

Sponsorship Opportunities

TOP *of the* TABLE

ANNUAL MEETING 2016 | QUEBEC CITY • QUEBEC • CANADA

The **Top of the Table Annual Meeting** is your opportunity to be in front of an attentive, high-performing audience. This meeting provides attendees education and inspiration through the exchange of advanced sales, marketing and practice management ideas, and the development of interpersonal relationships among the world's leading financial producers. *In recent years, the ConneXion Zone and meeting registration have sold out, so be sure to secure your space quickly!*

About MDRT

Founded in 1927, the Million Dollar Round Table (MDRT), The Premier Association of Financial Professionals®, is a global, independent association of more than 42,000 of the world's leading life insurance and financial services professionals from more than 470 companies in 71 countries. MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of excellence in the life insurance and financial services business.

MDRT's Top of the Table is an exclusive forum for the world's most successful insurance and financial services professionals. Top of the Table qualifiers are committed to providing exemplary client service while displaying the highest degrees of ethical practice and professional knowledge.

What's in it for your company: Value beyond a booth

Our sponsorship opportunities allow your organization to have more than just a presence at the Top of the Table Annual Meeting. You are invited to attend all of the sessions and events, and mingle with Top of the Table attendees.

- Enjoy full access to the meeting
- Network and develop powerful relationships with industry leaders and top decision-makers
- Arrange meetings with the best in the industry
- Attract new business by introducing your products and services to the world's best producers

Who attends?

The typical Top of the Table Annual Meeting attendee is like no other entrepreneur you will meet. Consistent with previous years, attendees in 2015 included individuals from the following demographics:

- Members in attendance: **289**
- Total attendance including sponsors, members, spouses and guests: **533**
- U.S. attendees: **74%**
- International attendees: **26%**
- Average commission: **USD 847,136**
- Average premium: **USD 3,981,529**
- Highly successful with extensive financial planning and advisory experience
- Serve, influence and provide premium advice to high-net-worth clients
- Decision-makers
- Work within powerful circles
- Extremely motivated and active individuals
- Committed to continued professional development

How does my company become a sponsor?

Once you receive the prospectus and agreement, please complete the *sponsorship application*, and return it along with

- 50-word description of your company and product or service
- High-resolution company logo (PDF, EPS or TIFF format)

The minimum commitment to be an official sponsor in 2016 is a USD 10,000 Sponsor Package (booth) in the ConneXion Zone®.

All submissions will be reviewed on a first-come, first-served basis. Application, payment, company description and artwork must all be received to complete your application. Return all material to:

Million Dollar Round Table
 Attn: Vickie Lekan, Meetings Coordinator
 325 West Touhy Avenue
 Park Ridge, IL 60068 USA
 +1 847.993.4964
vlekan@mdrt.org

It starts with a booth

Sponsor Package (Booth)

Cost: USD 10,000

(Minimum commitment to be a sponsor)

Benefits included with booth:

- One (1) booth in the ConneXion Zone to include the following items:
 - One (1) 1-meter GEM counter with 4-color custom graphics and with lockable storage in the ConneXion Zone
 - Two (2) bar stools
 - One (1) PVC back wall with 4-color custom graphics; top of booth graphic is allocated to company logo and name
- Two (2) meeting registrations for company representatives with full meeting access
- Company name, contact info and logo with website listed on meeting website and on-site program book (subject to deadlines)
- Promotional slide on Main Platform
- Pre-meeting attendee mailing list, provided 30 days prior to meeting

Sponsor Plus: Additional sponsorship opportunities

Take your sponsorship to the next level with other opportunities to position your company. *To qualify for these opportunities, your company must first register for the Sponsor Package (booth) above.* The menu of additional sponsorship opportunities and benefits in 2016 is listed below.

Main Platform Speaker

Cost: USD 10,000 + Cost of speaker

(1 opportunity available)

Benefits include Sponsor Package plus the following:

- Sponsorship of one (1) Main Platform speaker (speaker to be selected by MDRT)
- Company representative to introduce speaker (introduction to be written by MDRT)
- Two (2) meeting registrations for company representatives with full meeting access
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

Happy Hour Suite

USD 20,000 per suite

(3 opportunities available)*

Host a one-hour “Happy Hour” reception for meeting attendees to interact, share ideas, and talk more in-depth about your company’s products and services. Approximately 350 individuals (flow) can attend. Each company

will have the opportunity to theme their area. Theme and décor will be the financial responsibility of the company; MDRT will cover the food and beverage cost based on funding received through the allotted sponsorship dollars and will coordinate a menu based on the theme.

Benefits include the Sponsor Package plus the following:

- Two (2) meeting registrations for company representatives with full meeting access
- Promotional slide on the Main Platform
- Signage at the event
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

**For the Happy Hour Suites to take place, all three must sell. A final decision to offer the Happy Hour Suites will be made by May 30, 2016. These receptions will take place simultaneously and prior to the Dinner Dance on Friday, September 23, 2016.*

Wi-Fi

USD 15,000/4 days

(1 opportunity)

Sponsor four days of wireless Internet access for all Top of the Table Annual Meeting attendees. A log-in will be created that is unique to your company.

Benefits include Sponsor Package plus the following:

- Recognition signage and promotional slide on the Main Platform
- Listing of log-in instructions in the Program Book (subject to deadline)
- Two (2) meeting registration for company representative with full meeting access
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

Spotlight Session*

Cost: USD 10,000

(2 opportunities available)

Illustrate how a member can incorporate your product or service into their business in a unique 45-minute presentation. The session will focus on how the sponsor's offerings benefit the businesses and clients of MDRT members. Sponsor is responsible for providing a facilitator (a company representative) and for identifying a speaker (a Top of the Table member) to speak during the session.

Benefits include Sponsor Package plus the following:

- Two (2) meeting registrations for company representatives with full meeting access
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

**Spotlight Sessions take place in meeting rooms during a Focus Session time slot.*

TEN X Talks at the Top

USD 3,000 per speaker

(8 opportunities available)

These 10-minute presentations allow you an opportunity to speak on topics that will help our producers be more productive and provide more solutions for their clients. Four opportunities per lunch hour on Thursday and Friday are available. Speaker should be a company affiliate. The use of PowerPoint slides to enhance your objectives during the presentation is permitted. Speaker to be selected by company and approved and contracted by MDRT by April 18, 2016.

Benefits include the Sponsor Package plus the following:

- Promotional slide on the Main Platform
- Speaker name and bio in program book
- One (1) meeting registration for company speaker with full meeting access
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

Shoe Shine

USD 9,000/3 days

(1 opportunity available)

Sponsor a shoe shiner and ensure attendees put their best foot forward. MDRT to provide the shoe shiner. Chair to be placed near booth of sponsoring company.

Benefits include the Sponsor Package plus the following:

- Promotional slide on the Main Platform
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

Massage Chairs

USD 2,500/per chair/3 days

(3 opportunities available)

In the massage chair, attendees can rejuvenate their minds and bodies for all the Top of the Table Annual Meeting has in store. Professional massage therapists are on hand to treat attendees to a relaxing massage. Massage chairs will be available during Wednesday, Thursday and Friday's ConneXion Zone hours. Signage will be provided.

Benefits include the Sponsor Package plus the following:

- Promotional slide on the Main Platform
- Logo printed on notepad in portfolio distributed to all attendees (subject to deadline)
- One (1) complimentary *Round the Table* magazine subscription

2015 Top of the Table Sponsors

Accordia Life

Advantage Media Group

AgencyONE

Allianz Life Insurance Company

Ash Brokerage

Clarity 2 Prosperity Mastermind Group

Columbus Life Insurance Company

Coventry

Financial Independence Group

First Heartland Capital Inc.

Geneos Wealth Management

The Global Gift Fund

John Hancock Insurance

Life Insurance Settlements Inc.

LifePro Financial Services Inc.

Lincoln Financial Group

Lion Street

MetLife Inc.

Ohio National Financial Services

Partners Advantage Insurance Services

Prudential Financial Inc.
S&P Dow Jones Indices
Strategic Coach
Woodbury Financial

Future Top of the Table Annual Meetings

October 18–21, 2017

Terranea Resort ▪ Rancho Palos Verdes, California, USA

October 2–6, 2018

The Fairmont Orchid, Hawaii ▪ Kohala Coast, Hawaii, USA