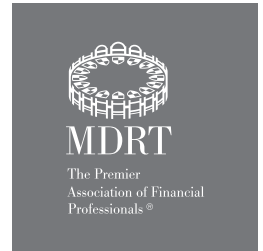
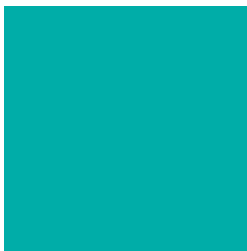




**“MDRT is one of the best shows that I attend all year. Attendance is excellent, and the potential customer base for our product is exceptional.”**  
 Jim Ghio - Unibind



2010 MDRT® Annual Meeting

# Exhibitor Prospectus

Meeting Dates: June 13–17, 2010  
 Exhibit Dates: June 13–16, 2010  
 Vancouver Convention Centre  
 Vancouver, British Columbia, Canada

The Million Dollar Round Table® (MDRT) is The Premier Association of Financial Professionals, and membership in MDRT represents the pinnacle of success in the insurance and financial services arena. Each year, thousands of MDRT members attend the MDRT Annual Meeting, widely considered to be the best meeting of its kind held anywhere in the world. **EXHIBITING AT THE ANNUAL MEETING GIVES YOU FACE TIME WITH THIS AFFLUENT GROUP OF FINANCIAL PROFESSIONALS.** Nowhere else will you find a better opportunity to solidify current relationships, identify new clients and increase brand awareness.

## WHY EXHIBIT?

### ACCESS:

Only MDRT members are allowed to attend the Annual Meeting, giving you **DIRECT ACCESS** to MDRT’s affluent, hard-to-reach demographic.

### BRAND AWARENESS:

The Annual Meeting draws more than 5,000 of the most successful financial services professionals from the United States and throughout the world, allowing you to **PROMOTE YOUR BUSINESS** both locally and globally!

### FACE TIME:

The Annual Meeting gives you more than 23 hours of **FACE-TO-FACE TIME** with this elite group.

### POSITIONING:

Exhibiting at the Annual Meeting positions you as a **MAIN PLAYER** in the financial services industry.

## WHO EXHIBITS?

There are more than 100 exhibitors at the MDRT Annual Meeting. Among MDRT's exhibitors are investment advisors, marketing services, client appreciation gift companies, insurance services and practice management companies. **EXHIBITING AT THE ANNUAL MEETING NOT ONLY INCREASES YOUR PROSPECTS, BUT THE CALIBER OF YOUR PROSPECTS, LEADING TO SIGNIFICANT INCREASES IN SALES AND PROFITS.**

## ATTENDEE PROFILE\*

Total membership: 31,857  
Males: 21,083  
Females: 10,774  
Average age: 48  
Court of the Table: 4,339  
Top of the Table: 1,610  
Average commissions: USD 213,154  
Average commissions per life: USD 923  
Average premiums: USD 560,541  
Average lives: 192  
Median lives: 79

81% have bachelor's degree or higher  
50% are career agents  
36% have a general practice  
61% are sole proprietors of their business  
44% do joint cases with established life agents  
52% close the most sales in their office  
63% serve clients older than age 50  
72% have one or more full-time employees  
76% have been in the business more than 15 years  
44% primarily sell life and health insurance

18% of income comes from non-life products  
91% sell term life insurance  
87% sell long-term care insurance  
86% sell variable annuities  
86% sell mutual funds  
74% sell disability insurance  
73% sell retirement planning products  
73% sell universal life insurance

\* Statistics based on MDRT Membership Profile Survey and Cost of Doing Business Survey

## SIGN UP TODAY!

### EXHIBIT SPACE RATE

# USD 40

per square foot  
(average booth size is 100 square feet)  
USD 400 for each exposed corner

**MDRT will put you in front of the right audience: qualified buyers who need your products and services.** MDRT members are committed to products and services that enhance their prestige, and support their personal and professional development, helping them keep what they have earned: membership in MDRT.

### Included in Exhibit Space Fee:

- Two (2) complimentary access badges to Main Platform, MDRT's signature event
- Two (2) complimentary Exhibit Hall badges
- One (1) pre-meeting mailing list of attendees
- One (1) booth identification sign
- 8' high-back drape and 3' high-side drape
- Company listing and 30-word description in the on-site exhibitor listing
- 2 standard side chairs
- 1 wastebasket

## EXHIBITOR PRODUCT WORKSHOP!

Enhance your Exhibitor Package by hosting an Exhibitor Product Workshop. Increase your company's exposure and promote your booth at a cost-effective price. MDRT will reserve a workshop space for you for a one-hour session, product demo or discussion group. Your space will hold up to 50 people. Your workshop will take place in the Exhibit Hall during business hours on Sunday, Monday and Tuesday, and will be listed in the Annual Meeting Program Book (subject to deadline date).

**Exhibitor Product Workshop Fee:**  
**USD 2,000**

### QUESTIONS

#### For more information:

**Rhonda King** – Corcoran Expositions  
312.541.0567, ext. 656  
rhonda@corcexpo.com  
**Catherine Coleman** – MDRT  
847.692.6378, ext. 4921  
ccoleman@mdrt.org

*A signed exhibit space application is required with full payment to reserve your exhibit space. Booth fees are payable by check, money order or credit card in U.S. funds only. Make checks payable to MDRT. Applications will not be processed, or space assigned, without submitting the complete contract and payment in full.*

#### Cancellation and Refund Policy

All cancellations must be submitted in writing.

Cancellation	Refund
Before January 11, 2010	100%
January 12–March 15, 2010	50%
March 16, 2010, and after	No refund

**The MDRT Annual Meeting is “the meeting” to attend each year, so don't miss out on your opportunity to get your product seen and heard by the world's most successful financial services professionals: MDRT members. Sign up today!**

Million Dollar Round Table  
325 West Touhy Avenue  
Park Ridge, IL 60068 USA

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