

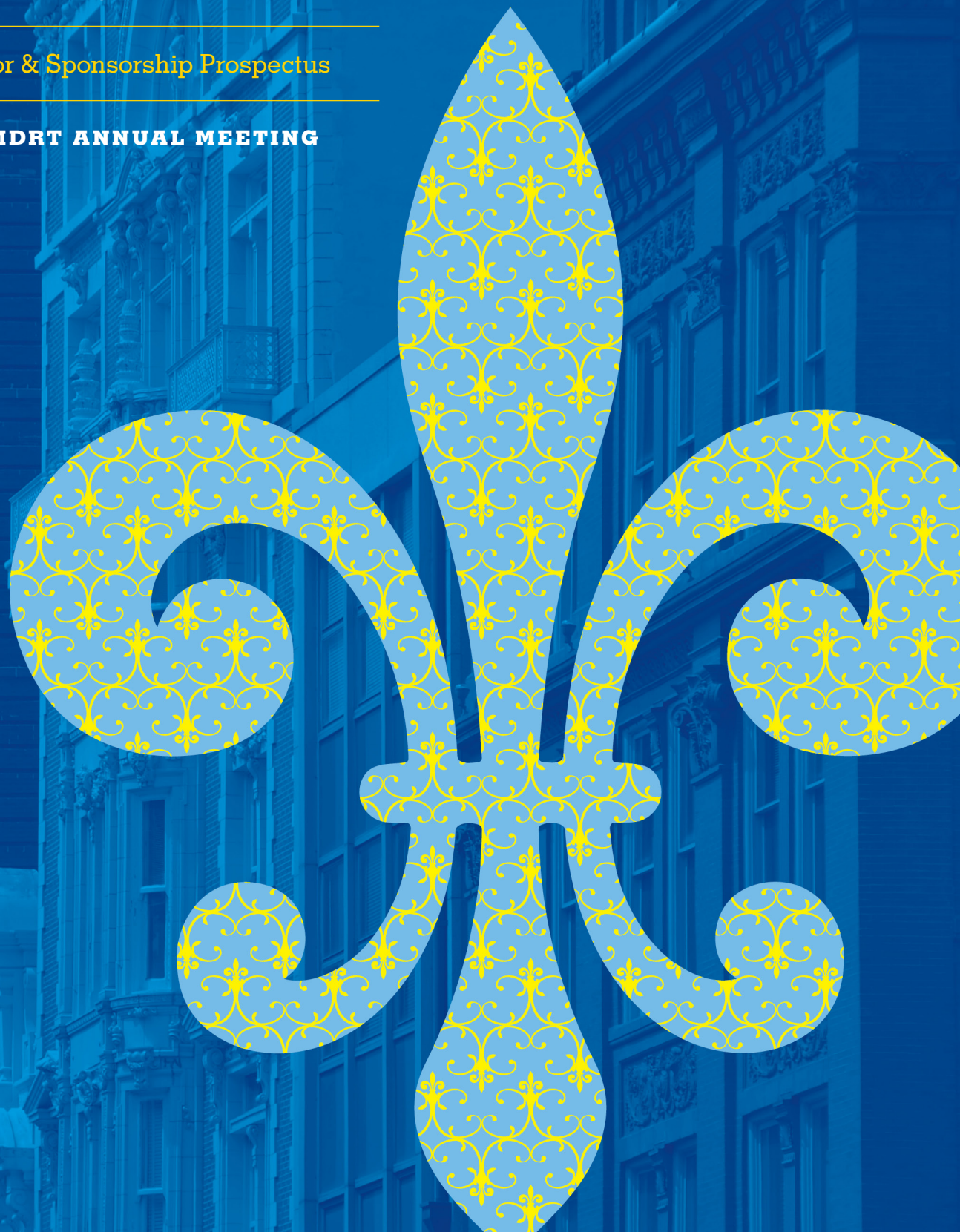
MDRT®  
ANNUAL MEETING  
**2015**  
JUNE 14-17  
NEW ORLEANS

# NEW ORLEANS

LOUISIANA ♦ JUNE 14-17, 2015

Exhibitor & Sponsorship Prospectus

2015 MDRT ANNUAL MEETING





# Connect with the world's premier financial services professionals — be a part of the **ConneXion Zone**<sup>®</sup> at the **2015 MDRT Annual Meeting.**

The ConneXion Zone is a dynamic environment where Annual Meeting attendees can interact with exhibitors and learn about new technologies, products and services to enhance their business. The space is designed to generate traffic by providing meeting attendees with “must-have” programming and important networking opportunities. It is the perfect place for your company’s presence.

The ConneXion Zone was unveiled at the 2012 MDRT Annual Meeting, and its popularity continues to grow among exhibitors and members. Twenty-five organizations exhibited in the ConneXion Zone at the 2014 MDRT Annual Meeting — giving them the opportunity to interact with the 8,000 MDRT members in attendance.

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**THE FOLLOWING PAGES INCLUDE  
INFORMATION ABOUT EXHIBITING  
AND SPONSORSHIP OPPORTUNITIES  
IN THE CONNEXION ZONE.  
ONCE YOU HAVE A CHANCE  
TO REVIEW YOUR OPTIONS,  
CONTACT:**

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**BABIN & ASSOCIATES, INC. AT  
CONNEXIONZONE@MDRT.ORG,  
OR CALL +1 773.275.4020  
TO CREATE THE PERFECT  
CONNEXION ZONE  
PACKAGE FOR YOUR  
ORGANIZATION!**

**WE LOOK FORWARD TO SEEING  
YOU IN NEW ORLEANS!**



# ConneXion Zone Schedule of Events

**Friday**  
**JUNE 12**  
**2015**

12 p.m. – 5 p.m.  
Exhibitor Move-in  
(By appointment only)

**Saturday**  
**JUNE 13**  
**2015**

11 a.m. – 4 p.m.  
Exhibitor Move-in

11 a.m. – 6 p.m.  
Exhibitor  
Registration Opens

4 p.m.  
Exhibitor Inspection

**Sunday**  
**JUNE 14**  
**2015**

10 a.m. – 5 p.m.  
ConneXion Zone  
Open

**Monday\***  
**JUNE 15**  
**2015**

11:30 a.m. – 5:30 p.m.  
ConneXion Zone  
Open  
(Schedule face-to-  
face meetings with  
MDRT members.)

**Tuesday**  
**JUNE 16**  
**2015**

10 a.m. – 11:30 a.m.  
Top of the Table  
Connect

11:30 a.m. – 5 p.m.  
ConneXion Zone  
Open

5 p.m. – 7:30 p.m.  
ConneXion Zone  
Move-out only

**Schedule subject to change:** For the most current meeting information, including a detailed schedule of all meeting events, go to [www.mdrt.org/2015am](http://www.mdrt.org/2015am).

**\*Please note:** MDRT Speaks will take place on Monday from 1:30 - 5:30 p.m. in the Main Platform Hall.





# ConneXion Zone Exhibitor Pods

The ConneXion Zone exhibitor pod is all about innovation, interaction and inspiration. These are inviting spaces that allow exhibitors to reach out to the steady flow of prospects who have come to the ConneXion Zone for a new experience. Reserve your pod space today.



Premium	ConneXion Zone Exhibitor Pods	Standard
✓	Pod structure – 15 feet by 15 feet (225 square feet)	✓
✓	Company logo only in one location	✓
✓	Carpet and wastebasket	✓
4	Complimentary full-conference registrations*	2
2	Option to purchase additional full-conference registrations at a discounted price of USD 500	2
✓	Pre-meeting mailing list via email (one month prior to the Annual Meeting)	✓
✓	One 15-minute speaker slot in the Speaker Zone — time and date to be assigned by MDRT	✓
✓	Two sofas and a small glass table	
✓	Laptop pedestal/storage unit	
✓	42-inch plasma screen, including electrical drop	
USD 8,000		USD 5,500

The option to brand the back wall and side panels of your exhibit space is available to you at an additional fee and can be ordered through Freeman Decorating. Please note that pop-up banners may only be used if they do not obstruct the view of your neighboring exhibitors and must be approved by MDRT.

\*Court of the Table, Top of the Table and private invitation-only events are not included in the Company ConneXion Passes. Breakfast and Lunch sessions may be purchased for an additional fee.





**NEW**

**Meet with the  
Members!**

**At the 2015 Annual Meeting, you now have the chance to schedule face-to-face meetings with MDRT members. On Monday, June 15, from 1:30 to 5:30 p.m., scheduled meetings can take place during the afternoon MDRT Speaks session when there are no pre-scheduled events in the ConneXion Zone.**

- ✿ Interested exhibitors should contract early to take advantage of this opportunity.
- ✿ Those who participate will have their company email address featured on MDRT's website allowing members to contact you to arrange an appointment to learn more about your products and services.



# Three More Ways to Connect in the ConneXion Zone

If you are interested in sharing information about your products and services with meeting attendees, but you don't want an exhibitor pod, consider the following:

## Company ConneXion Pass\*

A Company ConneXion Pass provides you with access to MDRT Main Platform Sessions, MDRT Speaks, Focus Sessions, Cornerstone Presentations, the Welcome and Closing Events, and the ConneXion Zone.

- > Companies exhibiting with MDRT for less than nine years can bring up to three people at USD 1,500 each.
- > Companies exhibiting with MDRT for more than 10 years can bring up to six people at USD 1,500 each.



## Product Demonstration\*

Get in the middle of the action by unveiling a new product or demonstrating how to use an existing product in the ConneXion Zone. Product demo includes one 25-minute presentation in either the Speaker Zone or the Tech Zone, and one Company ConneXion Pass.

USD 3,000 each



## Big Idea Theater\*

Attendees can't miss the ConneXion Zone's Big Idea Theater — a perfect place to share information about your products and services. The theater caters to a larger audience of members and appeals to attendees with its dynamic structure. Big Idea Sessions include one 45-minute speaking slot and one Company ConneXion Pass.

USD 6,000 each



\*Court of the Table, Top of the Table and private invitation only events are not included in the Company ConneXion Passes. Breakfast and Lunch sessions may be purchased for an additional fee.

All Company ConneXion Pass registrants are subject to MDRT Rules and Regulations and must qualify as an approved exhibitor of MDRT to attend.

## Sponsorship Packages

A sponsorship package gives you maximum visibility at the 2015 MDRT Annual Meeting. Your recognition increases with each sponsorship level you select. Sponsorship and exhibit spending are totaled. The final amount spent determines the level of sponsorship recognition. Qualifying sponsors are recognized based on the levels outlined below:

Sponsor Level	Platinum	Gold	Silver	Bronze
Combine any ConneXion Zone items to total the USD amount listed in each column to qualify for the level of recognition	USD 100,000	USD 75,000	USD 50,000	USD 20,000
Complimentary Company ConneXion Zone Passes (each pass valued at USD 1,500)	6	5	3	1
Pre-Meeting mailing list (one month prior to Annual Meeting)	1	1	1	1
Company logo displayed during Main Platform breaks	✓	✓	✓	✓
Company Logo recognition in program book (subject to print deadline)	✓	✓	✓	✓
Logo recognition on MDRT website and meeting app (with hyperlink)	✓	✓	✓	✓
Company logo on sponsored event signage (subject to print deadline)	✓	✓	✓	✓
Sponsor ribbons for company attendees	✓	✓	✓	✓
Reserved seats in Main Platform	6	5	3	
Complimentary premium pod	1	1		
Invitation to a Top of the Table reception on-site in New Orleans!	3			

## Individual Sponsorship Items

Build your own sponsorship package by selecting from the following options:



### Tote Bags

Enjoy four days of high-profile brand exposure by taking advantage of the opportunity to have your company's name and logo prominently displayed on the 2015 MDRT Annual Meeting tote bag.

USD 60,000 – Exclusive

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### Classic Theater

Put your name in lights and sponsor this MDRT-style cinematic experience. Attendees will have the opportunity to view clips from the best sessions delivered from MDRT's Main Platform throughout the years. Viewing will take place in the comfort of a classic theater environment. Your company name will appear on the marquis.

USD 50,000 – Exclusive

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### Praline Party

Sponsor a New Orleans-style coffee break featuring a Southern favorite, pralines. Attendees will have an opportunity to network while enjoying refreshments and an assortment of pralines. Your logo will appear on the package as well as prominently displayed near the party.

USD 40,000 – Exclusive

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### Top of the Table Connect Coffee Break

Get in front of the top producers attending the Annual Meeting by sponsoring this coffee and cookie break during the Top of the Table Connect Event. This event features Top of the Table presenters who attract large audiences. Your company name will be prominently displayed near the coffee break.

USD 40,000 – Exclusive – Tuesday, June 16

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### Notepad

Notepads with a company logo on the cover will be distributed in the ConneXion Zone. Your logo can be in the palm of every visitor's hands!

USD 30,000 – Exclusive

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### Book Wall

Be the first to sponsor this unique space, where attendees can share their recommendations for books that have had a positive impact on their career or personal life. Your company name will appear on the "book wall" area and associate you with the idea sharing and networking the MDRT Annual Meeting is known for.

USD 25,000 – Limit one company

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## Individual Sponsorship Items (continued)

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### 2015 MDRT Annual Meeting Photo

It was a hit at the 2014 meeting, and it's back! Member's photos are taken and posted on MDRT's Facebook page. Photos can be uploaded to social media or sent to friends back home — as a sponsor, your company logo will appear on the digital photo frame.

USD 25,000 – Limit one company

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### Digital Caricaturist

Meeting attendees will have the opportunity to have their portrait done digitally by a caricature artist. Your company logo and the MDRT meeting logo will appear on the color print given to the attendee, and also on the prints, which can be downloaded from the vendor site after the event.

USD 25,000

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### Make Your Own Mardi Gras Mask

Masks have been a major part of the Mardi Gras festivities for as long as it has been celebrated. This one-day sponsorship opportunity gives attendees the chance to have fun as they make their own Mardi Gras mask. Your company name will be prominently displayed in the area. So make the most of the meeting and its festive host city of New Orleans by sponsoring this event.

USD 20,000 – Limit one company

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### MDRT Store Bags

Attendees receive a shopping bag with each purchase made in the MDRT Store. This is a unique opportunity to have your company logo visible throughout the Annual Meeting.

USD 20,000 – Small bags – Exclusive

USD 20,000 – Medium bags – Exclusive

USD 20,000 – Large bags – Exclusive

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### Ice Cream Cart

Attendees cool off in this area with a refreshing ice cream novelty. A special company-branded napkin is distributed with your treat, provided in various locations throughout the ConneXion Zone.

USD 20,000 – One company per day

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### Technology Zone

The Technology Zone is a space for attendees to drop by and learn how to tweet, make better use of their iPhone or iPad, or pick up some great apps to move their business to the next level. This high-traffic area is the ideal place to promote your brand.

USD 15,000 each – Three 45-minute presentation slots are available

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## Individual Sponsorship Items (continued)

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### Charging Stations

Charge up the meeting by sponsoring an area where members can plug in and recharge their mobile devices. Each charging station has 10 charging lockers, each with (1) iPhone 4, (1) iPhone 5 and (1) Micro USB connection. Eight of the lockers are cell phone-size, and two of the lockers are tablet size. Sponsor videos or graphic artwork is featured on a 24-inch-wide screen. The station is located inside the ConneXion Zone.

USD 15,000 each

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### Popcorn Cart

Make your company pop at the Annual Meeting! While attendees enjoy a snack, your company brand is displayed for one afternoon on the popcorn bags in the ConneXion Zone.

USD 12,000 – One company per day

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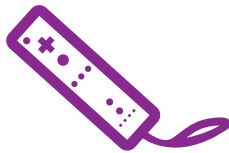


### Schedule-at-a-Glance and Twitter

As a sponsor, your company name and logo appear on 90-inch video screens located in the ConneXion Zone, which feature up-to-the-minute program information and the meeting's Twitter feed.

USD 10,000 – One company per day

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### Wii Games

Attendees will have the opportunity to unwind and participate in some friendly competition in a special area with Wii games. Your company name and logo will be prominently displayed in the gaming area.

USD 10,000 – One company per day

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### Google Glasses

Everyone wants to try them out! Be the sponsor who makes it possible for members to discover for themselves what the buzz is all about and what kind of business applications are available for this new wearable technology. Signage identifying the sponsor will be prominently displayed in the Technology Zone near the demonstration area where members will be lining up to try out this amazing technology.

USD 10,000 – One company per day

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### Massage Chair

Sponsor the massage chair, where attendees can rejuvenate and prepare their minds and bodies for what the Annual Meeting has in store. Professional masseuses are on-hand to treat attendees to a relaxing five-minute massage.

USD 10,000 – Two massage chairs with Masseuses – One day for four hours

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# Floorplan

## Ernest N. Morial Convention Center

### First Floor/Exhibit Halls B1

