



Advocacy ● Information ● Education ● Standards

*Presents the*

**10<sup>TH</sup> NATIONAL LTC INSURANCE PRODUCERS**

# **SUMMIT**

*The nation's premier conference for insurance and financial professionals  
who market and sell long-term care solutions.*

**NOVEMBER 10-12, 2012**

**THE TROPICANA HOTEL**

**LAS VEGAS, NV**

## **SPONSOR & EXHIBITOR INFORMATION**

**To Reserve Your Presence, Please  
Complete & Return Page 5**

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*The 2012 SUMMIT is co-sponsored by*



&



**The Corporation for  
Long-Term Care  
Certification**



Advocacy ● Information ● Education ● Standards

## **An Opportunity To Be Face To Face With LTC Agents, Brokers, Distributors & More** *at one place ... at one time*

**E**stablished in 1998, the American Association for Long-Term Care Insurance (AALTCI) has established itself as the preeminent industry organization exclusively focused on long-term care insurance protection.

**T**he Association's SUMMIT (held every 18 months) is the premier national conference that brings together hundreds of insurance professionals -- from newly licensed agents to successful financial planners -- as well as national and regional marketing organizations, insurers and service providers.

**C**o-sponsoring the 10<sup>th</sup> SUMMIT will be the Corporation for Long-Term Care Certification, with Harley Gordon and the team of top CLTC trainers playing an integral role in the development of a timely and meaningful program.

**P**rior SUMMIT attendance has ranged from 560 in 2010 and 565 in 2009 to as many as 700 Association members at prior SUMMITS. Over three-fourths (75%) of attendees are agents, brokers, product marketers or distributors. For 2012, we look forward to attendance from many LTCi professionals who have earned the CLTC designation.

**T**he 10<sup>th</sup> SUMMIT will focus on the continually changing landscape for LTC planning -- addressing:

- Individual long-term care insurance – selling and marketing.**
- Multi-Life and group long-term care insurance.**
- Combo product (Life+LTC and Annuity+LTC).**
- Marketing and technology to expand distribution and sales.**

**L**imited sponsorship and exhibit opportunities are available (by design) making the SUMMIT an ideal event for those who want to distinguish themselves and have high-level visibility.

**A**s a sponsor and/or exhibitor, you will gain high-level exposure and great networking opportunities to strengthen existing relationships and to forge new ones.

**Y**our sponsorship or exhibit fee also includes free Summit registrations. Plus, free 1-year memberships in the American Association for Long-Term Care Insurance (new members only) for your attendees (an extra \$98 value). To see all the benefits: visit the Association's website: [www.aaltci.org/benefits](http://www.aaltci.org/benefits) .

## Opportunities to Stand Out at the Summit

Special rates in BLUE are for  
AALTCI 2012 Sponsors \*

### Sit-down Luncheon Sponsor - Sunday, November 11

In addition to the standard sponsorship benefits, you will receive:

- Positioning as the host of a plated, sit-down luncheon served to all conference attendees.
- 15 minutes of stage time to address the audience and deliver your company's message (subject to Association approval).
- Company logo prominently displayed on conference brochure, signage and website.
- Signage identifying your company as the luncheon host.
- Exclusive ability to put material onto luncheon tables (at each place setting).
- 10 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.
- Company Exhibit Booth area located in prime location - closest to entrance.

**Sit-down Luncheon Sponsorship Investment: \$12,400 (includes exhibit) \$8,000** [Based on 350 minimum meals served]

### Sit-down Breakfast Sponsor - Sunday, November 11 - or – Monday, November 12

In addition to the standard sponsorship benefits, you will receive:

- Positioning as the host of a plated, sit-down breakfast served to all conference attendees.
- 15 minutes of stage time to address the audience and deliver your company's message (subject to Association approval).
- Company logo prominently displayed on conference brochure, signage and website.
- Signage identifying your company as the breakfast host.
- Exclusive ability to put material onto breakfast tables.
- 10 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.
- Company Exhibit located in prime location - closest to entrance.

**Sit-down Breakfast Sponsorship Investment: \$9,900 (includes exhibit) \$5,500** [Based on 300 minimum meals served]

### Conference Audio Recording Sponsor

In addition to the standard sponsorship benefits, you will receive:

- Your 30-second recorded commercial added to the beginning of every (all) audio sessions.  
At the prior (2010) Summit some 60 complete program and over 300 individual session CDs were ordered.
- All Summit attendees are invited to your booth for a **FREE** Summit CD certificate.
- Your ad remains on all audios ordered Post-Summit.
- Prominent promotion in the Summit conference program identifying your company as the audio host.
- 3 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.
- Company Exhibit located in prime location - closest to entrance.

**Audio Recording Sponsorship Investment: \$7,000 (includes exhibit) \$4,000**

### Pre-Conference Sponsored Session - Saturday, Nov. 10 - Six (6) Break-Out Slots Available

In addition to the standard sponsorship benefits, you will receive:

- 45 minutes to conduct a topical (relevant) workshop session and deliver your company's message (Association approval).
- Session will be listed in Summit conference program and will be recorded, included in the conference CD-ROM.
- 3 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.
- Company Exhibit located in prime location.

**Pre-Conference Sponsored Session Investment: \$4,900 (includes exhibit) \$1,900**

For information on the benefits of being a 2012 Association sponsor  
Please call Jesse Slome at (818) 597-3227

Special rates in BLUE are for  
AALTCI 2012 Sponsors \*

## Printed Program Sponsor

In addition to the standard sponsorship benefits, you will receive:

- Two (2) full page, full color ads within the printed program.  
Or a 2-page centerfold spread.
- 5 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.
- Company Exhibit located in prime location.

**Exclusive printed Program Sponsorship Investment: \$9,000 (includes exhibit) \$6,500**

[Cost for Shared Sponsorship still with 2 pages of ads: \$4,600] Note: No other advertisers permitted in the printed program guide.

## Conference Tote Bag

In addition to the standard sponsorship benefits, you will receive:

- Your company logo on the front and back of the 'cloth' conference bag - plus *exclusive* ability to have company material stuffed inside the conference Welcome bag. Estimated order of 600 bags.
- 3 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.
- Company Exhibit located in prime location.

**Exclusive Conference Tote Bag Sponsorship Investment: \$5,500 (includes exhibit) \$3,000**

Based on bags at \$2.00 each (+ 2 color imprint). If a more expensive bag is selected, an additional charge may apply. Sponsor may select and provide for bags (subject to approval). Deduct \$1,000 from above costs.

## Table Top Exhibit – Insurers (With 100 Reception Drink Tickets for distribution)

The Summit offers a limited number of exhibit spaces that will enable you to maximize your exposure to our attendees. All exhibitors are located within the ballroom where coffee breaks occur, where meals and receptions take place. In addition to the standard sponsorship benefits, you will receive:

- An 8-foot space to display your company material with free-standing display or company banner.
- 3 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.

**Reserved & Paid Prior to May 1, 2012: \$6,400 \$2,400.**

**After May 1, 2012: \$7,400 \$3,400.**

**+ Includes 100 Reception Drink tickets for distribution. Additional drink tickets may be reserved @ \$10 each (see form).**

## Table Top Exhibit – All Others (Non Insurance Companies)

The Summit offers a limited number of exhibit spaces that will enable you to maximize your exposure to our attendees. All exhibitors are located within the ballroom where coffee breaks occur, where meals and receptions take place. In addition to the standard sponsorship benefits, you will receive:

- An 8-foot space to display your company material with free-standing display or company banner.
- 3 conference registrations for staff members, VIP guests (all using these registrations will include Association memberships).
- Confidential full listing of attendees (pre- and post-conference) including USPS address and phone.

**Reserved & Paid Prior to May 1, 2012: \$4,400 \$1,400.**

**After May 1, 2012: \$5,400 \$2,400.**

For information on the benefits of being a 2012 Association sponsor  
Please call Jesse Slome at (818) 597-3227

Please FAX BACK THE FORM today to reserve your sponsorship and/or exhibit space at  
the 10<sup>th</sup> National LTC Insurance Producers Summit!

We look forward to having you with us on-site!



# American Association for Long-Term Care Insurance 2012 SUMMIT

**Please complete and fax to (818) 597-3206**  
**We will confirm receipt and call the contact person to discuss**

**NOTE: All sponsorships are based on first-come basis.**

Payment Terms: 50% due 30 days following with the balance 60 days prior to November 1, 2012.

We agree to be an exhibitor or sponsor of the American Association for Long-Term Care Insurance's 2012 National LTCi Producers SUMMIT (April 3-5, 2011 - the Tropicana Hotel in Las Vegas, NV.)

**Exhibit Only**

**FOR INSURERS ONLY:** We would like \_\_\_ Additional Reception drink tickets and understand that we will be billed only for tickets redeemed @ \$10 each. Billing will take place following the Summit.

**Sponsorship (Please specify preference)** \_\_\_\_\_

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**PLEASE PRINT OR TYPE THE PRIMARY CONTACT PERSON FOR INFORMATION**

Company Name:

Primary Contact Name:

Send Invoice To:

Address (Dept):

City:

State / Zip

Phone:

Fax:

E-Mail:

**Fax To: (818) 597-3206**

**We confirm receipt of all forms received.**

*or Mail to:* AALTCI, 3835 E Thousand Oaks Blvd., Ste 336,  
Westlake Village, CA 91362

**Questions: Call the American Association for Long-Term Care Insurance at (818) 597-3227**