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**Professional Insurance Marketing Association (PiMA)
MidYear Meeting & Trade Show –
“Embracing New Horizons”**

**July 19-22, 2012
Santa Fe, NM**

Chicago, IL – May 8, 2012 – The [Professional Insurance Marketing Association](#) (PiMA) will hold its MidYear Meeting & Exhibitor Trade Show from July 19-22, 2012 at the Eldorado Hotel in Santa Fe, New Mexico.

PiMA’s conferences draw senior executives from the leading agencies, TPAs, brokerages, underwriters, and related product & distribution companies serving the affinity & direct marketing industry.

Opening keynote speaker **Ellen Carney**, Senior Analyst, **Forrester Research**, will cover mobile adoption in insurance as well as online buying research. The closing keynote speaker **Scott Klososky**, a world-renowned **technology expert**, will share “over the horizon” trends and implications. PiMA will also share results from its first **Affinity Marketplace Survey**, conducted by IBIS Associates with input from more than 40 member organizations.

Other program highlights include:

- Randa Zalman of **Redstone** on **boosting social media effectiveness**
- A regulatory & legislative update including **implications of the Supreme Court ruling on healthcare reform**

PiMA’s 2012 Marketing Methods Competition winners will be announced and entries displayed. The awards are bestowed upon direct marketing efforts that deliver outstanding results.

Exhibitors are encouraged to register today to generate new business leads and showcase their companies to decision-makers. The early bird registration and housing deadline is **June 11**. Attendance and exhibitor opportunities are open to non-members. For a brochure or to register, call 817-569-7462 (PiMA) or visit <http://www.pima-assn.org>.

About PIMA – Where Affinity Business Grows

The Professional Insurance Marketing Association (PIMA) connects & empowers leaders in the affinity benefits industry to thrive in a dynamic marketplace. For more information, visit the PIMA web site at <http://www.pima-assn.org>.

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