

L&MP₁₁

WHERE LEADERS IMPACT LIVES
MARCH 20-23, 2011 / WASHINGTON, DC

LAMP '11

ACCESS OPPORTUNITIES

*Exhibit, Advertising &
Sponsorship Offerings*



BUILDING THE LEADERS WHO BUILD THE INSURANCE, INVESTMENT & FINANCIAL SERVICES INDUSTRY

WE BUILD LEADERS

In today's increasingly complex and competitive business world, managers are called on to increase efficiencies, maximize profits, and decrease risk. It's not easy. And you can't do it alone. That's why field leaders in the financial services industry turn to GAMA International — the only association dedicated to promoting their professional development needs and leadership skills.

GAMA Members

GAMA International members are field leaders in the insurance, investment, and financial services industry. Broadly speaking, that means that our members identify, recruit, select, train, develop, supervise, or grow advisors and other leaders. A demographic snapshot of our members shows the following:

- 10% annually earn more than \$1 million
- 50% annually earn more than \$500,000
- 79% use online services every day
- 80% have more than 20 years of industry experience
- 80% hold high-level executive positions (general agent, president, managing director)
- 85% have 20 or more producers in their firm
- 100% annually travel on business more than 15 days.

These are truly leaders in their field.

LAMP

LAMP, GAMA's annual Leadership and Management Program, is the financial services industry's premier annual meeting. More than 2,000 field leaders and industry executives representing more than 50 insurance companies from around the world gather to —

- Hear dynamic speakers, such as George H.W. Bush, Chris Gardner, and Norman Levine
- Attend Leading Practices sessions featuring industry peers presenting on topics such as recruiting, marketing, culture, and diversity
- Purchase state-of-the-art products and services offered by LAMP vendors and GAMA Resource Partners (see description at right)
- Salute industry leaders at the Celebration of Excellence awards banquet
- Network with peers from around the world at receptions and luncheons
- Reconnect with fellow field leaders at company-sponsored events.

GAMA Industry Partners

GAMA's Partner in Management Growth Program consists of nearly 50 of the top financial service companies in the country. Industry giants such as MetLife, State Farm Insurance Companies, and Northwestern Mutual have partnered with GAMA International in recognition of our value to the industry.

In addition to field leaders, home office executives, and representatives from our sister industry groups, such as MDRT, NAIFA, and The American College, attend LAMP.

LAMP Access Opportunities

LAMP provides you with a wide variety of opportunities to connect with GAMA members:

- Exhibit at LAMP
- Sponsor events, materials, or services featured at LAMP
- Advertise in LAMP-distributed publications.

Keep in mind, almost half of GAMA's membership attends LAMP annually, a nearly unprecedented rate of attendance for an association annual meeting. Participating in LAMP will put your company in front of thousands of dynamic leaders, fired up about learning about new and innovative resources for themselves, their advisors, and their businesses.

GAMA International Resource Partners

If you're looking for year-round exposure to GAMA members, GAMA's Resource Partner Program provides you with additional access opportunities. GAMA Resource Partners enjoy benefits such as discounts on advertising in the *GAMA International Journal*, exhibiting at LAMP, and e-marketing promotions to members. For more information, contact Stacey Williams at 571-499-4324 or e-mail swilliams@gamaweb.com.



More information on LAMP and GAMA International can be found at www.gamaweb.com/lamp.

ADVERTISE

Advertise in LAMP publications to reach an international audience of field leaders and industry executives from more than 50 financial services companies.

GAMA International sells advertising in two publications for LAMP attendees:

- The LAMP '11 final program
- The March/April 2011 edition of the *GAMA International Journal*.

To reserve ad space, contact Stacey Williams at 571-499-4324 or e-mail swilliams@gamaweb.com.

Advertising Rates

GAMA International Journal

SIZE	B&W (USD)	COLOR (USD)*
Center 2-page spread	\$3,700	\$4,700
2-page spread	\$2,700	\$3,700
Full page	\$1,500	\$2,500
Half page	\$700	\$1,700
Covers		
Inside Front Cover/Inside Back Cover		\$3,700
Back cover		\$5,000

*Color ads available in four-color process only

LAMP Program

Inside Front Cover	N/A	\$3,000
Inside Back Cover	N/A	\$3,000
Back Cover	N/A	\$4,000

Registration Packet Insert	N/A	\$2,500
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SPONSOR

LAMP sponsors show their support for and involvement in the financial services industry, GAMA International, and LAMP's international audience of field leaders and industry executives.

Sponsorship Benefits

All LAMP '11 sponsorship packages receive the following benefits:

- 2 tickets to the President's Reception on Sunday, March 20
- 2 tickets to the Celebration of Excellence awards banquet on Monday, March 21
- 2 tickets to the Master Agency / Master Firm / Master Multiline Breakfast on Tuesday, March 22
- Recognition from the general session at LAMP '11
- Recognition on the LAMP '11 Web site with company logo and link back to your Web site
- Recognition in the LAMP '11 final program
- Prominent signage throughout LAMP '11.

Resource Center Luncheons

Cosponsorship \$5,000

The Monday and Tuesday luncheons inside the Resource Center are open to all attendees and provide an excellent opportunity for networking and mingling with industry peers. The sponsoring companies receive high-visibility signage outside and throughout the Resource Center.

Leading Practices Sessions

Meeting Materials CD. \$10,000

As the exclusive sponsor of the LAMP '11 Leading Practices sessions meeting materials CD, your company will have prominent recognition on the CD cover and in the CD contents. Place your company logo and information on a resource that attendees will return to again and again.

Cyber Café \$15,000

Your sponsorship of the Cyber Café allows attendees to stay digitally connected throughout the conference. Your company logo will be displayed on the computer station kiosks and on the screensaver splash screen. Includes Internet drop, computer rentals, kiosks, electricity, and lounge furnishings.

International Reception and Awards Ceremony \$15,000

Sponsorship of this event will show your company's support for our associates around the globe! This sponsorship also includes high-visibility signage throughout the event.

Room Keys \$10,000

As the official sponsor of the LAMP '11 hotel room keys, your company logo will be printed on each attendee's room key.

Lanyards \$10,000

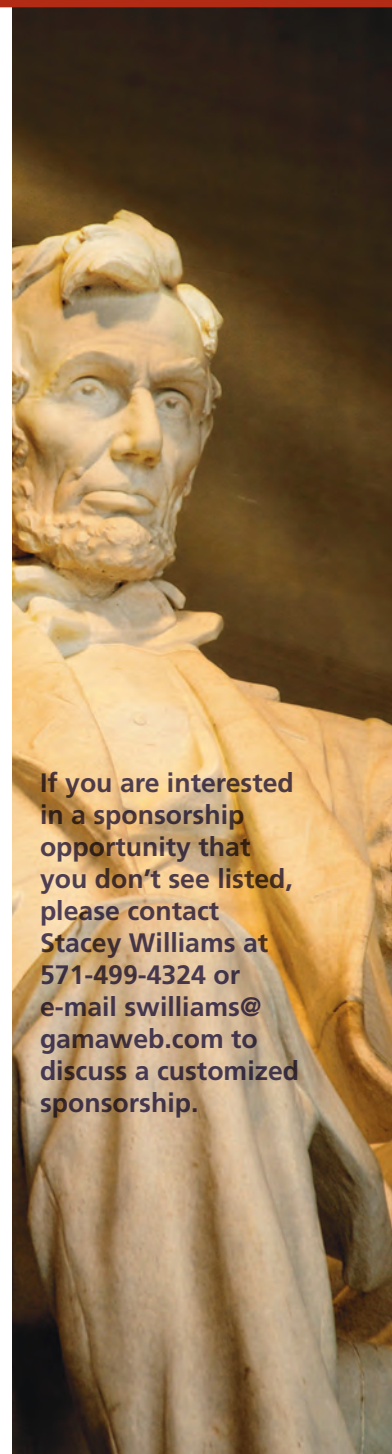
The sponsor's company logo will be printed on each lanyard distributed at registration.

Registration Bags \$12,000

The official LAMP registration bag, with the sponsor's logo printed on one side, will be given to every conference attendee to hold meeting materials. Your sponsorship also includes recognition on the LAMP attendee registration packages and gives you the opportunity to place company marketing materials inside.

Opening Welcome Reception Cosponsorship \$5,000

The Welcome Reception is held in the Resource Center on Sunday afternoon and marks the official start of the LAMP conference. Sponsors for this well-attended event will receive prominent signage.



If you are interested in a sponsorship opportunity that you don't see listed, please contact Stacey Williams at 571-499-4324 or e-mail swilliams@gamaweb.com to discuss a customized sponsorship.

EXHIBIT

LAMP exhibitors enjoy three days of exposure to and networking with insurance, investment, and financial services field leaders and industry executives from around the world.

LAMP '11 exhibitors will receive —

- One 10' x 10' booth (with 3' side and 8' back draping)
- One 6' draped table with two chairs
- One 7" x 44" sign with company name and booth number
- Two complimentary registrations to LAMP '11, with admission to the general sessions, afternoon workshops, lunches, and Welcome Reception (more than a \$1,250 value)
- One LAMP '11 attendee mailing list (your choice of receiving the list pre- or post-LAMP), plus additional sets at a reduced cost of \$250
- Company name in the LAMP '11 preliminary program*
- Company name and 50-word entry in the LAMP '11 exhibitor list in the January/February 2011 *GAMA International Journal* and in the LAMP final program*
- Company name and live link on the LAMP Web site.

* If booth space is contracted and information is received by noted deadlines.

Booth Assignments

Space is assigned on a first-come, first-served basis to all potential exhibitors. A 50 percent deposit of the total booth fee must accompany all applications.

Booth Fees

If contracted by July 31, 2010

Standard Booth	10' x 10'	\$2,495
Corner Booth	10' x 10'	\$2,795

If contracted after July 31, 2010

Standard Booth	10' x 10'	\$2,795
Corner Booth	10' x 10'	\$3,195

Hotel Accommodations

Reserve your room at the Gaylord National, 201 Waterfront St., National Harbor, MD 20745 by calling 301-965-2000. Please mention GAMA International to receive the discounted conference room rate.

Exhibit Services

Registered exhibitors will receive their exhibitor's kits in January 2011. The kit will contain information for ordering decorating supplies and shipping information. All decorating supplies, furnishings, and booth setup and dismantling services are provided by GAMA's exposition company, Brede Exposition Services. For more information about Brede, call 301-937-8600 or visit www.brede.com.

Resource Center Hours

Sunday, March 20, Noon – 6:00 PM
Monday, March 21, 11:30 AM – 5:00 PM
Tuesday, March 22, 11:30 AM – 4:00 PM

Setup Hours

Saturday, March 19, Noon – 5:00 PM
Sunday, March 20, 8:00 AM – 10:00 AM

All booths must be set up no later than 10:00 AM on Sunday, March 20, 2011, and must remain set up until 4:00 PM on Tuesday, March 22, 2011.

Tear-Down/Move-Out Hours

Tuesday, March 22, 4:00 PM – 8:00 PM

All exhibit materials must be removed from the exhibit hall by 8:00 PM on Tuesday, March 22, 2011.

Registering Exhibit Staff

All exhibit and conference staff must be registered to attend LAMP. This registration is separate from reserving booth space. There are two types of registration available for exhibit staff:

- **Full LAMP registration**, which allows the registrant to participate fully in the LAMP experience, including general session and Leading Practices sessions. Two complimentary registration forms are included in your exhibitor's kit. Please return these completed attendee registration forms by Jan. 14, 2011.
- **Exhibitor registrations**, which admit staff to the exhibit area only, are available at a reduced cost of \$125 per person (before Jan. 14, 2011). **Conference attendees must submit completed registration forms to GAMA International.**

Restrictions

Companies representing products for resale or for which a commission override is paid are prohibited from participating in LAMP, as are companies that actively engage in recruitment or provide experienced-agent recruiting tools or systems. GAMA International reserves the right to prohibit the participation of any company that does not meet the ethical standards set forth in GAMA's mission, as determined by GAMA International.

