



**#MDRT2017**

# ORLANDO

**FLORIDA**

**USA**

**2017 MDRT  
Annual Meeting**

**MDRT**  
ANNUAL MEETING

**2017**

**JUNE 4-7**  
ORLANDO

# EXHIBITOR & SPONSORSHIP PROSPECTUS



# ORLANDO MAY BE KNOWN FOR ITS AMUSEMENTS AND THEME PARKS, BUT THE NO. 1 DESTINATION THIS JUNE WILL BE THE CONNEXION ZONE® AT THE 2017 MDRT ANNUAL MEETING!

With an expected attendance of more than 9,000 MDRT members, the ConneXion Zone, located in the Orange County Convention Center, is sure to be one of the meeting's most popular attractions. It is the place to learn about the latest products and services offered by exhibitors, hear from dynamic speakers, network with fellow members, or just relax and have some fun.

Since its inception in 2012, the ConneXion Zone continues to grow in popularity – so come along for the ride. Browse the following pages to learn more about the exhibiting and sponsorship opportunities available.

Once you have a chance to review your options, contact **Keith Neighbour or Sue Babin with Babin & Associates Inc.** at [exhibits@mdrt.org](mailto:exhibits@mdrt.org) or **+1 (773) 275-4020** to confirm your spot at the 2017 MDRT Annual Meeting.

**Create the perfect ConneXion Zone or  
sponsorship package for your organization!**

We look forward to seeing  
you in Orlando!

# CONNEXION ZONE SCHEDULE OF EVENTS

**Friday  
June 2  
2017**

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

**Saturday  
June 3  
2017**

11 a.m. – 3:30 p.m.  
Exhibitor Move-in  
  
11 a.m. – 6 p.m.  
Registration Opens

3:30 p.m.  
Exhibitor Inspection

**Sunday  
June 4  
2017**

10 a.m. – 4 p.m.  
ConneXion Zone  
Open

**Monday  
June 5  
2017**

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

**Tuesday  
June 6  
2017**

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

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

## SCHEDULE SUBJECT TO CHANGE:

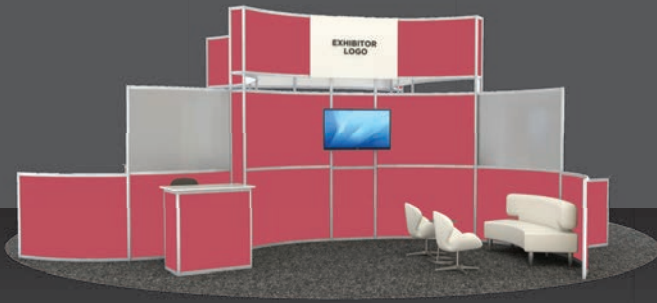
For the most current meeting information, including a detailed schedule of all meeting events, go to [mdrt.org/2017am](http://mdrt.org/2017am).



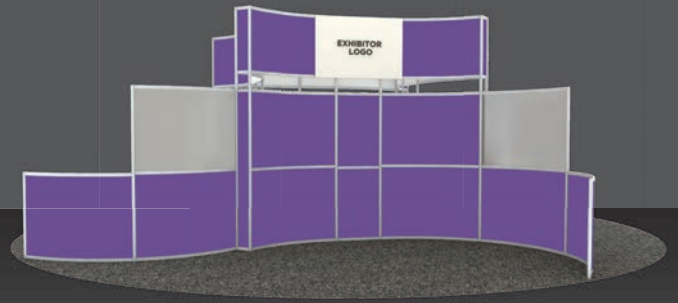
# CONNEXION ZONE EXHIBITOR PODS

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 EXHIBITOR POD**



**STANDARD EXHIBITOR POD**



PREMIUM	CONNEXION ZONE EXHIBITOR PODS	STANDARD
✓	Pod structure – 15 feet by 15 feet (225 square feet)	✓
✓	Company logo only in one location (as shown on diagram)	✓
✓	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 attendee 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	✓
✓	Virtual Bag space**	✓
✓	Beacon for giveaways***	✓
✓	Two sofas and a small glass table	
✓	Laptop pedestal/storage unit	
✓	42-inch plasma screen, including electrical drop	
<b>USD 8,000</b>		<b>USD 5,500</b>

The option to brand the panels of your exhibit space is available to you at an additional fee and can be ordered through FreemanXP.

*Please note that pop-up banners may only be used if they do not obstruct the view of your neighboring exhibitors and must be pre-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 this year we are anticipating the offering of providing Virtual Bags to exhibitors and sponsors to create a professional brand display for the organization. All attendees will receive an invitation email with a link to visit an exhibitor's Virtual Bag a week prior to the meeting. Another link will be sent two weeks after the meeting.

All branding needs to be completed by May 1, 2017. Artwork dimensions are 540 pixels wide by 396 pixels in height. Branding will be placed in alphabetic order of sponsors, premium pods and standard pods. Complete instructions will be sent at a later date.

*Based on the source company should any concern develop this option could be removed.*

\*\*\*Attract attendees to your exhibitor pod for a special giveaway or drawing with a beacon that will send a message to attendees' mobile devices. Your message with maximum 140 characters needs to be submitted by May 1, 2017.

The deadline to have your information included in the meeting program book is March 1, 2017.

## ADDITIONAL WAYS TO CONNECT IN THE CONNEXION ZONE

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

### Big Idea Theater\*

*Design your own Annual Meeting Session!*

Take center stage in the ConneXion Zone by holding your own session to showcase your company's products and services. The Big Idea Theater caters to a larger audience of members and appeals to attendees with its dynamic structure. You can design your own session from format to content to speaker. Or consider a language-specific session

to reach MDRT's diverse membership. Don't miss this opportunity to make a meaningful connection with meeting attendees. Big Idea sessions include one 45-minute speaking slot and one Company ConneXion Pass.

*Subject to availability.*

**USD 6,000 EACH**

### App Alley and Product Demonstration\*

This high-traffic area is the ideal place to promote your organization or company as a technological innovator. Present and demonstrate new technology solutions or allow members to engage with the functionality of your company's app.

Sponsorship includes a 25-minute presentation and one Company ConneXion Pass OR all-day showcase (during ConneXion Zone open hours) of latest and greatest app software on an iPad. Includes one Company ConneXion Pass, and an iPad will be available for displaying your app.

**USD 3,500**

### Company ConneXion Pass\*

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

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

\*Court of the Table and Top of the Table programs, reception 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 MDRT exhibitor.

## SPONSORSHIP PACKAGES

A sponsorship package gives you maximum visibility at the 2017 MDRT Annual Meeting. Your recognition increases with each sponsorship level you select. 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 50,000	USD 25,000	USD 15,000
Complimentary Company ConneXion 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 Orlando!	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 having your company's name and logo prominently displayed on the 2017 MDRT Annual Meeting tote bag.

**USD 60,000 - EXCLUSIVE**



## Technology Zone

Purchase naming rights for a day for the Technology Zone. Perceptions shape reality – sponsoring the Technology Zone will let attendees know that your company values the best and most effective technology available to help them succeed. Includes one 25-minute presentation in the Technology Zone, as well as digital signage and five information slides on digital media cube on sponsorship day.

**USD 40,000 - ONE COMPANY PER DAY**



## Notepad

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

**USD 30,000 - EXCLUSIVE**



## On Demand Video Center

The Classic Theater has been re-imagined and is now an attractive On Demand Video Center. An interactive touchscreen provides a vibrant inspiration station and allows users to enjoy both classic and new MDRT content provided on demand. Your company name and logo will be prominently featured on this digital theatre, and your company's content can be featured on one cube.

**USD 20,000 - ONE COMPANY PER DAY**

## Individual Sponsorship Items (continued)

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### Ice Cream Cart

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

**USD 20,000 - ONE COMPANY PER DAY**

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### Charging Stations

Charge up the meeting by sponsoring an area inside the ConneXion Zone where members can plug in and recharge their mobile devices. Each area will have an opportunity for back wall branding with a counter for six attendees at a time to sit and charge devices.

**USD 15,000 EACH (LIMIT TWO)**

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### Technology Tool Playground

Everyone wants to try the latest technology. Be the sponsor who enables members to discover what the buzz is all about with the newest and coolest. Digital 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 new gadgets.

**USD 10,000 - ONE COMPANY PER DAY**

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

As a sponsor, your company name and logo appear on the ConneXion Zone's 90-inch video screens, 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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### 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 8,000 - ONE COMPANY PER DAY FOR TWO HOURS**

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# SPONSORSHIP OPPORTUNITIES OUTSIDE OF THE CONNEXION ZONE

If you don't plan to exhibit in the ConneXion Zone, but would like to have a presence at the 2017 MDRT Annual Meeting, consider one of the following sponsorship opportunities:

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## Convention Center Wi-Fi

Be the company that helps nearly 10,000 meeting attendees stay connected to their home and office by sponsoring Wi-Fi access in all meeting space and common areas of the Convention Center. You create the network name\*, so each time an attendee needs access, your company will be associated with providing this valuable, convenient service. Cost includes Wi-Fi sponsorship for five days. From 11 a.m. on Saturday, June 3, when registration opens to the close of the meeting, Wednesday, June 7, at 5:30 p.m.

**USD 50,000 - EXCLUSIVE**

**\*WI-FI SSID (NETWORK NAME) CAN RANGE FROM 3 TO 32 CHARACTERS INCLUDING SPACES.**

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## Zen Room

The Zen Room—a calming retreat where members can reflect and recharge – provides the perfect antidote to the high-energy, fast-paced MDRT Annual Meeting. Comfortable seating and soothing sounds will surround attendees with tranquility. Your company logo will be featured throughout the Zen Room.

**USD 30,000 - EXCLUSIVE**

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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 floor-standing charging station has six charging lockers for charging up to six devices. Sponsor videos and/or graphic artwork is featured on a 20-inch screen.

**USD 10,000 EACH**

# CONNEXION ZONE

