsors.

In the following pages, you will find several opportunities for sponsorship of the 2016 MDRT Experience and Global Conference. As you know, the attendees of this meeting are motivated, successful and promising financial services professionals. Each sponsorship opportunity provides access to this group, as well as building recognition of your organization across the globe.

Sponsorship also publicly reinforces your commitment to MDRT's celebrated standards, including ethical business practices, a commitment to provide advisors with tools and resources to increase productivity, and a dedication to the highest caliber of customer service.

I hope you find the following sponsorship opportunities of interest. Please consider our offerings, and do not hesitate to contact MDRT for additional information. MDRT would be honored to include you as a sponsor at the 2016 MDRT Experience and Global Conference in Hong Kong.

**Caroline Banks, APFS**  
2015 MDRT President

### SOME OF THE MOST RECOGNISED AND RESPECTED NAMES IN THE FINANCIAL SERVICES PROFESSION HAVE SUPPORTED PAST MDRT EXPERIENCE MEETINGS.

#### 2014 MDRT EXPERIENCE MALAYSIA

##### Platinum

AIA Group Ltd.  
Manulife Financial

##### Gold

Allianz

#### 2013 MDRT EXPERIENCE INDIA

##### Platinum

AIA Group Ltd.  
ICICI Prudential Life Insurance Co. Ltd.  
Life Insurance Corporation of India  
MetLife India Insurance Co.

#### 2012 MDRT EXPERIENCE THAILAND

##### Platinum

American International Insurance (AIA)  
MetLife Asia Pacific Ltd.  
Sun Life Financial Asia

##### Silver

ING Life Ltd.  
Manulife Financial  
Thai Life

#### 2011 MDRT EXPERIENCE SINGAPORE

##### Platinum

American International Insurance (AIA)  
MetLife International Holdings Inc.  
Prudential Corporation Asia

##### Silver

Great Eastern Life Assurance Co. Ltd.

#### 2010 MDRT EXPERIENCE KOREA

##### Platinum

Kyobo Life Insurance Co. Ltd.  
MetLife International Holdings Inc.  
New York Life International LLC  
Prudential Life Insurance Co. of Korea



# SPONSORSHIP OPTIONS

## PLATINUM SPONSORSHIP

### USD 100,000

Platinum-level sponsorship provides unrivaled brand visibility to MDRT members, life insurance and financial services professionals from around the world.

#### **Promotional opportunity:**

Sponsors may use the MDRT Experience and Global Conference identifier and official communication pieces to promote the MDRT Experience and Global Conference meeting attendance and company's involvement. Custom pieces require final review and approval from MDRT.

### REGISTRATIONS

- Twenty-five (25) complimentary registrations

### PRE-EVENT BENEFITS

- Logo acknowledgement in 2016 MDRT Experience and Global Conference promotional materials from the date the contract and payment is received\*
- Logo acknowledgement with hyperlink on 2016 MDRT Experience and Global Conference website\*
- Acknowledgement in 2016 MDRT Experience and Global Conference press materials\*

### ON-SITE BENEFITS

#### **Logo acknowledgement\***

- In the Registration area
- During Main Platform breaks
- During the MDRT Member Event
- In the 2016 MDRT Experience and Global Conference Programme Book
- On the 2016 MDRT Experience and Global Conference meeting notepad
- On the 2016 MDRT Experience and Global Conference bag

#### **Recognition on Main Platform**

- A token of appreciation presented to your company representative by the MDRT President on the Main Platform stage

### ON-SITE BENEFITS (cont'd)

#### **Branded registration counter**

- Dedicated registration counter for your company's pre-registered delegates

#### **Ten (10) complimentary VIP registrations that include:**

- Admittance to the MDRT Member Event
- Invitation to the VIP Event, hosted by the MDRT President
- Reserved seating in the Main Platform general sessions

### POST-EVENT BENEFITS

- Logo acknowledgement with hyperlink in the post-meeting review on the MDRT website\*
- Full set of DVDs (NTSC format) of the Main Platform general sessions
- Ten (10) complimentary one-year subscriptions to MDRT's bimonthly *Round the Table* magazine
- Four (4) special guest invitations to the 2016 MDRT Annual Meeting in San Diego, California, USA

\*Logo recognition for 2016 MDRT Experience and Global Conference meeting sponsors will be listed in alphabetical order.



## GOLD SPONSORSHIP USD 75,000

Gold-level sponsorship provides extensive brand visibility to MDRT members, life insurance and financial services professionals from around the world, including:

### REGISTRATIONS

- Fifteen (15) complimentary registrations

### PRE-EVENT BENEFITS

- Logo acknowledgement in 2016 MDRT Experience and Global Conference promotional materials from the date the contract and payment is received\*
- Logo acknowledgement with hyperlink on 2016 MDRT Experience and Global Conference website\*

### ON-SITE BENEFITS

#### Logo acknowledgement\*

- In the Registration area
- During Main Platform breaks
- During the MDRT Member Event
- In the 2016 MDRT Experience and Global Conference Programme Book
- On the 2016 MDRT Experience and Global Conference meeting notepad

#### Seven (7) complimentary VIP registrations that include:

- Admittance to the MDRT Member Event
- Invitation to the VIP Event, hosted by the MDRT President
- Reserved seating in the Main Platform general sessions

### POST-EVENT BENEFITS

- Logo acknowledgement with hyperlink in the post-meeting review on the MDRT website\*
- Seven (7) complimentary one-year subscriptions to MDRT's bimonthly *Round the Table* magazine
- Three (3) special guest invitations to the 2016 MDRT Annual Meeting in San Diego, California, USA

\*Logo recognition for 2016 MDRT Experience and Global Conference sponsors will be listed in alphabetical order.

## SILVER SPONSORSHIP USD 50,000

Silver-level sponsorship provides brand visibility to participants at the 2016 MDRT Experience and Global Conference and includes:

### REGISTRATIONS

- Ten (10) complimentary registrations

### PRE-EVENT BENEFITS

- Logo acknowledgement in 2016 MDRT Experience and Global Conference promotional materials from the date the contract and payment is received\*
- Logo acknowledgement with hyperlink on 2016 MDRT Experience and Global Conference website\*

### ON-SITE BENEFITS

#### Logo acknowledgement\*

- In the Registration area
- During Main Platform breaks
- During the MDRT Member Event
- In the 2016 MDRT Experience and Global Conference Programme Book
- On the 2016 MDRT Experience and Global Conference meeting notepad

#### Five (5) complimentary VIP registrations that include:

- Admittance to the MDRT Member Event
- Invitation to the VIP Event, hosted by the MDRT President
- Reserved seating in the Main Platform general sessions

### POST-EVENT BENEFITS

- Logo acknowledgement with hyperlink in the post-meeting review on the MDRT website\*
- Five (5) complimentary one-year subscriptions to MDRT's bimonthly *Round the Table* magazine
- Two (2) special guest invitations to the 2016 MDRT Annual Meeting in San Diego, California, USA

\*Logo recognition for 2016 MDRT Experience and Global Conference sponsors will be listed in alphabetical order.

## BRONZE SPONSORSHIP

### USD 25,000

Bronze sponsorship puts your corporate identity in front of all 2016 MDRT Experience and Global Conference attendees and includes:

#### REGISTRATIONS

- Three (3) complimentary registrations

#### PRE-EVENT BENEFITS

- Logo acknowledgement with hyperlink on 2016 MDRT Experience and Global Conference website\*

#### ON-SITE BENEFITS

##### Logo acknowledgement\*

- In the Registration area
- During Main Platform breaks
- During the MDRT Member Event
- In the 2016 MDRT Experience and Global Conference Programme Book
- On the 2016 MDRT Experience and Global Conference meeting notepad

#### ON-SITE BENEFITS (cont'd)

##### Two (2) complimentary VIP registrations that include:

- Admittance to the MDRT Member Event
- Invitation to the VIP Event, hosted by the MDRT President
- Reserved seating in the Main Platform general sessions

#### POST-EVENT BENEFITS

- Logo acknowledgement with hyperlink in the post-meeting review on the MDRT website\*
- Two (2) complimentary one-year subscriptions to MDRT's bimonthly *Round the Table* magazine
- One (1) special guest invitation to the 2016 MDRT Annual Meeting in San Diego, California, USA

\*Logo recognition for 2016 MDRT Experience and Global Conference sponsors will be listed in alphabetical order.

Sponsorship Level	Platinum USD 100,000	Gold USD 75,000	Silver USD 50,000	Bronze USD 25,000
Complimentary registration	25	15	10	3
<b>Pre-Event Benefits</b>				
Logo acknowledgment with hyperlink on MDRT Experience and Global Conference website	X	X	X	X
Logo acknowledgment in MDRT Experience and Global Conference promotional materials — print and electronic	X	X	X	
<b>On-Site Event Benefits — Giving you the best visibility to all participants at the MDRT Experience and Global Conference meeting</b>				
Logo acknowledgment on conference materials	X	X	X	X
Recognition on Main Platform — token of appreciation presented to Platinum Sponsor(s) by MDRT President	X			
Branded registration counter	X			
Complimentary VIP meeting registrations for your company's representatives to attend the meeting. The same representatives will also receive the following: <ul style="list-style-type: none"> <li>• Invitation to the VIP reception, hosted by the MDRT President</li> <li>• Admittance to the MDRT Member Event with a reserved table</li> <li>• Reserved seating in the Main Platform general sessions</li> </ul>	10	7	5	2
<b>Post-Event Benefits — Keeping sponsor brand and relationship with the MDRT Experience and Global Conference in front of the international community</b>				
Complimentary one-year subscriptions to <i>Round the Table</i> magazine	10	7	5	2
Special guest invitations to the Annual Meeting (same year)	4	3	2	1

# SPONSORSHIP DEADLINE DATES

The signed Sponsorship Contract and full payment must be received by MDRT on or before the following deadline dates to guarantee your company's sponsorship status is included in printed materials.

## May 1, 2015

Deadline to guarantee inclusion in the MDRT Experience and Global Conference Registration Brochure

## October 1, 2015

Deadline to guarantee inclusion in on-site meeting printed materials (Programme Book, notepad, signage and conference tote bag)

*MDRT will accept sponsorship commitments after the deadline dates without inclusion in the printed materials.*

### **For additional information, contact:**

Ms. Preciosa Farrales  
Industry Relations Strategist  
Million Dollar Round Table  
325 West Touhy Avenue  
Park Ridge, IL 60068 USA

Phone: +1 847.692.6378  
Fax: +1 847.518.8921  
Email: [pfarrales@mdrt.org](mailto:pfarrales@mdrt.org)/[meetings@mdrt.org](mailto:meetings@mdrt.org)  
Website: [www.mdr.org](http://www.mdr.org)

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# SPONSORSHIP CONTRACT

Please print or type the information exactly as you would like it to appear in all printed materials. The person listed as "Contact" will receive all correspondence regarding the sponsorship.

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Contact name

Position

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Company

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Address

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City

Postal code

Country

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Phone

Email

Sponsorship Level (Please select the desired sponsorship level):

**Platinum Sponsorship**  
USD 100,000

**Gold Sponsorship**  
USD 75,000

**Silver Sponsorship**  
USD 50,000

**Bronze Sponsorship**  
USD 25,000

Payment (Full payment is required with sponsorship contract):

Bank/Wire transfer:

JP Morgan Chase Bank  
For credit to: Million Dollar Round Table  
ABA #021000021  
Account #644315228  
Swift Code: CHASUS33

Please include 2016 MDRT Experience and Global Conference Sponsorship as a description in the wire transfer directions to your financial institution.

Sponsorship benefits and deadline dates are defined in this brochure. No other benefits are guaranteed or implied. The contract is between MDRT and the sponsor for the purpose of securing a defined sponsorship for the 2016 MDRT Experience and Global Conference in Hong Kong. The signed contract will serve as a valid booking order. Once the contract is signed and returned to MDRT, sponsorship cannot be cancelled by the sponsor, but may be cancelled by MDRT for cause. Both parties must agree to any revisions or modifications to the contract in writing. **The sponsor agrees to indemnify and hold harmless MDRT from and against all claims, action or causes of action, liabilities, including reasonable attorneys' fees and costs arising from the defense of any claim, action, cause of action or liabilities arising out of or resulting from any action taken or omitted by the sponsor or its agents pursuant to the performance of sponsor obligations hereunder.** Except as expressly set forth herein, MDRT shall have the right, but not the obligation to use the Mark and any other trade name(s) and/or logo(s) of the sponsor in connection with: (i) any and all advertising and promotion of the MDRT Experience and Global Conference; and (ii) any and all news items, press releases and/or other information in any media relating to the MDRT Experience and Global Conference. The performance of this agreement by either party is subject to acts of God, war, terrorism, governmental regulations, disaster, strikes, civil disorder, curtailment of transportation facilities, or other emergency or event that makes performance inadvisable, impossible and/or illegal. The contract represents the entire understanding and agreement of the parties and shall be governed by the laws of the State of Illinois, USA. The sponsor agrees that the courts seated in Cook County, Illinois, shall have exclusive jurisdiction and venue. Any person executing this agreement represents that he or she is fully authorized to do so and agrees to be bound to all terms and conditions.

Authorized Signature: \_\_\_\_\_

Send completed contract to:

MDRT, Attn: Preciosa Farrales, 325 West Touhy Avenue, Park Ridge, IL 60068 USA

Email: pfarrales@mdrt.org/Fax: +1 847.518.8921



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