



FOR IMMEDIATE RELEASE

For more information, contact:
Linda Barba, Project Marketing, Inc.
610-889-2036 or
lbarba@projectmarketinginc.com

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

Consumer-directed Marketing and More

Chicago, IL – May 29, 2013 – The [Professional Insurance Marketing Association](#) (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, regulatory matters, and direct marketing.

The meeting program will feature sessions on marketing, including PiMA members' award-winning "new media" campaigns, consumer-directed marketing, and the role of big data. Specifically sessions will cover:

- Social, mobile, and multi-channel techniques that have garnered results
- Insights into insurance purchasing behavior and customer preferences with Merkel speakers, and
- Leveraging Big Data tools in a cost-effective and efficient way. Professional speaker, best-selling author, and online marketing pioneer Bryan Eisenberg will close the conference.

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>.

###