

GAMA International Resource Partners

Services, Systems and Solutions for the Field Leader

WHAT IS GAMA INTERNATIONAL?

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

WHAT IS LAMP?

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

- Survey the state of the art in industry resources with vendors and GAMA resource partners
- Salute industry leaders at the Celebration of Excellence awards banquet
- Network with industry peers from around the world.

WHY JOIN GAMA AS A RESOURCE PARTNER?

GAMA International members identify, recruit, select, train, develop, supervise or grow leaders/advisors. They are constantly looking for new and innovative resources for themselves, their producers and their businesses. A demographic snapshot of our more than 6,600 members shows the following:

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

As a GAMA resource partner, you'll also enjoy increased visibility among our Partner in Management Growth companies, a group of more than 50 top financial service firms. Industry giants such as MetLife, State Farm Insurance Companies and Northwestern Mutual partner with GAMA International in recognition of our value to the industry.



GAMA INTERNATIONAL RESOURCE PARTNERS

GAMA's Resource Partner program provides year-round exposure to GAMA members and industry and home office executives. GAMA resource partners enjoy benefits such as discounted advertising in the *GAMA International Journal*, special exhibitor rates at LAMP and e-marketing promotions to members.

For more information on participating in *GAMA International's Resource Partner program*, contact Stacey Williams at 703-770-8172 or e-mail swilliams@gamaweb.com.

Resource Partners Options and Benefits

	DIAMOND	PLATINUM	GOLD	SILVER	ASSOCIATE*
ON-SITE VISIBILITY AT LAMP					
Celebration of Excellence recognition banquet sponsorship includes the following: 1) prominent signage at event and recognition from stage; 2) recognition in printed program; 3) recognition on all LAMP materials as sponsor; 4) table of 10 for your company at event	LAMP Celebration of Excellence banquet sponsorship	—	—	—	—
1 full-page, 4-color ad in LAMP on-site final program	✓	—	—	—	—
Booth(s) at LAMP	Double	Double	Single	Single	—
Additional LAMP admissions	4	3	2	—	—
Priority placement of booth	1 st pick	2 nd pick	3 rd pick	High	—
Resource partner signage and recognition at LAMP	✓	✓	✓	✓	✓
Company marketing insert in LAMP registration packets	✓	✓	—	—	—
Recognition in program and meeting materials handbook	✓	✓	✓	✓	✓
Invitation to MAA/MFA breakfast	5	4	3	2	1
Invitation to president's reception	5	4	3	2	1
YEAR-ROUND VISIBILITY WITH GAMA MEMBERS					
Annual <i>GAMA International Journal</i> and e-news subscription; LAMP registration at GAMA member rates	✓	✓	✓	✓	✓
Member of GAMA's Speakers Bureau	✓	✓	—	—	—
GAMA INTERNATIONAL JOURNAL					
Annual advertising in <i>GAMA International Journal</i> , published bimonthly	6 full-page, 4-color	6 full-page, 4-color	6 full-page, 4-color	6 half-page, b&w	6 half-page, b&w
GAMA RESOURCE DIRECTORY					
Include article	✓	✓	—	—	—
Company listing and logo	✓	✓	✓	✓	✓
Cosponsorship of GAMA Best Practices Teleconferences	✓	✓	—	—	—
Tips in monthly e-mail newsletter with link to company Web site	2	2	2	1	—
No. of e-mails to GAMA members/per year	3	2	—	—	—
GAMA WEB SITE					
Resource partners page with company logo and link	✓	✓	✓	✓	✓
GAMA SOURCE MEMBERS-ONLY PORTAL					
Post content	✓	✓	✓	—	—
ANNUAL INVESTMENT					
Monthly charge	\$ 2,083	\$ 1,500	\$ 1,125	\$ 584	\$1,250*

* Only individual coaches and trainers may participate at the associate level. The annual investment for associate resource partners is payable in two installments: \$1,250 with the initial contract, followed by a second payment of \$1,250 within 90 days.

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