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**Professional Insurance Marketing Association (PiMA)
2014 MidYear Meeting & Trade Show**

40* Facing Forward II
****Forty years of driving the affinity industry***

**July 17 -20, 2014
Napa, California**

Chicago, IL – April 22, 2014 – The [Professional Insurance Marketing Association](#) (PiMA) will have its MidYear Meeting & Exhibitor Trade Show from July 17-20, 2014 at The Meritage Resort and Spa in Napa, California.

PiMA's annual event provides thought-provoking content from expert speakers on topics such as omni-channel marketing, cyber security, innovative products, and current regulatory & legislative issues. Senior executives from leading agencies, TPAs, brokerages, underwriters, and related product & distribution companies serving the affinity & direct marketing industry will attend.

Opening Keynote speaker, **Kelly McDonald, President of McDonald Marketing**, will deliver “**Crafting the Customer Experience for People Not Like You (Or How to Delight and Engage the Customers Your Competitors Don't Understand)**.” This session will demonstrate how companies, brands and products struggling to differentiate themselves can create long-term loyalty and brand preference.

Other program highlights include:

- **The State – And Future – of Omnichannel Marketing ROI**
Insights on whether online marketing is replacing traditional direct sales, and benefits of social media in driving sales
- **Cyber Security in the Digital Age: How Safe Are We – And Our Customers?**
How consumer data is exposed, harvested, and distributed across channels
- **Non Traditional/Alternative Products in the New Marketplace**

Examples of non-traditional benefits offerings such as telemedicine, self-insured or captive health cost reduction programs and how they have been implemented in the marketplace

PIMA's 2014 Marketing Methods Competition winners will be announced and entries displayed. The awards are bestowed upon members' 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 13.** 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/conferences-pages-215.php>.

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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