



## Preliminary Exhibitor Info & Exhibit Application

For developing business relationships in the insurance industry, the ICMG Annual Meeting is the single most important meeting you can attend. Whether you're an insurance carrier looking for increased business opportunities, a distributor interested in meeting numerous carriers, or a company with products or services that can improve business for insurance companies, being an ICMG exhibitor will maximize your promotional opportunities in front of this key audience.

### Reach Senior Insurance Executives

As an ICMG exhibitor, you can meet face-to-face with senior level marketing and business development executives representing hundreds of companies in the insurance industry, all in one place! There is no better place to meet colleagues who are looking to learn more about new products, ideas, and approaches to the business. In addition to the concentrated formal exhibit time, you'll also be able to meet with clients or prospective alliance partners informally over the meeting days, your company and contact information will be included in the Exhibit Hall Guide, and you'll be able to send one mailing to all ICMG members.

**When:** February 10-12, 2010

**Where:** Westin La Paloma Resort & Spa, Tucson, Arizona

**Fees:** \$1850 for ICMG Members / \$2350 for Nonmembers (Early Bird Rate\*)  
Includes Booth, 2 Exhibitor Registrations to the meeting, 5 Concentrated Exhibit Hours plus Networking over 3 days with hundreds of insurance & financial services executives!

\*After October 31, Exhibit Fees increase to \$2050 for Members and \$2550 for Nonmembers.

### Sign Up Today!

Booth space is limited, so reserve yours today. Booth selection will be handled in the order in which payment is received. Complete Exhibitor Information will be sent out in July. If you have any questions, please contact Audrey Wittenburg at 703-729-7701 or [awittenburg@icmg.org](mailto:awittenburg@icmg.org).

Additional information about the ICMG Annual Meeting is posted at [www.icmg.org/annual\\_meeting](http://www.icmg.org/annual_meeting).

Inter-Company Marketing Group, 44335 Premier Plaza, Suite 125, Ashburn, VA 20147

Phone: 703-729-7701, Fax: 888-220-5492, Email: [awittenburg@icmg.org](mailto:awittenburg@icmg.org)

# Preliminary Conference Information for Exhibitors

## About the Program

ICMG is renowned for its open atmosphere and its unique focus on providing a networking platform for insurance/financial services executives to develop business relationships with one another. To succeed in the midst of mergers and consolidations, changing markets, corporate downgrades, myriad new distribution channels...it takes connections with others in the business. Whether you're looking to meet potential alliance partners or colleagues with ideas to share, ICMG is the place to be.

## Profile of Attendees

ICMG meetings draw 300-350 senior insurance & financial services executives interested in networking and exchanging information on strategic alliances and other industry issues, as well as meeting with current and potential strategic alliance partners. Last year's attendees and exhibitors are posted at [www.icmg.org/annual\\_meeting/](http://www.icmg.org/annual_meeting/).

## Exhibitor Services Company

ICMG's selected exhibitor services company will be handling exhibitor shipments, setting up the Exhibit Hall, and coordinating electrical service and furniture/equipment rentals. Exhibitor Services Kits, with all necessary forms and information, will be sent in early December to the contact person listed on your application.

## Preliminary Agenda - Subject to Change

### Wednesday, February 10, 2010

12:45am-1:45pm	First-Timers Meeting
11:30am-2:00pm	Exhibitor Setup
2-5pm	Opening General Session & Attendee Intros
5-6:30pm	Opening Reception & Exhibits (1.5 Hours of Exhibits)

### Thursday, February 11, 2010

7:30-8:30am	Hot Breakfast & Exhibits (1.5 Hours of Exhibits)
8:30-11:30am	General & Elective Sessions
11:30am-12:30pm	Exhibits & Lunch (1 Hour of Exhibits)
1-5:30pm	Golf Tournament at La Paloma (\$195 Fee)
6:30-8pm	Cocktails, Networking & Exhibits (1 Hour of Exhibits)

### Friday, February 12, 2010

7-9am	Exhibitor Move-Out
8-9am	Breakfast
9-10:30am	Closing General Session

Booth time is concentrated to allow for more unrestricted time with attendees!

## The Westin La Paloma Resort & Spa

This awe-inspiring four-diamond resort is a spectacular location for ICMG's 26th Annual Meeting. The Westin La Paloma Resort & Spa reflects superior service and outstanding amenities in an elegant, serene setting. The resort and country club is nestled on 250 acres in the high Sonoran Desert foothills of the Santa Catalina Mountains with picturesque mountain, desert and golf course views amidst intriguing desert landscape and wildlife. La Paloma, meaning "dove" in Spanish, is the perfect haven for both networking and relaxation.

ICMG's special discounted rate for the meeting week is \$265 per night single/double, with no resort fee. Staying onsite is important for the extra networking and time to connect with other attendees, so make your reservations early! Extend your stay for up to three days before and after the meeting at the same rate (based on availability).

ICMG room reservations can be made at [www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0904154758&key=25348](http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0904154758&key=25348) or by calling 520-742-6000. For more information about the resort, please visit [www.icmg.org/annual\\_meeting/2010/lapaloma.asp](http://www.icmg.org/annual_meeting/2010/lapaloma.asp).

## What the Exhibit Fee Includes

- Approximately 5 Concentrated Hours of exhibit time—plus additional free networking time. Booth time is concentrated to maximize traffic. Once you have met attendees in the exhibit booth, the rest of the conference is free for networking and meeting with attendees of interest.
- Two Exhibitor Registrations to the conference. Exhibitors can attend all three days of the conference for maximum networking opportunities. Additional exhibitors may participate for \$745 each.
- Exhibit Booth: 8' deep x 10' wide with 8' high back wall and 3' side rails. Includes one 6' draped table, two chairs, wastebasket, and a sign with company name and booth number.
- Mailing List: Exhibiting companies may send one mailing to all ICMG members. The mailing list will be sent to the exhibiting company's contact person 3 weeks before the conference unless a different date is requested.
- Take-Home Exhibit Hall Guide: ICMG's printed exhibit hall guide includes full company and contact information for each exhibitor.
- Security Service: The Exhibit Hall will be monitored by a security guard; however, exhibitors are responsible for their property and should insure any valuables.

## Exhibit Hall Floorplan

The ICMG Exhibit Hall Floorplan will be distributed and posted at [www.icmg.org/annual\\_meeting](http://www.icmg.org/annual_meeting) over the summer. Exhibitors will be offered the opportunity to select their booth location in the order in which they paid for their exhibit fees.

**Questions?** Contact Audrey Wittenburg, 703-729-7701 or [awittenburg@icmg.org](mailto:awittenburg@icmg.org).



# Exhibit Application

## 1. Company Information

Your company will be listed in the Exhibit Hall Guide as:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

Web Site: \_\_\_\_\_

## 2. Contact Person

All exhibit correspondence will be sent to this person:

Full Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

If address is different from above, please include:

Address: \_\_\_\_\_

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

## 3. Exhibiting Personnel

List all people who will be exhibiting, including the Contact Person shown above if that person will be exhibiting. Please complete the Exhibiting Personnel form for each person.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 4. Exhibitor Description

Email your Exhibitor Description (up to 100 words maximum about what your company offers or is looking for) to [info@icmg.org](mailto:info@icmg.org). The description will be printed in the Exhibit Hall Guide along with contact info for your company. To guarantee inclusion, send yours in by 12/1/09.

## 5. Exhibitor Agreement

Please read and sign the 2010 Exhibitor Agreement on the next page. By signing you are agreeing to the terms and conditions outlined in the Agreement, including penalties for cancellations received after the deadlines noted therein. Please note that Exhibit cancellation deadlines may differ from Attendee cancellation deadlines published elsewhere.

## 6. Exhibit Fees

Exhibit Booth Fee

Includes first two exhibitors' registrations

ICMG Member Rate \$2050 \_\_\_\_\_

Non-Member Rate \$2550 \_\_\_\_\_

Earlybird Discount (if paid by 10/31) -\$200 \_\_\_\_\_

Additional Exhibitors (\$745 each) \_\_\_\_\_

2010 ICMG Dues (\$175 each) \_\_\_\_\_

At least one person from the company must be a member to qualify for the member exhibit rate. Members get year-round networking through ICMG's website and newsletter, plus a listing in the 2010 Membership Directory.

Member(s): \_\_\_\_\_

ICMG Golf Tournament 2/11/2009 (\$195 each) \_\_\_\_\_

Golfer(s): \_\_\_\_\_

**TOTAL:** \_\_\_\_\_

## 7. Payment Information

Check (Payable to ICMG)

Check No: \_\_\_\_\_ Check Date: \_\_\_\_\_

Credit Card (Visa/MasterCard/AmEx)

Acct No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**ICMG Tax ID #54-1878536**

## 8. Send To ICMG—Keep a Copy

Send this Exhibit Application form along with payment, signed Exhibitor Agreement, Exhibiting Personnel forms, and Exhibitor Description to:

ICMG  
44335 Premier Plaza, Suite 125  
Ashburn, VA 20147

Or send via fax/email (credit card payments only) to 888-220-5492 / [info@icmg.org](mailto:info@icmg.org). Please keep a copy for your records.

# ICMG Exhibitor Agreement - 2010

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1. Exhibit Hall hours will be scheduled to allow sufficient time for conference attendees to visit exhibits of their choice. These hours will not conflict with any part of the conference program or scheduled ICMG functions (other than the food functions that are held in the Exhibit Hall).
2. The Exhibit Hall will be located in the same facility as the conference and will be easily accessible to attendees.
3. ICMG will provide 8' x 10' carpeted booths that will include 8' draped back rails, 3' draped side rails, one company ID sign with 1½" black letters on white background, one 6' x 30" draped table, two chairs, and a waste basket. Any additional furniture may be rented from the Exhibitor Services Company.
4. ICMG has contracted with an Exhibit Services Company to handle booth installation for the exhibit. This firm will handle all drayage. THE RESORT WILL NOT ACCEPT EXHIBITOR SHIPMENTS. An Exhibitor Service Kit that will give details on the services provided by the Exhibitor Services Company will be sent in early December to the Contact Person listed on the Exhibit Application. Additional services must be arranged and paid for by the Exhibitor requesting them.
5. All charges for guest rooms and other expenses incurred by Exhibitor will be payable by Exhibitor direct to the Hotel or to the Exhibitor Services Company, as appropriate.
6. ICMG will provide a one-time-use mailing list of ICMG members to the Contact Person listed on the Exhibit Application approximately 3 weeks before the conference unless requested at a different time.
7. ICMG will distribute to attendees an Exhibit Hall Guide including the company name and address, contact information for exhibiting personnel, and booth location for each Exhibitor.
8. Exhibitors are granted permission for "room drops" (deliveries to attendees' rooms) during the conference at their own expense.
9. The exhibit fee is \$1850 for ICMG members (or a company that has at least one ICMG member) and \$2350 for nonmembers before 10/31/09. The exhibit fee after 10/31/09 is \$2050 for members/\$2550 for nonmembers. The Exhibit Fee includes two Exhibitor registrations. This permits each Exhibitor to participate in all conference functions.
10. ICMG will send exhibit-related correspondence, including significant program changes, exhibitor services company materials, mailing list, etc., to the Contact Person identified on the Exhibit Application. The Contact Person is responsible for notifying the other exhibitors.
11. Exhibitors must submit all necessary fees and forms to ICMG by December 1, 2009, for participation in the conference. Exhibit space is limited and may sell out before that date. Booths will be allocated in the order in which payment is received.

## 12. EXHIBIT CANCELLATION DEADLINES

Full Refund: By December 31, 2009  
50% Refund: By January 13, 2010

No refunds after January 13, 2010. Cancellations should be addressed in writing to ICMG, 44335 Premier Plaza, Suite 125, Ashburn, VA 20147 or via fax to 888-220-5492. CANCELLATIONS SHOULD NOT BE SENT BY E-MAIL. Call 703-729-7701 to confirm receipt.

13. Exhibitors must have ICMG's prior approval to operate any noise-making equipment (musical instruments, videos, recordings, etc.).
14. Exhibitors who wish to offer prizes or sample materials, or sponsor any type of contest, must have ICMG's prior approval.
15. ICMG and the Hotel management and staff will not be responsible for the safety of the Exhibitors, their agents or employees, or their property, from theft or damage by fire, accident or other causes. Exhibitors wishing to insure must do so at their own expense.
16. Booth decorations must be flameproof and otherwise in compliance with all hotel requirements.
17. Exhibitors or their agents and employees shall not cause damage to the walls or floors of the building, the booths, or any equipment supplied to the booths. If damage occurs, the Exhibitor will be held liable by ICMG, the hotel or the Exhibitor Services Company, as appropriate.
18. Electrical and telephone requirements must be arranged through the Exhibitor Services Company. Forms necessary for making these arrangements will be provided by the Exhibitor Services Company upon receipt of registration materials.
19. All Exhibitors are required to wear official ICMG Exhibitor badges.
20. Exhibitors are not to imply ICMG endorsement of their products or services, nor use the ICMG logo.
21. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, or other property brought upon the premises of the Hotel, and shall indemnify and hold harmless the Hotel agents, servants and employees from any and all such losses, damages and claims.
22. ICMG reserves the right to make changes to these rules and regulations, as well as the exhibit hall floor plans, as ICMG deems necessary or beneficial for the good of the conference and the attendees. ICMG will notify the Contact Person listed on the Exhibit Application of any changes.
23. Booth space is limited. Booths are reserved only when ICMG receives payment of the full Exhibit Fee.

## ACKNOWLEDGMENT

I agree to the terms and conditions outlined in this Exhibitor Agreement.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

On Behalf of (Company): \_\_\_\_\_

Date: \_\_\_\_\_



# Exhibiting Personnel

Please complete one copy of this form for each person who will be exhibiting at the meeting.

Full Name: \_\_\_\_\_

Name for Badge (leave blank if you go by your first name): \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Country (leave blank if United States): \_\_\_\_\_

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

E-Mail: \_\_\_\_\_

**Company Type:** ICMG is a networking forum for developing business relationships among insurance/financial services companies. Indicate your company type:

- Insurance Company
- Managed Care Company (HMO/PPO)
- Manufacturer of Insurance-Related Products (eg Dental & Prescr. Drug Benefits)
- Brokerage Firm
- Agency
- Other Company Type (specify): \_\_\_\_\_
- Fraternal Organization
- Bank
- Third Party Administrator
- Actuarial Services Company
- Reinsurance Company

**Members:** Please update your Member Profile at [www.icmg.org](http://www.icmg.org)—the Description section should include insurance products and services you are seeking or offering for possible strategic alliances (max. 100 words). Profiles are searchable online and will be printed in the next ICMG Membership Directory.

## Registration Options:

Exhibitor \_\_\_\_\_  Interested in Sponsorship Opportunities; please send information.

First-Timer: This is the first ICMG Meeting you have attended. Who referred you to ICMG? \_\_\_\_\_

**Elective Sessions:** Please indicate which session you would attend:

A. P&C / Life&Health Alliance Opportunities or  B. Maximizing Lead-Generation ROI

## Conference Fees:

Registration, Dues, and Golf fees may already be paid with your company's Exhibit Application. You may add exhibitors (beyond the two included with the exhibit fee), ICMG membership dues, golf, or guests by using this form.

**Paid with Exhibit App. To be Paid with this Form**

- \$745 - **Registration Fee** - the Exhibit Fee includes the first two registrations, additional exhibitors may attend for \$745 each.
- \$175 - **ICMG 2010 Membership Dues** - Membership is optional as long as one person from your company is an ICMG member.
- \$195 - **ICMG Golf Tournament 2/11/2010** - Handicap (optional): \_\_\_\_\_  
Requested Partners: \_\_\_\_\_
- \$125 - **Spouse/Guest Ticket for (Full Name):** \_\_\_\_\_

Guest tickets enable a spouse/guest to accompany you to the Opening Reception, Cocktail Hour, breakfasts, breaks, and Closing General Session. Colleagues wishing to meet with attendees are not considered guests; they must register as attendees.

\$ \_\_\_\_\_ **TOTAL DUE**

## Payment Information:

**Payment Option:**  Check  Visa  MasterCard  American Express

**Credit Card Number:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_ **CVV:** \_\_\_\_\_

**Cardholder's Name:** \_\_\_\_\_

**Refund Policy:** All cancellations must be received in writing via fax (888-220-5492) or by mail/express delivery at the address below. Full refund of fees other than exhibit fee if cancellation notice received by 1/05/2010, 50% refund if cancellation notice received from 1/06/2010 to 2/3/2010. No refunds after 2/3/2010. Substitutions will be allowed at no additional charge. NOTE: Exhibit fee cancellation deadlines are different from exhibitor registration policies shown here—see the Exhibit Application or call ICMG at 703-729-7701 for more information.