



The LIFE Insurance Direct Marketing Association (LIDMA) is the premier non-profit organization dedicated specifically to supporting businesses and professionals engaged in the direct marketing of life insurance and related products to consumers! In this arena, LIDMA member life insurance direct marketers, carriers, exam companies and business partners work collaboratively to enhance business models for increased efficiencies to facilitate a more streamlined experience for consumers and the companies dedicated to this industry segment.

The 14th Annual Life Insurance Direct Marketing Association Fall Meeting & Business Showcase is slated for September 17 – 19, 2017 at the Ritz Carlton Tysons Corner in McLean, VA and we are excited to announce our sponsorship packages, which include expanded À la carte opportunities!

We value our partners and want to provide creative opportunities to get in front of new prospective customers. These are limited sponsorship opportunities and sell very quickly. Our sponsorship package opportunities are available on a first come first serve basis.

The *Premier* sponsorship allows you to personally invite your attendees for a private session and have control of who your audience is in addition to representation on the mobile app! Executive sponsorship affords expanded presence and exposure before and during the conference. With the *Signature* sponsorship, you have the opportunity to advertise your company in the main conference hall, display a showcase table and receive special recognition during conference. The *Showcase* package grants space for continued display of products to direct marketers and carriers. This format allows you to decide the best package that targets your current or prospective customers.

In addition, we encourage you to add on a Cornerstone sponsorship to any package to optimize your message.

A 50% deposit will be required to hold your spot and full payment will be due by August 15th. Email gina@lidma.org or call LIDMA at 866.890.LEAD (5323) today so that you do not lose your opportunity to increase your business!

We look forward to seeing you there!

Joe Klein, APPS - Portamedic
LIDMA Networking & Collaboration Chair

Sponsorship OPTIONS

Premier Sponsorship Package - \$5,500 – (Sold Out)

Premier sponsorship allows you to personally invite your attendees for a private session and have control of who your audience is.

- Exclusive 30 Minute Private Session! One on one time with the attendees you choose.
- Signage in main conference hall
- Special recognition and mention throughout the conference
- Business Showcase display table throughout conference (optional)
- Banner Ad & Company logo on Mobile Conference App and LIDMA Website
- Advance Copy of Attendee List
- 3 Attendees

Executive Sponsorship Package - \$4,000

Executive sponsorship affords expanded presence and exposure before and during the conference.

- Signage in main conference hall
- Special recognition and mention throughout the conference
- Business Showcase display table throughout conference (optional)
- Banner Ad & Company logo on Mobile Conference App and LIDMA Website
- Advance Copy of Attendee List
- 3 Attendees

Signature Sponsorship Package - \$2,500

With Signature sponsorship, you have the opportunity to enhance your visibility throughout the conference.

- Signage in main conference hall
- Special recognition and mention throughout the conference
- Business Showcase display table throughout conference (optional)
- Company logo on Mobile Conference App and LIDMA Website
- 2 Attendees

Showcase Sponsorship Package – \$1,750

Showcase your products and services to Direct Marketers and Carriers.

- Business Showcase display table throughout conference
- 1 Attendee



Cornerstone Sponsorship Opportunities:

- **Name Badge Lanyard Sponsorship: \$1,500 - SOLD**

This is a great opportunity to promote your company's brand. Lanyards are given to all attendees at check-in. Investment includes lanyard production with your logo of choice (1 color).

- **Hotel Key Card Sponsorship: \$1,500**

From check-in to check-out attendees will see your branding or product message every time they use their room key. Your investment includes 4-color production of your logo / message on one side of the card, distributed to all LIDMA hotel guests.

- **Internet Access Sponsorship: \$1,500 - SOLD**

Who's got you back on better service than basic hotel internet speed? Your company can! Recognition throughout conference for enhanced access.

- **Conference Mobile App Sponsorship: \$2,000**

Mobile go to for all attendees to access schedule and presentation info with your company logo displayed.

- **Real LIFE Stories Presenter Sponsorship: \$2,500**

Support a great message for everyone on why we do what we do! Costs cover honorarium, travel and lodging for the Real LIFE story presenter, recognition for your company as their sponsor and you get to introduce them.

- **Sunday Welcome Reception Sponsorship: \$1,500**

Network and promote your company. Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

- **Monday Breakfast Sponsorship: \$1,500**

Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

- **Tuesday Breakfast Sponsorship: \$1,500**

Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

- **Monday Luncheon Sponsorship: \$2,000**

Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

- **Tuesday Luncheon Sponsorship: \$2,000**

Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

- **Tuesday Dessert & Coffee Break Sponsorship: \$1,250**

Sponsor will be recognized during the program and on signage and have napkins with their logo provided.

Ritz Carlton Tysons Corner

1700 Tysons Blvd., MacLean, VA 22102

(703) 506-4300

- **Limited to LIDMA Member Companies, available on a first- come, first-serve basis.**
- **No reservation accepted until payment and paperwork received.**
- **Set-up Sunday afternoon; tear-down after event close.**



Life Insurance Direct Marketing Association



Company Information *(please print)*

Company Name *(as it should appear for recognition)*

Contact Name

Telephone

Email

Company description for web and print materials (250 character limit please):

Payment Information

- Check (Please make payable to **LIDMA**)
- MC / VISA
- American Express

Card Number

Exp. Date

Name as it appears on card

Cardholder's Signature

\$ _____ Total Payment

Mail checks to:

LIDMA, Inc.
3227 S. Cherokee Lane, Ste. 1320
Woodstock, GA 30188
Fax form to: 770-516-0236

Sponsorship Levels:

- ~~\$5,500 Premier Package - SOLD~~
- \$4,000 Executive Package
- \$2,500 Signature Package
- \$1,750 Showcase Package
 - Check if table desired
 - Check if power required
- \$2,500 Real LIFE Stories Speaker
- \$2,000 Conference Mobile App
- ~~\$1,500 Internet Access - SOLD~~
- ~~\$1,500 Lanyard - SOLD~~
- \$1,500 Logo & tagline on room cards
- \$1,500 Sunday Welcome Reception
- \$1,500 Monday Breakfast
- \$1,500 Tuesday Breakfast
- \$2,000 Monday lunch
- \$2,000 Tuesday lunch
- \$1,250 Dessert & Coffee Break

LIDMA 2017
Sept. 17 – 19, 2017
Ritz Carlton Tysons Corner
1700 Tysons Blvd.
McLean, VA 22102

Reservations can be made by calling 703-506-4300 and requesting the LIDMA room rate of \$239.00 single / double.