

2010 MDRT® Annual Meeting

Partnership Prospectus

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

MDRT, The Premier Association of Financial Professionals, invites you to partner with us at our 2010 Annual Meeting, June 13–17, in beautiful Vancouver.

If you are looking for increased brand exposure among the world’s most prestigious financial advisors, the MDRT Annual Meeting is the place to be.

Each June, more than **5,000 TOP PRODUCERS** from around the world gather to learn more about the latest sales techniques and consumer trends in the life insurance-based, financial services business. The five-day meeting features motivational Main Platform presentations and educational Focus Sessions that allow MDRT members to share ideas, consider new perspectives and gain insights that will propel them to the next level of success in their business.

By becoming an MDRT Annual Meeting partner, your company will enjoy prominent name recognition among this group of talented and motivated industry professionals. A partnership also aligns your company with the success and strength of the MDRT brand and positions you as an industry leader.

MDRT will continue to accept partnership applications until all partnership levels are sold out. You can download an application at www.mdr.org and submit it according to the instructions on the application form.

If you have questions, or for more information, contact:

Rhonda King

Corcoran Expositions
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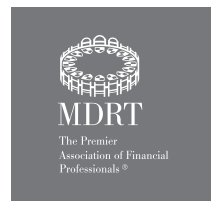
Catherine Coleman

MDRT Meeting Planner
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Demographics

2009 MDRT Membership

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



Platinum Partnerships

MDRT ANNUAL MEETING TOTE BAG – USD 60,000

Enjoy five days of high-profile brand exposure by taking advantage of the opportunity to have your company's name and logo prominently displayed on the 2010 MDRT Annual Meeting tote bag – given to every meeting attendee. **(Minimum of two companies)**

BENEFITS INCLUDE:

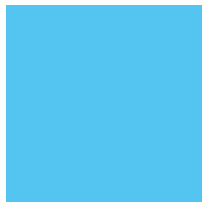
- Company logo (one color) on the conference tote bag along with the MDRT logo
- One (1) 10 ft. x 10 ft. complimentary booth space in the Exhibit Hall
- Four (4) complimentary Annual Meeting registrations
- One (1) tote bag flier insert (approved by MDRT)
- Company logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
- Recognition acknowledging your partnership via official hotels' dark channel (where available)
- Logo recognition on MDRT's Web site with hyperlink
- Priority points toward 2011 booth renewal
- Partner ribbons for booth personnel

COURT OF THE TABLE – TOP OF THE TABLE HOSPITALITY RECEPTION – USD 60,000 EXCLUSIVE

This hospitality reception is held for MDRT's exclusive Court of the Table and Top of the Table members only and provides your company with an opportunity to personally interact with this elite group.

BENEFITS INCLUDE:

- Company logo and booth number on reception hall décor
- One (1) hospitality room to host your reception
- One (1) 10 ft. x 10 ft. complimentary booth space in the Exhibit Hall
- Four (4) complimentary Annual Meeting registrations
- One (1) tote bag flier insert (approved by MDRT)
- Company logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
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Gold Partnerships

CONNECTION ZONE – USD 30,000 EXCLUSIVE

Located in the Exhibit Hall, the Connection Zone provides daily e-mail access and allows attendees to stay connected throughout the conference. Your logo will be seen repeatedly in this high-traffic area, and you will be recognized as providing this valuable service to meeting attendees.

BENEFITS INCLUDE:

- Company logo on computer kiosks and desktops along with the MDRT logo
- Your company Web site as the default homepage on each computer
- Company logo on banner and signage in the Connection Zone
- Opportunity to supply mouse pads at each computer
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Three (3) complimentary Annual Meeting registrations
- Company's logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
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FOCUS SESSION HANDOUT THUMB DRIVE – USD 30,000 EXCLUSIVE

MDRT is going green and Focus Session handouts will not be printed. Instead, all attendees will receive the handouts on a thumb drive – featuring your company name and logo. This is an excellent opportunity to gain recognition with an item that will continue to be used long after the meeting ends.

BENEFITS INCLUDE:

- Company logo will appear in a one-color format, along with the MDRT logo, on thumb drive
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Three (3) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
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RELAXATION MESSAGE STATION – USD 30,000 EXCLUSIVE

A massage station is one of the most appreciated services at large conventions. Take advantage of this opportunity to be recognized as the company that provides attendees with a calming respite during their busy day.

BENEFITS INCLUDE:

- Company logo on signage at the massage station, along with the MDRT logo
- Opportunity to provide shirts with company logo
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Three (3) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
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Gold Partnerships (continued)

REUSABLE WATER BOTTLES AND WATER STATIONS – USD 30,000 EXCLUSIVE

They are practical, convenient, environmentally friendly and everywhere! Partner to provide the reusable water bottles, as well as the water stations in the Exhibit Hall, and your logo will be in the hands of thousands of MDRT members.

BENEFITS INCLUDE:

- Company logo on reusable water bottle (one-color format), along with the MDRT logo
- Company logo on signage at the water stations
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Three (3) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
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AFTERNOON REFRESHMENT BREAKS – USD 30,000 EXCLUSIVE

Reinforce your presence at the Annual Meeting by placing your company name and logo in front of members as they take a break to enjoy afternoon refreshments and networking in the high-traffic Exhibit Hall. **Four available (Sunday, Monday, Tuesday and Wednesday)**

BENEFITS INCLUDE:

- Company logo and booth number on napkins at refreshment stations and on signage
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Three (3) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) promotional mention in MDRT's e-newsletter to registered attendees (sent by MDRT)
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book and exhibitor listing (subject to printing deadline)
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
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Silver Partnerships

Notebooks and pens are two of the most popular items at any meeting. Both provide a chance to put your company logo in front of MDRT members – both during and after the Annual Meeting.

PENS – USD 15,000 EXCLUSIVE



BENEFITS INCLUDE:

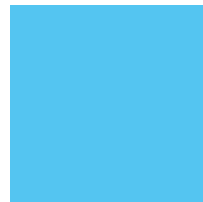
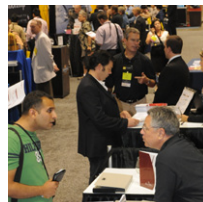
- Company logo printed on the conference pens (one-color format) along with the MDRT logo
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Two (2) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
- Logo recognition on MDRT's Web site with hyperlink
- Priority points toward 2011 booth renewal
- Partner ribbons for booth personnel

NOTEPADS – USD 15,000 EXCLUSIVE



BENEFITS INCLUDE:

- Company logo printed on conference notepads (one-color format) along with the MDRT logo
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Two (2) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
- Logo recognition on MDRT's Web site with hyperlink
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Silver Partnerships (continued)

Attendees receive a shopping bag with each purchase made in the MDRT Power Center. This is a terrific opportunity to have your company logo visible throughout the Annual Meeting.

POWER CENTER SHOPPING BAGS – LARGE BAGS – USD 15,000 EXCLUSIVE



BENEFITS INCLUDE:

- Company logo printed on shopping bag (one-color format) along with the MDRT logo
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Two (2) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
- Logo recognition on MDRT's Web site with hyperlink
- Priority points toward 2011 booth renewal
- Partner ribbons for booth personnel

POWER CENTER SHOPPING BAGS – MEDIUM/SMALL BAGS – USD 15,000 EXCLUSIVE



BENEFITS INCLUDE:

- Company logo printed on shopping bag (one-color format) along with the MDRT logo
- Discount on (1) 10 ft. x 10 ft. booth space in the Exhibit Hall
- Two (2) complimentary Annual Meeting registrations
- Company logo displayed during Main Platform breaks
- One (1) pre-meeting attendee mailing list
- Logo recognition in the program book (subject to printing deadline) and exhibitor listing
- Reserved seating at MDRT's Main Platform Event
- Recognition in the Exhibit Hall on general partnership signage, entrance unit and during Exhibit Hall announcements
- Logo recognition on MDRT's Web site with hyperlink
- Priority points toward 2011 booth renewal
- Partner ribbons for booth personnel

About MDRT: Founded in 1927, MDRT is an international, independent association of more than 31,000, or less than one percent, of the world's best life insurance and financial services professionals. With membership from 84 nations and territories, MDRT members demonstrate exceptional professional knowledge, strict ethical conduct and outstanding client service. MDRT membership is recognized internationally as the standard of sales excellence in the life insurance and financial services business.



MDRT

The Premier
Association of Financial
Professionals®

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