



## What is GAMA International?

GAMA International is the only association dedicated to promoting the professional development needs of managers in the insurance and financial services industry. GAMA International is the only volunteer organization that focuses on the agency-building tasks and skills of successful career agencies/firms. GAMA International's mission is

- **TO ADVOCATE** the value-added role of field leadership in the ethical distribution of financial products and services.
- **TO SERVE** the professional development needs of individuals and companies engaged in building the distribution of financial products and services.
- **TO ACT** as a catalyst to connect companies and distribution management in the insurance and financial services industry.

## What is LAMP?

LAMP—Leadership and Management Program—is the industry's premier event of the year for field leaders in the insurance and financial services industry. Discover how three and a half days packed with top professional development programming can enhance your career! Featuring...

- Top-notch General Session speaker presentations
- More than 30 Leading Practices concurrent sessions presented over three days
- Resource Center with more than 50 exhibitors that offer valuable products and services
- Networking opportunities with peers
- Black-tie annual awards gala

LAMP provides a quality and quantity of programs that you can't find anywhere else!

## Who Are GAMA International Members and LAMP Attendees?

GAMA International has more than 5,100 members with direct or secondary management and leadership responsibility:

- 80% hold high-level executive positions (general agent, CEO, president, managing director)
- 100% travel more than 15 days per year on business
- 80% have been in the industry for more than 20 years
- 85% or more have 20 or more advisors in their agency/firm
- 45 of the top insurance and financial services firms in the world are member companies
  - 10 on the Fortune 500 list
  - \$6 trillion in life premiums

## Why Become a LAMP 2008 Sponsor?

### Maximum Exposure

By becoming a LAMP 2008 sponsor, your name will be in front of those who matter most! LAMP is the best place to reach out to industry leaders. Our attendees are looking for new and innovative ideas and resources for success. LAMP is a valuable source for procuring efficient and effective resources for agencies/firms to successfully grow their businesses.

### Industry Recognition

There is no better way to show your company's support of the insurance and financial services industry than through a sponsorship at this premier event. A large part of the success of LAMP is due to the generosity of the meeting sponsors and our relationships with them. Your sponsorship highlights the kindness of your company and your willingness to help provide first-rate educational programming at LAMP. Without your presence and participation, none of this would be possible.

### Exceptional Value

GAMA International offers a variety of sponsorship opportunities to enable you to support our annual LAMP conference at the level that best meets your needs and budget. Your sponsorship of LAMP 2008 will provide your company with extraordinary value through various advertising and recognition avenues.

## LAMP 2008 Sponsorship Opportunities

All LAMP 2008 sponsorship packages include the following benefits:

- 2 tickets to the President's Reception on Sunday, March 16
- 2 tickets to the Celebration of Excellence Banquet on Monday, March 17
- 2 tickets to the MAA/MFA Breakfast on Tuesday, March 18
- Recognition from the main platform at LAMP 2008
- Recognition on the LAMP 2008 Web site with company logo and link back to your Web site
- Recognition in the LAMP 2008 Final Program
- Prominent signage throughout LAMP 2008

Visit [gamaweb.com](http://gamaweb.com) regularly for LAMP 2008 updates

### Lanyards \$8,000

If you sponsor the lanyards for LAMP 2008, every attendee will be wearing your company logo throughout the conference! When you sponsor the lanyards, your company logo will be printed on each lanyard distributed at registration.

### Registration Bags \$8,000

Put your company logo in the hands of every LAMP attendee! The official LAMP registration bag will be given to every conference attendee to hold all of their meeting materials. This is a perfect way to have your company presence displayed throughout the entire conference. This sponsorship includes your company logo screened onto one side of each registration bag.

### Opening Welcome Reception

#### Co-Sponsorship \$5,000

The Welcome Reception is held in the Resource Center on Sunday afternoon and is the official start of the LAMP conference. Put your name on this well-attended event and join GAMA International in kicking off LAMP 2008!

### Morning Coffee Break

#### ■ Monday or Tuesday Morning Coffee Break \$12,000

#### ■ Or BOTH for \$20,000

Your company will receive high-visibility recognition as the sponsor of the morning coffee breaks during the General Sessions. With the sponsorship, your company will be given space to display company literature and will receive signage throughout the break area. You have the option to sponsor one or both of the morning coffee breaks.

### Resource Center Luncheons

#### ■ Monday or Tuesday Luncheon \$20,000

#### ■ Or BOTH for \$37,000

Imagine the recognition your company will receive from LAMP attendees as the sponsor of our Monday or Tuesday lunch inside the Resource Center. The lunches are attended by all and provide an excellent opportunity for networking, mingling and catching up with industry peers. By putting your name on a lunch, your company will receive high-visibility signage outside and throughout the Resource Center. Sponsor one or sponsor both for even more exposure!

### Room Keys \$10,000

Imagine every LAMP attendee being greeted at the hotel check-in with your company's logo! And they will see it each and every time they return to their room. This sponsorship provides your company with limitless opportunities for recognition throughout the conference. As the official sponsor of the LAMP 2008 hotel room keys, you will receive your company logo printed on each attendee's room key.

### International Reception and Awards Ceremony

#### \$10,000

The International Reception is held on Sunday evening in honor of our international attendees and guests. During this special reception, our international award qualifiers are recognized for their hard work and dedication to the insurance and financial services industry. Sponsorship of this event will show your company's support for our associates across the globe! This sponsorship also includes high-visibility signage throughout the event.

### E-mail Stations/Cyber Café \$15,000

Everyone will thank your company for sponsoring these e-mail stations throughout the Resource Center. Strategically placed, these stations will be set up around the Resource Center to allow LAMP attendees the opportunity to check their e-mail throughout the day. This sponsorship includes additional recognition near the e-mail stations.

## Special LAMP 2008 Advertising Opportunities

### LAMP Final Program Advertising

Special advertising space is available in the on-site LAMP 2008 edition of *GAMA International Journal* and the LAMP 2008 Final Program. For ad space reservations and specs, contact Stacey Williams, manager, advertising and exhibit sales, at 703-770-8172 or [swilliams@gama.naifa.org](mailto:swilliams@gama.naifa.org).

### March/April 2008 *GAMA International Journal*

Size	B&W Rates	Color Rates
Center 2-page spread	\$2750	\$3700
2-page spread	\$2200	\$3150
Full page	\$1100	\$1950
½ page	\$635	\$1585
¼ page	\$470	\$1420
Covers 2 & 3		\$3025
Cover 4		\$4125

\*Color ads in four-color process only.

### LAMP 2008 Final Program

Cover 2	N/A	\$2500
Cover 3	N/A	\$2500
Cover 4	N/A	\$3000

All advertising text and content is subject to approval by GAMA International.



# LAMP 2008 Sponsorship Contract

Sponsorship Opportunity \_\_\_\_\_

Sponsorship Cost \_\_\_\_\_

**Contact Information**

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Acceptance of Terms:**

GAMA International reserves the right to determine a company's eligibility to sponsor based on criteria established by its Board of Directors and the company's adherence and support of GAMA International's mission, values and policies. If deemed ineligible, application to partner will be denied and current amount paid will be refunded.

*We hereby apply for approval of sponsorship with GAMA International and agree to abide by the above acceptance of terms.*

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*\*Contract must be signed to be processed by GAMA International*

Accepted by GAMA International:

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_