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**Professional Insurance Marketing Association (PiMA)
2013 MidYear Meeting & Trade Show**

***The Post ACA Healthcare Marketplace —
A Deep Dive into New Business Opportunities***

Chicago, IL – May 22, 2013 – The [Professional Insurance Marketing Association](http://www.pima-assn.org) (PiMA) will hold its MidYear Meeting & Exhibitor Trade Show from July 25-28, 2013 at the Fairmont Southampton in Southampton, Bermuda. The meeting will address issues important to players in the affinity market, including the evolving risk environment, compliance, and regulatory matters.

Keynote speaker and Bermuda-based **Albert Benchimol**, CEO & President of **AXIS Capital Holdings Ltd.** will kick off the meeting. A key program focus is **the Post ACA Healthcare Marketplace**. **Joel Wood**, **CIAB** Senior Vice President of Government Affairs, will provide a Capitol Hill update. Also, an expert panel of **Daryl Chapman**, Executive Vice President, **AmWINS Group Benefits**; **Frank Fimmano**, Senior Vice President of **Aon Hewitt**; and **Mark Kelsey**, President of **Kelsey National Corporation/healthinsurance.com** will address broader business implications & opportunities for benefits distributors. To be covered specifically:

- The new consumer shopping environment (communications, marketing, and enrollment implications)
- Implicit and explicit changes in the employer-employee contract and resulting new business opportunities
- Increased interest in supplementary & voluntary products, self-funded plans, and plan design to fit unique employee and/or association populations

PiMA's conferences draws senior executives from the leading agencies, TPAs, brokerages, underwriters, and related product & distribution companies serving the \$15+ billion affinity & direct marketing industry.

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 19.** 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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