



### Sponsorship Opportunities

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.

#### **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 49,500 of the world's leading life insurance and financial services professionals from 500 companies in 70 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. The typical Top of the Table member is like no other entrepreneur you will meet. They are:

- Committed to providing exemplary client service while displaying the highest degrees of ethical practice and professional knowledge
- Dedicated to serving, influencing and providing premium advice to high-net-worth clients
- Decision-makers and leaders within powerful circles
- Extremely motivated and active individuals who strive for continued professional development
- Highly successful with extensive financial planning and advisory experience

#### **What's in it for my 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 have complete access to 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?**

Consistent with previous years, the following are the final totals of 2016 Top of the Table Annual Meeting attendees:

- Total number of Top of the Table members in attendance: **289**
- Total number of members, sponsors, speakers, spouses and guests: **537**

The following are median figures for 2016 Top of the Table Annual Meeting member attendees:

- Median total assets under management: **USD 247,973,000**
- Median total added annually to assets under management: **USD 22,298,586**
- Median total annuity premium under management: **USD 87,409,317**
- Median annuity premium generated annually: **USD 8,822,637**

### How does my company become a sponsor?

The minimum commitment to be an official sponsor in 2017 is to purchase a booth for USD 10,000 in the ConneXion Zone®. All submissions will be reviewed on a first-come, first-served basis. Please complete and return the sponsorship agreement, along with your payment, a 50-word description of your company and product or service as well as your high-resolution artwork in PDF, EPS or TIFF file format to the address below. Except otherwise noted, application, payment, company description and artwork must be received by **August 1, 2017**, to be included in any printed collateral. *Please note: In recent years, the ConneXion Zone has sold out, so be sure to secure your space quickly!*

Million Dollar Round Table

Attn: Vickie Lekan, Meetings Coordinator

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+1 847.993.4964 or [vlekan@mdrt.org](mailto:vlekan@mdrt.org)

## **SPONSOR PLUS PACKAGES**

Each Sponsor Plus package includes the items outlined in the Sponsor package listed below:

### **Main Platform Speaker (1 opportunity available)**

**USD 50,000**

**Agreement and payment must be received by August 1, 2017.**

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

### **Happy Hour Suite\* (1 opportunity available)**

**USD 30,000 per suite**

Host this 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) have the opportunity to attend. Theme, décor and food and beverage selections will be handled by MDRT and costs associated will be covered through the allotted sponsorship dollars.

**Agreement and payment must be received by August 1, 2017.**

*\*This reception will take place prior to the Dinner Dance on Friday, October 20, 2017*

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

### **Wi-Fi (1 opportunity)**

**USD 25,000/4 days**

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. **Agreement and payment must be received by August 1, 2017.**

- Two (2) additional meeting registrations for company representatives with full meeting access
- Signage at event
- Listing of log-in instructions in the Program Book (subject to August 1 deadline)
- Logo printed on notepad in portfolio distributed to all attendees (subject to August 1 deadline)
- One (1) complimentary *Round the Table* magazine subscription

### **Tech Zone (1 opportunity available)**

**USD 20,000/4 days**

The Tech Zone is a space for attendees to drop by and pick up some great ideas to move their business to the next level. This high-traffic area is the ideal place to promote your techy gadget or to sponsor naming rights for three days in the Tech Zone.

**Agreement and payment must be received by August 1, 2017.**

- One (1) additional meeting registration for company representative with full meeting access
- Logo printed on notepad in portfolio distributed to all attendees (subject to August 1 deadline)
- One (1) complimentary *Round the Table* magazine subscription
- Signage near the Tech Zone

**Spotlight Session\* (2 opportunities available)****USD 20,000 per session**

Unique presentations that illustrate how a member incorporates a sponsor's product or service into their business. This presentation is about the sponsor's offering with the focus on the experience and benefits received by the member, their business and clients. 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. **Agreement and payment must be received by February 1, 2017.**

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

- Two (2) additional meeting registrations for company representatives with full meeting access
- Logo printed on notepad in portfolio distributed to all attendees (subject to August 1 deadline)
- One (1) complimentary *Round the Table* magazine subscription
- Signage at event
- Speaker name and bio in the program book

**TEN X Talks at the Top (8 opportunities available)****USD 15,000 per presentation**

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 Power Point slides to enhance your objectives during the presentation is permitted. Speaker to be selected by company and approved and contracted by MDRT. **Agreement and payment must be received by June 16, 2017.**

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

**Massage Chairs (3 opportunities available)****USD 13,000/per chair/3 days**

Sponsor the massage chair, where attendees can rejuvenate and prepare their minds and bodies for what 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. **Agreement and payment must be received by August 1, 2017.**

- Logo printed on notepad in portfolio distributed to all attendees (subject to August 1 deadline)
- One (1) complimentary *Round the Table* magazine subscription
- Signage at the event

**Sponsor Package (booth only)****USD 10,000**

**Minimum commitment to be a sponsor. Agreement and payment must be received by August 1, 2017.**

Benefits of one (1) booth in the ConneXion Zone include the following:

- One (1) 1-meter GEM counter with four-color custom graphics and with lockable storage
- Two (2) bar stools
- One (1) PVC back wall with four-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 August 1 deadline)
- Promotional slide on Main Platform
- Pre-meeting attendee mailing list provided 30 days prior to meeting

**2016 Top of the Table Annual Meeting Sponsors**

AgencyOne  
Allianz Life  
Ash Brokerage  
Branded Expert Publishing  
Clarity 2 Prosperity  
Columbus Life  
Coventry  
Financial Independence Group  
First Heartland Capital  
Hanleigh  
John Hancock  
Life Insurance Settlements  
LifePro  
M3 Financial  
Ohio National Financial Services  
Partners Advantage  
Prudential  
S&P Dow Jones Indices  
Sagicor  
Strategic Coach  
Woodbury Financial

**Future Top of the Table Annual Meeting**

October 2 – 6, 2018

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