

Sponsorship Opportunities

TOP *of the* TABLE

ANNUAL MEETING 2015 | NAPLES • FLORIDA • USA

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 2014, the event sold out more than one month prior to the meeting.*

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 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?

The typical Top of the Table Annual Meeting attendee is like no other entrepreneur you will meet. Attendees in 2014 included individuals from the following demographics:

- Members in attendance: **344**
- Total attendance including sponsors, members, spouses and guests: **628**
- U.S. attendees: **81%**
- International attendees: **19%**

- Average commission: USD 810,235
- Average premium: USD 3,372,511
- Average income: USD 1,436,015
- Highly successful with extensive financial planning and advisory experience
- Serve, influence and provide premium advice to high-net-worth clients
- 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 and return the *sponsorship application*, along with a 50-word description of your company and product or service. *The minimum commitment to be an official sponsor in 2015 is a Basic Sponsorship Package at USD 10,000 (booth) in the ConneXion Zone®.*

The sponsorship selection process begins **Friday, March 13, 2015**. The Top of the Table Industry Relations Committee will review and approve submissions after this date. Approved sponsors will be notified in writing. Return your sponsorship application, including company and product description, to:

Million Dollar Round Table
Attn: Stacey M. Woldt, CMP, Meeting Planner
325 West Touhy Avenue
Park Ridge, IL 60068 USA
+1 847.993.4953
swoldt@mdrt.org

It starts with a booth

Basic Sponsorship 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 (high-resolution artwork is due to MDRT **by Monday, August 3, 2015**)
- Two (2) meeting registrations for company representatives with full meeting access
- Recognition in meeting communications and promotional materials (subject to deadlines)
- Company name, contact info and logo with website listed on meeting website and on-site program book (subject to deadlines)
- Pre-meeting attendee mailing list provided 30 days prior to meeting

Go beyond: Additional sponsorship opportunities

Take your sponsorship to the next level with a company booth, plus other opportunities to position your company. *In order for your company to qualify for these opportunities, your company must first register for the Basic Sponsorship Package (booth).* The menu of additional sponsorship opportunities and additional benefits in 2015 is listed below.

Main Platform Speaker

Cost: USD 10,000 + cost of speaker

(1 opportunity available)

Benefits include:

- 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
- One (1) complimentary *Round the Table* magazine subscription
- Logo printed on notepad in portfolio distributed to all attendees

Spotlight Session*

Cost: USD 10,000

(4 opportunities available)

Unique presentations that illustrate how a member incorporates a sponsor's product or service into their business. Though the presentation is about the sponsor's offering, the focus is the experience and benefits received by the member, their business and clients. Sponsor is responsible for providing the moderator and for identifying a Top of the Table Member and company client to speak during the session.

Benefits include:

- Participation in a unique presentation (Spotlight Session) illustrating how a member can incorporate your product or service into their business (Sponsor moderates session)
- Two (2) meeting registrations for company representatives with full meeting access
- One (1) complimentary *Round the Table* magazine subscription
- Logo printed on notepad in portfolio distributed to all attendees

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

Wi-Fi **Cost: USD 5,000 per day or USD 15,000 for four days**
(4 opportunities available – Wednesday, Thursday, Friday or Saturday)

Sponsor one or more days of wireless Internet access for all Top of the Table Annual Meeting attendees.

Benefits include:

- Recognition signage and promotional slide on the Main Platform
- One (1) meeting registration for company representative with full meeting access
- One (1) complimentary *Round the Table* magazine subscription
- Logo printed on notepad in portfolio distributed to all attendees

Happy Hour Suite **Cost: USD 5,000 + cost of reception**
(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.

Benefits include:

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

2014 Top of the Table Sponsors

Accordia Life

AgencyONE

Allianz Life Insurance Company

CapitalSource

Clarity 2 Prosperity Mastermind Group

Columbus Life Insurance Company

First Heartland Capital Inc.

Global Gift Fund

Hallett Financial Group

John Hancock Insurance

Life Insurance Settlements Inc.

LifePro Financial Services Inc.

Lincoln Financial Group

MetLife Inc.

NFP

Partners Advantage Insurance Services

Prudential Financial Inc.

S&P Dow Jones Indices

Voya Financial Inc.