2022

Welcome to LIDMA!

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 LIDMA Fall Meeting & Business Showcase is the insurance industry's top annual meeting for producers, carriers, insurance agencies, and vendor partners involved in direct sales and processing.

SPONSORSHIP OPPORTUNITIES:

- Premier Hosted Sessions
- Additional Virtual Sessions
- Business Showcase Display
- Special Recognition
- Signage
- Banner Ad & Logo on Conference Mobile App
- Attendee Lists
- Partner Listing on Website

NEW! Cornerstone Offerings:

- Espresso Cafe

LIDMA Makes Life Easier!

Join Us at LIDMA 2022!

The 19th Annual Life Insurance Direct Marketing Association Fall Meeting & Business Showcase is slated for October 16 – 19, 2022 at the westdrift Manhattan Beach Autograph Collection in Manhattan Beach, California 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.

We will continue the dedicated LIDMA Sponsors Innovation Lounge. This area at the rear of the general breakfast and lunch ballroom is designed to afford LIDMA Sponsors a place to break off with customers and/or prospects to hold more personal meetings while still taking advantage of the planned conference meals.

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 area 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
LIDMA Networking & Collaboration Chair

Nicole Buckenmeyer
LIDMA President

SPONSORSHIP OPTIONS

PREMIER SPONSORSHIP PACKAGE - $6,500 - *SOLD OUT!*

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

- Exclusive 20 Minute Private Session! One on one time with the attendees you choose
- Additional 30 minute virtual session (during the year) hosted and promoted by LIDMA
- 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 - $5,000

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

- Additional 30 minute virtual session (during the year) hosted and promoted by LIDMA
- 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 - $3,000

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

Cornerstone Sponsorship Opportunities:

- **Name Badge Lanyard Sponsorship: $2,500 - *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 Room Key Card Sponsorship: $2,500 - *SOLD***

From check-in to check-out attendees will to 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.

- **Sunday Welcome Reception Sponsorship: $4,000**

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

- **Monday Cocktail Reception Sponsorship: $4,000 - *SOLD***

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

- **Espresso Cafe Sponsorship: $3,000**

Promote your company with a branded Espresso Café on Monday afternoon at the conference. Sponsor will be recognized during the program, on signage and have napkins with their logo provided.

- **Life Lessons Presenter Sponsorship: $3,000**

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

- **Keynote Presenter Sponsorship: Varies**

Costs cover honorarium, travel and lodging for the presenter, recognition for your company as their sponsor and you get to introduce them.

Contact us for additional or custom options!

- ***Limited to LIDMA Member Companies, available on a first- come, first-serve basis.***
- ***Please contact LIDMA at (866) 890-LEAD (5323) or info@lidma.org to discuss a custom sponsorship to maximize your exposure.***
- ***No reservation accepted until payment and paperwork received.***
- ***Set-up Sunday afternoon; tear-down Tuesday afternoon.***

LIDMA Fall Meeting & Business Showcase
The westdrift Manhattan Beach Autograph Collection
1400 Parkview Avenue, Manhattan Beach, CA 90260
1-310-546-7511
Start Date: 2022 Oct 16, Sun
End Date: 2022 Oct 19, Wed
Last Day to Book: 2021 Sep 16, Fri
Hotel(s) offering your special group rate:

- ***The westdrift Manhattan Beach Autograph Collection for $249 USD per night****

Book your group rate for LIDMA Fall Meeting & Business Showcase

LIDMA Makes LIFE Easier ™

COMPANY INFORMATION:

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

SPONSORSHIP LEVELS:

$6,500 PREMIER PACKAGE - SOLD

☐ **$5,000 EXECUTIVE PACKAGE**

☐ **$3,000 SIGNATURE PACKAGE**

☐ **CHECK IF TABLE DESIRED**
☐ **CHECK IF POWER REQUIRED**

$4,000 SUNDAY WELCOME RECEPTION

$4,000 MONDAY COCKTAIL RECEPTION - SOLD

☐ **$3,000 ESPRESSO CAFÉ**

$2,500 ROOM KEY CARDS - SOLD

$2,500 LANYARD - SOLD

☐ **$3,000 LIFE LESSONS SPEAKER**

CUSTOM OPTIONS:

☐ **KEYNOTE SPONSORSHIP**