

MDRT ConneXion Zone® Exhibit and Sponsorship Application

Annual Meeting: June 8-11, 2014 • ConneXion Zone: June 8-10, 2014
 Metro Toronto Convention Center • Toronto, Ontario, Canada

1 The **KEY CONTACT PERSON** listed below will serve as your primary exhibitor contact and will receive the Exhibitor Updates and the Exhibitor Service Manual (by email). Please list key contact information below.

Key Contact Person/Title

Key Contact Person Phone Number

Key Contact Person Fax Number

Key Contact Person E-Mail Address

Company Name

Company Street Address

City/State/Zip/Country/Postal Code

Company Phone Number

Company Toll Free Number

Company Fax Number

Company Web Address

2 ConneXion Zone Opportunities: All rates for ConneXion Zone opportunities for the MDRT 2014 Annual Meeting are in USD. See Prospectus for details.

Exhibitors:	
#1 Quad Booth — Premium (Full meeting)	USD 8,000
#2 Quad Booth — Standard (Full meeting)	USD 5,500
Connect Your Way:	
#3 Big Idea Theater (50 minutes)	USD 6,000
#4 Product Demo (25 minutes)	USD 3,000
#5 Company ConneXion Pass	USD 1,500
Sponsorship Levels:	
#6 Platinum	USD 100,000
#7 Gold	USD 75,000
#8 Silver	USD 50,000
#9 Bronze	USD 20,000
#10 Additional Sponsorship Item(s):	USD

See Sponsorship Opportunities listed in the Prospectus to build your Sponsorship package. All Sponsorships are non-refundable.

#	USD
ConneXion Zone Opportunity(ies) #	Total Amount

Questions: Email connexionzone@mdrt.org or visit the 2014 MDRT Annual Meeting website; ConneXion Zone tab at www.mdr.org

3 Payment: Sign and return both pages of Application by mail, including payment in full, made payable to MDRT, 325 W. Touhy Avenue, Park Ridge, IL 60068, USA, Attn: Meeting Services Department. If paying by credit card, please fax this Application with credit card information to +1 (847) 518-8921. Upon assignment of space by Show Management, a booth space confirmation will be sent to you. All Exhibitors and Sponsors are subject to MDRT for approval.

Booth and Sponsorship fees are payable by check, money order or credit card in U.S. funds only. Applications will not be processed nor space assigned without submitting the completed Application and payment in full.

Check: Make check payable to MDRT in U.S. Funds.

Check number

Credit Card: Please charge the exhibit or sponsorship fee in U.S. Dollars to my credit card.
 AMEX Visa MasterCard

Card number

Expiration date (mm/yy) Security code

Cardholder's name (as it appears on the credit card)

Cardholder's signature

Cardholder's billing address Same as company

Bank/Wire Transfer: JP Morgan Chase Bank for credit to: Million Dollar Round Table, ABA#021000021, Account #644315228, Swift code: CHASUS33

Authorized signature Date
(This line must be signed for acceptance of contract)

Cancellation and Refund Policy:
 Cancellations must be submitted in writing.

<i>Postmarked</i>	<i>Refund</i>
January 13, 2014	100%
January 14 - March 6, 2014	50%
March 7, 2014 and after	No refund

Pre-Meeting Promotion: All approved 2014 Sponsors and Exhibitors that reserve a booth or sponsorship by March 7, 2014, will receive a list of pre-registered attendees by email. The list is for one-time use only. Violation of this condition (i.e., duplication, solicitation of business) will jeopardize your standing as an MDRT Exhibitor or Sponsor and prohibit your company from sponsoring or exhibiting at future MDRT meetings. By signing this form, you agree to the above condition.

4 Acceptance of this Application by MDRT constitutes a Contract. The Exhibitor and Sponsorship Rules and Regulations on the reverse side of this Contract are hereby made a part of this Contract, and you agree to its terms. MDRT reserves the right to cancel this Contract, effective upon notice, at any time, if a violation of Exhibitor Rules and Regulations occurs.

Exhibitor and Sponsors assume responsibility and agree to indemnify, hold harmless and defend MDRT and their respective employees and agents against any claims or expenses arising out of the use of the Exposition premises. The Exhibitor and Sponsor understand that MDRT does not maintain insurance covering the Exhibitor's or Sponsor's property, and it is the sole responsibility of the Exhibitor or Sponsor to obtain such insurance.

Million Dollar Round Table Annual Meeting and ConneXion Zone® Rules & Regulations

The ConneXion Zone Rules and Regulations set forth below are a binding part of your Application and Contract (Contract) with Million Dollar Round Table (MDRT). We request that you review these ConneXion Zone Rules and Regulations thoroughly to help ensure that you will make the most of MDRT's Annual Meeting (Exposition) managed by MDRT, herein after referred to as Show Management. Any matters regarding these Rules and Regulations and your compliance with them shall be determined by MDRT in its sole and absolute discretion.

EXHIBITOR AND SPONSORSHIP ETHICS

Exhibitors and Sponsors will treat MDRT attendees fairly in all business dealings. Guarantees, warranties and advertising claims will be honored. Exhibitors or their representatives will make no false or misleading claims about products or services directly or indirectly.

ATTENDANCE AND SUITCASING

Exhibitors and Sponsors attending the Annual Meeting as part of a booth package or as a Company Registration badge will be granted access to MDRT Main Platform, Focus Sessions, Special Events and ConneXion Zone Functions. Access will not be permitted to any Top of the Table or Court of the Table events or any function that requires additional payment. Please note that while all meeting attendees, Exhibitors and Sponsors are invited to the ConneXion Zone, any attendee, Exhibitor or Sponsor who is observed to be soliciting business in the aisles or other public space, in another company's booth, or in violation of any portion of the ConneXion Zone Rules and Regulations will be subject to penalty. MDRT recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, club or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the ConneXion Zone and at other events. Please report any violations you may observe to MDRT.

COMPLIANCE WITH LAWS

Exhibitors and Sponsors agree to comply with and be bound by all laws of the country and/or state/province hosting the Annual Meeting of the Million Dollar Round Table, all ordinances of the city, and wherever applicable, all rules and regulations of the Police Department of that city, and those policies and criteria which have been established by the ConneXion Zone for use of the ConneXion Zone areas designated.

APPLICATIONS AND PAYMENT PROCEDURE

The ConneXion Zone Application and Contract contains specific instructions. Any Exhibit or Sponsorship for which payment in full has not been received prior to setup time will not be made available to the Exhibitor or Sponsor. Contracts from Exhibitors or Sponsors who have outstanding balances due to MDRT, its contractors or vendors will not be processed. **MDRT MAY USE THE INFORMATION PROVIDED BY THE EXHIBITOR OR SPONSOR ON ITS CONTRACT AS PART OF MDRT'S MARKETING, ADVERTISING AND/OR OTHER INFORMATIONAL MATERIALS.**

OBSERVANCE OF RULES AND REGULATIONS

If any Exhibitor or Sponsor fails to pay, when due, any sum required to be paid by the Contract, or if any Exhibitor or Sponsor shall fail to perform any other term or condition of the Contract or fail to observe or abide by these Rules and Regulations, MDRT reserves the right at any time, whether prior to or during the Exposition, to terminate the Contract, to withhold possession of the exhibit space specified in the Contract, and to retain any money paid by the Exhibitor or Sponsor to MDRT, without an obligation to provide Exhibitor or Sponsor a refund, except as otherwise specified.

ACCESS TO EVENT

The Exposition is a closed show designed to provide a showcase for products and services customarily used by insurance and financial professionals. Exhibitor or Sponsor shall not exhibit any product and/or service other than those described in the Contract or approved in writing by MDRT. MDRT reserves the right to refuse rental to any company whose display of goods or services is not likely to be, in the sole opinion of MDRT, compatible with the general character and objectives of the Exposition or of general interest to a substantial portion of our members. Exhibitors or Sponsors shall not exhibit or permit to be exhibited in their space any merchandise not a part of their own regular products or services, nor shall they exhibit any advertising material not directly pertaining to such products. All decisions of MDRT, with respect to displays, are final.

DISPLAY MATERIAL/BOOTH HEIGHTS

10-foot-by-10-foot pop-up and table-top booths and hanging signs are not allowed. Exhibitors may bring up to two roll-up banners. No part of Exhibitor's display may exceed the 8' back-wall height of the Quad Booth unless the Exhibitor has received the express written consent of MDRT. All requests for such variances must be submitted in writing specifying the variances desired.

STAFFING

Only those representatives registered as Exhibitors or Sponsors will be permitted to work in an exhibit booth or in the ConneXion Zone. At no time during setup, show hours and move-out hours are children permitted in the ConneXion Zone. Displays are to be staffed at all times during open Exposition hours. Displays not staffed during said hours will be subject to removal or disposition by MDRT. All applicable service charges for such removal or disposition will be billed to and paid by the Exhibitor or Sponsor.

ATTIRE AND CONDUCT

Exhibitors, Sponsors and their representatives should be dressed to maintain the professional climate of the Exposition. Sports clothes, halter tops, etc., will not be permitted. Exhibitors, Sponsors and their representatives should at all times behave in a polite and professional manner.

EXHIBITOR ACCESS TO HALL

MDRT allows Exhibitors, Sponsors and service personnel into the hall one hour prior to the opening of the Exposition each morning and for one half-hour after the conclusion of the Exposition each evening. Any Exhibitor or Sponsor in the hall during pre-show and post-show hours must stay in their booth space or the access aisles or service areas in the hall.

REMOVAL OF COLLATERAL MATERIAL/MERCHANDISE

Exhibitors and Sponsors shall pack and remove collateral material and merchandise immediately after the close of the Exposition. All materials not removed by the deadline will be disposed of by MDRT, and the Exhibitor and Sponsor shall indemnify MDRT for all losses, damages, costs and expenses MDRT incurs in disposing of such material. MDRT shall not be liable for moving any materials left after the deadline.

DEMONSTRATIONS AND INTERVIEWS

Exhibitors and Sponsors must get MDRT's prior written approval for any demonstrations. Booth personnel, including demonstrators, receptionists and models are required to confine their sales activities to the Exhibitor's or Sponsor's booth space. All activities within the booth must be conducted in such a way as not to infringe on the rights of other Exhibitors and Sponsors, or offend visitors to the Exposition. Purchased product demonstration time slots are subject to MDRT review. Any contact deemed unacceptable or offensive will result in the immediate cancellation of demonstration without refund.

LIGHTING

MDRT reserves the right to restrict the use of glaring lights or objectionable lighting effects. Spotlights and floodlights must be located in such a way as not to distract or annoy others. Revolving or rotating lights may be turned on only while being demonstrated. Flashing lights used solely to draw attention to any booth are prohibited.

SOUND

Exhibitors or Sponsors operating any amplification equipment or other sound-creating devices shall do so only at a reasonable decibel level that will not interfere with other Exhibitor's or Sponsor's traffic within the Exposition, or any discussion among people in the Exposition hall. Music shall comply with ASCAP and/or BMI licensing regulations, and compliance to these regulations shall be the responsibility of the Exhibitor or Sponsor.

FOOD AND BEVERAGE SERVICE

Exhibitors and Sponsors shall comply with all applicable facility requirements with respect to food and beverages. MDRT does not approve of alcoholic beverages being served or distributed from exhibit pods.

CARE OF BUILDING

Nothing shall be nailed to, posted on or otherwise attached to the columns, walls, floors, furniture, or other properties within the Exposition hall. The cost for repairing any damages to the facility shall be paid by the Exhibitor or Sponsor responsible for such damage.

Million Dollar Round Table Annual Meeting and ConneXion Zone® Rules & Regulations (continued)

STORAGE

Exhibitors shall comply with all local fire code and facility requirements with respect to the storage of materials. MDRT shall provide a copy of such requirements to Exhibitor no later than 30 days prior to the first day of the Exposition, and such requirements shall be made a part of this Contract.

AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitor and Sponsor agrees to comply with all applicable provisions of the ADA and shall indemnify MDRT, its officers, directors, members and agents for Exhibitor's or Sponsor's failure to comply with the ADA provisions.

TAX AND LICENSING REQUIREMENTS

It is the responsibility of each Exhibitor or Sponsor to comply with all applicable local, state and federal tax and/or licensing requirements as they may pertain to each Exhibitor or Sponsor in connection with the Exposition.

LIABILITY: INDEMNIFICATION AND INSURANCE

Exhibitor or Sponsor shall be liable for any and all claims, demands, liabilities, losses, damages, costs or expenses of whatever kind or nature resulting from, arising out of, or in any way connected with Exhibitor's or Sponsor's participation in the Exposition. Exhibitor or Sponsor shall secure and indemnify, protect and hold harmless MDRT and its officers, directors, employees, agents and members, facility and Helen Pollard, from and against any and all claims, demands, liabilities, losses, damages, costs or expenses, including reasonable attorneys' fees, resulting from, arising out of, or in any way connected with Exhibitor's or Sponsor's participation in the Exposition; provided, however, that the foregoing shall not apply to any claim, demand, liability, loss, damage, cost or expense caused by the gross negligence or willful or wanton misconduct of any officer or employee of MDRT, the facility or Helen Pollard. Exhibitor or Sponsor shall secure and maintain, during the entire Exposition, a policy of general public liability insurance against claims for personal injury, death or property damage resulting from, arising out of, or in any way connected with Exhibitor's or Sponsor's participation in the Exposition. The policy shall name MDRT as an additional insured. The limits of liability of such policy shall not be less than USD 1 million combined single limit covering bodily injury and/or property damage in any one occurrence. The policy shall provide that it will not be cancelled or materially altered prior to the termination of the Exposition unless MDRT has been given at least thirty (30) days written notice of such cancellation or alteration. Exhibitor or Sponsor shall provide MDRT with a certificate of insurance no later than 30 days prior to first day of the Exposition.

SECURITY

Security guards will be furnished, but the furnishing thereof shall not make MDRT or the facility responsible for any loss, damage or injury. All property of the Exhibitor or Sponsor is understood to remain under Exhibitor's or Sponsor's custody and control, whether in transit to, at or from the facility. Exhibitors or Sponsors are responsible for safeguarding their goods, materials, equipment and exhibit at all times. Exhibitors or Sponsors are advised to carry insurance to cover exhibit material against damage and loss.

ENDORSEMENTS

The MDRT does not approve, endorse or recommend the use of any specific commercial product or service except by express written approval by its Executive Committee. The Exhibitor or Sponsor shall not imply verbally, in printed literature or otherwise that Exhibitor's or Sponsor's products or services are approved, endorsed or recommended by the MDRT. No material can be printed using the name Million Dollar Round Table or MDRT so that it implies authorship or endorsement by MDRT.

SOLICITATION/RECRUITING

No solicitation of products/services shall be made outside of Exhibitor's or Sponsor's booth space. In the event someone from Exhibitor's or Sponsor's organization is speaking during MDRT's Annual Meeting, it is vital that such person be made aware that no reference of any kind can be made during his or her presentation regarding the products/services available at the booth or that he or she has a booth, except during purchased Product Demonstration workshops. Recruiting or attempted recruiting of personnel or agents is not permitted during the Exposition. Exhibitor or Sponsor shall not use any MDRT membership list or MDRT Exhibitor or Sponsor listing for solicitation purposes without the express written consent of MDRT.

HOSPITALITY SUITES/SOCIAL EVENTS

Exhibitors or Sponsors shall not rent hospitality suites, host a social event, and/or promote its products/services outside of ConneXion Zone at any time during the MDRT Annual Meeting without prior written consent of MDRT's Executive Committee.

CONFLICTING EVENTS

Exhibitors and Sponsors are prohibited from scheduling private functions, cocktail parties, hospitality suites, special events or otherwise encouraging absence of members, Exhibitors or Sponsors during MDRT Annual Meeting hours, including any special events and signature functions.

RAFFLES/GIVEAWAYS

All giveaways must be kept to the confines of each Exhibitor's or Sponsor's booth. It is the responsibility of the Exhibitor or Sponsor to follow through with winners on in-booth prize giveaways. Exhibitor and Sponsor Priority Point status may be penalized if false giveaways are promoted at the Annual Meeting.

SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitor or Sponsor is prohibited from assigning or subletting their exhibit space or any part of the space allotted to them except upon written permission from MDRT. This precludes substituting another division or subsidiary of Exhibitor or Sponsor without written permission of MDRT.

OFFICIAL GENERAL CONTRACTOR

Exhibitors and Sponsors will make all necessary arrangements with the official general contractor for assembly and setup of the display as set forth in the Exhibitor and Sponsor Information.

EXHIBITOR AND SPONSOR INFORMATION AND SERVICE KIT

Prior to the Exposition, MDRT will provide each Exhibitor and Sponsor with production information, shipping instructions and order forms for services needed for setup, exhibiting and dismantling.

EXHIBITORS OR SPONSORS: MDRT MEMBER

All MDRT members must register to attend the Annual Meeting, pay the specified member registration fee and comply with the guidelines of the Annual Meeting Rules of Conduct. MDRT members must wear their Annual Meeting registrant badges when outside of the ConneXion Zone.

RESERVATION OF RIGHT TO CHANGES

MDRT reserves the right to make such changes, amendments and additions to these ConneXion Zone Rules and Regulations and floor plans as MDRT considers advisable or necessary for the proper conduct of the Exposition, and all Exhibitors or Sponsors affected by such changes, amendments and additions will be advised of such changes, amendments and additions. Exhibitors and Sponsors agree to comply with all subsequent Rules and Regulations adopted by MDRT. MDRT disclaims the accuracy of the floor plans for the Exposition.

SHOW CANCELLATION

In the event of cancellation of all or part of the Exposition due to fire, earthquake, flood, epidemic, strikes, governmental regulation or other causes beyond MDRT's control, MDRT shall not be held liable for failure to hold the Exposition as scheduled and MDRT shall, in its sole discretion, determine the amount, if any, of exhibit fees to be refunded. All decisions regarding compliance with these Exhibitor and Sponsor Rules and Regulations shall be determined by MDRT in its sole and absolute discretion.

OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Helen Pollard.

THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR, SPONSOR AND THEIR EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL .

SIGNATURE

COMPANY

DATE
