



# ICMG

## The Best Strategic Alliance Networking Forum For Insurance and Financial Services Executives



The nonprofit Inter-Company Marketing Group (ICMG) provides a forum for developing strategic alliances and business relationships among decision-makers at insurance and financial services companies.

ICMG members include decision-makers in marketing, sales, and business development. They represent insurance carriers, distributors, and service providers.



Promoting Strategic Alliances in the  
Insurance/Financial Services Industry

## What Are the Benefits?

ICMG has thrived for 25 years because of the value members receive. Here's what you can expect:

1. Get access to 400 marketing, product and sales/distribution decision-makers in the insurance/financial services industry.
2. Renew and update existing business relationships in a favorable environment.
3. Explore opportunities for strategic alliances.
4. Gain access to members-only online forum.
5. Receive member rates to attend and exhibit at the ICMG annual meeting.
6. Get members-only benefits: newsletters, directory, Webinars.
7. Access the ICMG Membership Directory with online member search feature.

Each new member attending the ICMG Annual Meeting is assigned a guide to provide a personal introduction to the organization.

Membership dues are \$175 per person per calendar year.

**Only ICMG members can attend the annual meeting, which is the industry's best and most comprehensive gathering dedicated solely to networking and strategic alliances.**



## Why Join ICMG?

Through the Inter-Company Marketing Group, you can:

- Develop business relationships with hundreds of insurance and financial services executives in one place.
- Do more business through strategic alliances and partnerships with other companies.
- Stay on top of what's happening in the industry.

*"I have met more people at ICMG meetings than any other conference I've attended."*

– VP, National Account Sales

## How Can You Join?



Online – Visit [www.icmg.org](http://www.icmg.org). Click on "Member Benefits." Then click "Join Now."  
(Or visit: [www.icmg.org/member\\_benefits/join.asp](http://www.icmg.org/member_benefits/join.asp))



Phone – Call 703-729-7701.



E-mail – Contact [info@ICMG.org](mailto:info@ICMG.org).

*“Everything starts with the attendee introductions. Nowhere else do you see executives get right to the point regarding their purpose for attending the conference and then the connections develop into meaningful dialogue. Our participation has provided additional distribution for our manufactured products and access to other carrier products for our career distribution as well as generation of key relationships. We couldn't be more pleased.”*

*~ VP, Commissions & Licensing*

## ICMG Annual Meeting: Nothing Like It For Your Business

The ICMG Annual Meeting has proven – year-in and year-out for 25 years – to be the premier strategic alliances meeting for the insurance and financial services industry. Always held in mid-winter in a warm, sunny location, the meeting will be a highlight of your year. Plan now to network and connect with the industry's top marketing decision-makers at the next ICMG Annual Meeting.

Give yourself and your company the year's best opportunity to meet potential strategic alliance partners, renew relationships with existing partners, explore new relationships and opportunities, and scope out what's next for the industry.



*“ICMG has been an invaluable networking tool. Everyone is very friendly and willing to talk about what is happening in their companies. It is a great way to meet people and learn about new trends in the industry.” ~ Sales VP*

### Why Go to the ICMG Annual Meeting?

1. Meet numerous current and prospective alliance partners all in one location.
2. Save time and money by meeting dozens of contacts in one location and eliminating multiple business trips.
3. See and hear speakers on noteworthy topics relevant to today's markets and products.
4. Exchange information and network with hundreds of insurance and financial services executives.



For further information or to register for the annual meeting:

- Visit [www.ICMG.org/annual\\_meeting](http://www.ICMG.org/annual_meeting)
- E-mail: [info@icmg.org](mailto:info@icmg.org)
- Call 703-729-7701

## Join ICMG Today to Expand Your Network in the Industry

### Membership Eligibility

Open to any person involved in or associated with inter-company marketing agreements with insurance and financial services companies. ICMG members include insurance companies, brokerage firms, banks, fraternal organizations, actuarial services companies, reinsurance companies, third-party administrators, and insurance-related product providers (such as dental, vision, Rx, legal services).

### Membership Benefits

Your business will profit through our highly successful network of contacts. Through ICMG you can:

**Meet prospective alliance partners.** ICMG is the number one place to meet potential alliance partners in insurance/financial services. Our membership represents hundreds of companies. The annual meeting, newsletter, directory, and online tools provide numerous opportunities to find and network with those you need to advance your business. Every annual meeting kicks off with a big-screen introduction to every other attendee. The networking continues throughout the conference to facilitate meeting business partners.

**Connect with current alliance partners.** Meet your existing alliance partners all in one location, saving time, money and travel. Year-round opportunities are offered through the online Alliance Forum and membership directory. The monthly e-newsletter keeps you connected through new member announcements, classified ads, and notices of moves and job changes.

**Develop business relationships with other insurance/financial services marketing executives.**

Relationships built at ICMG meetings lead to personal and professional development as well as strategic alliances. The collegial atmosphere and networking focus have provided value far beyond alliances for many longtime members.

**Gain strategic alliance information.** Nowhere else in the industry is there such a wealth of first-hand information and experience related to insurance strategic alliances. ICMG's publications, educational sessions, and networking events are the best source for this information.

**Stay on top of what's going on in the industry.**

Newsletter articles, annual meeting sessions, online seminars, and countless opportunities for open exchange of information with colleagues will help you stay on top of what other companies are doing and what you need to know for your business.

**Increase awareness of your company.** Annual meeting exhibit and sponsorship opportunities, free classified ads in the *ICMG Exchange*, the online Alliance Forum, newsletter articles, and advertising opportunities all can ensure that your company is visible among this elite group.

All ICMG members receive the ICMG membership directory, monthly e-mail updates and three issues per year of the printed *ICMG Exchange* newsletter, access to the online members-only features (Find A Member, Alliance Forum, and Resource Center), and eligibility to attend the Annual Meeting.

### Membership (More Than) Pays for Itself

Member savings in ICMG advertising alone will pay for your ICMG dues. Opportunities to advertise in the annual meeting program and membership directory help place your company's name in front of the most targeted group of decision makers available. Additional visibility is gained through newsletter articles, speaking opportunities and sponsorships.