

MDRT®
ANNUAL MEETING
2014
JUNE 8-11
TORONTO



2014 MDRT Annual Meeting
Exhibitor and Sponsorship Prospectus

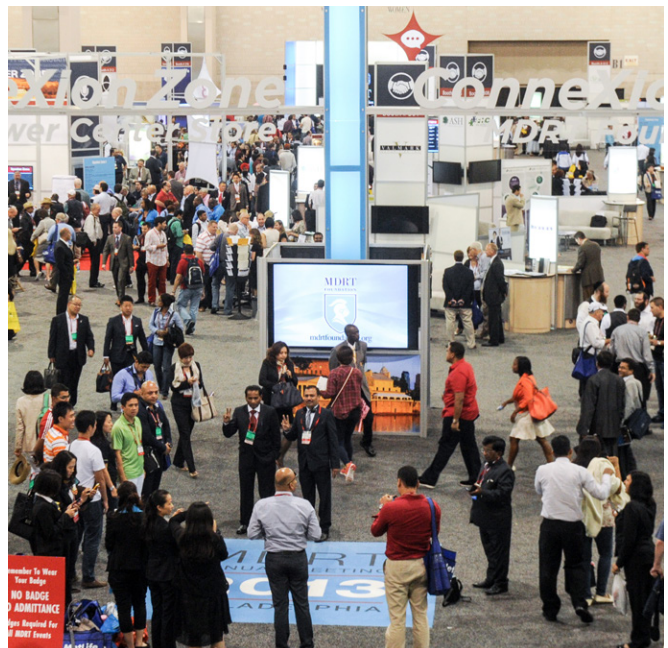


MDRT®

Connect with the world's premier financial services professionals — be a part of the **ConneXion Zone**[®] at the 2014 MDRT Annual Meeting.

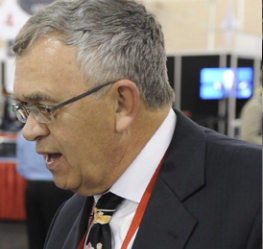
The ConneXion Zone is a dynamic environment where Annual Meeting attendees can interact with exhibitors and learn about new technologies, products and services to enhance their business. The space is designed to generate traffic by providing meeting attendees with “must-have” programming and important 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. Forty-five organizations exhibited in the ConneXion Zone at the 2013 MDRT Annual Meeting — giving them the opportunity to interact with the 8,000 MDRT members in attendance.



The following pages include information about exhibiting and sponsorship opportunities in the ConneXion Zone. Once you have a chance to review your options, contact Helen Pollard at hpollard@mdrt.org, or call +1 (224) 250-9164 to create the perfect ConneXion Zone package for your organization!

We look forward to seeing you in Toronto!



ConneXion Zone Schedule of Events

Friday, June 6, 2014

12 p.m. – 5 p.m.

Exhibitor Move-in (By appointment only)

Saturday, June 7, 2014

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 8, 2014

8 a.m. – 10 a.m.

Top of the Table Connect

8 a.m. – 5 p.m.

ConneXion Zone Open

Monday, June 9, 2014

11:30 a.m. – 5:30 p.m.

ConneXion Zone Open

Tuesday, June 10, 2014

11:30 a.m. – 5:30 p.m.

ConneXion Zone Open

5:30 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.mdr.org/2014am.*



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 in two locations	✓
✓	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 (deadline to request speaker slot is March 14, 2013)	✓
✓	Two sofas and a cylinder table	
✓	Laptop pedestal	
✓	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 and Pre-Meeting Workshops may be purchased for an additional fee.

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, 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 ten 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 50-minute speaking slot and one Company ConneXion Pass.

USD 6,000 each



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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 2014 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 Toronto	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 2014 MDRT Annual Meeting tote bag.

USD 60,000 – Exclusive



Top of the Table Connect Breakfast

Get in front of the top producers attending the Annual Meeting by sponsoring this continental breakfast. Select Top of the Table members will share their knowledge of technology, life insurance, practice management ideas, retirement planning and client recognition events to strengthen attendees' skills and enhance their productivity.

USD 55,000 – Sunday, June 8



Notepad

Notepads with a company logo displayed 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



Photo Adventure

Meeting attendees can stop by the ConneXion Zone photo area for a special keepsake photo featuring your company logo and the MDRT meeting logo. Photos are taken, instantly sent to individual's email address, and attendee can be uploaded to social media.

USD 25,000 – Limit one company



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



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 the ConneXion Zone.

USD 20,000 – One company per day



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 slots are available

Individual Sponsorship Items (continued)



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 15,000 – Two massage chairs with masseuses – One day for four hours



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



Caricaturist

Meeting attendees will have the opportunity to have their portrait done by a caricature artist. Your company logo and the MDRT meeting logo will appear on the paper used to create these fun and memorable souvenirs.

USD 12,000 – One company per day



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.

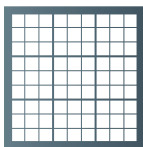
USD 10,000 – One company per day



Charging Stations

Charge up the meeting by sponsoring an area where members can plug in and recharge their cell phones. Each charging station has 12 charging connections, compatible with most modern smartphones and tablets that use a USB or Apple dock connector. Sponsor artwork is featured on a 19-inch-wide screen. The station is located inside the ConneXion Zone.

USD 6,000 each



Sudoku Wall

Sponsor the interactive Sudoku Wall and associate your brand with the camaraderie synonymous with the MDRT Annual Meeting. Sudoku puzzles have become increasingly popular in recent years. Your company name and logo will be prominently displayed in the area, where meeting attendees can gather to take a break and have some fun.

USD 4,000 – One company per day



World Puzzle Wall

Meeting attendees will have a chance to use their problem-solving skills at the interactive Puzzle Wall in the ConneXion Zone. As a sponsor of the wall, your logo is displayed prominently on the puzzle in the area, where meeting attendees gather to problem solve as a team or individually.

USD 4,000 – One company per day

Floorplan

Metro Toronto Convention Centre

Exhibit Hall C

