



# MDRT

The Premier Association of  
Financial Professionals®



MDRT Annual Meeting  
Toronto, Ontario, Canada  
June 22–26, 2008

## EXHIBITOR PROSPECTUS

Exhibit Space Rate  
USD 39 per square foot  
USD 500 for each exposed corner

### Included in Exhibit Space Fee

- Two (2) Exhibitor Annual Meeting registrations
- One (1) registration pass for Main Platform, MDRT's signature Annual Meeting event
- One (1) pre-meeting mailing list of attendees
- One (1) booth identification sign
- 8' high-back drape and 3' high-side drape
- 50-word company description in the on-site program listing

**Additional Opportunity: Exhibitor Workshops**  
Taking advantage of this unique opportunity allows you to promote your product or service, sponsor a motivational speaker or increase your company's brand recognition via a seminar-style group meeting. Workshops are held in the Exhibit Hall and are promoted in the MDRT 2008 Annual Meeting Program Book (subject to deadline). One-hour seminars are available to exhibitors for USD 4,000.

**Exhibitor space is limited. Act quickly for an opportunity to make a connection with the world's most elite financial services professionals.**



MDRT Annual Meeting ■ Toronto, Ontario, Canada ■ June 22–26, 2008

## Why Exhibit at the MDRT Annual Meeting?

Only members of Million Dollar Round Table (MDRT) may attend an MDRT Annual Meeting. MDRT members represent an elite group of the most successful financial professionals in the world. At the Annual Meeting, more than 6,000 MDRT members gather to celebrate their achievement, and to learn from each other. Exhibitors have direct access to MDRT's affluent, hard-to-reach demographic. No other financial meeting delivers a comparable audience.

Widely considered to be the best meeting of its kind, the MDRT Annual Meeting features presentations by an impressive lineup of industry experts, professional motivators and world-renowned speakers. MDRT members regard attendance at the meeting as a life- and career-changing event, as it provides an opportunity for attendees to hear from unparalleled speakers, network with the most successful financial professionals in the industry, and learn about and buy products from the companies that help members keep and maintain their prosperous lifestyles.

**MDRT members are very brand loyal and are particularly committed to products and services that support and enhance their prestige, professional development and personal development.**

### Prestige

MDRT members distinguish themselves from their peers by creating personal brands that convey a message of prestige. Members' clients know they are working with the most successful insurance and financial professionals in the world, and MDRT members utilize products that help them project an impeccable personal image, including products such as:

- Haberdasheries/tailors
- Stationers
- Accessories
- Technology devices
- Luxury vehicles
- Real estate

### Professional Development

MDRT members are interested in products and services that can protect and grow their winning positions in the financial community. Products of distinction include:

- Sales performance aids
- Publications geared toward professional development
- Marketing resources
- Rating services
- Computer software and computer hardware
- Office products and services
- Insurance products
- Training/development resources

### Personal Development

The typical U.S. MDRT member is affluent and lives a sophisticated, metropolitan lifestyle.

- MDRT members generally work 40–50 hours per week.
- Members are likely to be interested in wealth building.
- Members enjoy cultural and health-related interests, as well as improving themselves personally and professionally.
- Members are interested in exercise and staying fit, even if it is just walking or bicycling for health.
- Members are likely to attend professional sporting events, as well as cultural or arts events.
- MDRT members like to travel (most often within the United States, but also frequently outside the country).
- While relaxing, they are likely to enjoy golf and fine dining.

Exhibiting at the MDRT Annual Meeting gives you face time with thousands of the world's most affluent financial professionals.

For more information, contact exhibit manager Rhonda King at (312) 541-0567, ext. 656, or [rhonda@corcexpo.com](mailto:rhonda@corcexpo.com).

A signed exhibit space application is required with full payment to reserve your exhibit space. Booth fees are payable by check, money order or credit card in U.S. funds only. Make checks payable to the Million Dollar Round Table. Applications will not be processed, or space assigned, without submitting the complete contract and payment in full.

All cancellations must be submitted in writing.

Cancellation	Refund
Before January 18, 2008	100%
January 19 – March 20, 2008	50%
March 21, 2008, and after	No refund