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**Professional Insurance Marketing Association (PiMA) Announces
2015 MidYear Meeting & Trade Show
“Key Consumer Segments (and How They Buy)”
July 23 – 26, 2015 – Stowe VT
Registration Now Open!**

April 28, 2015 (Chicago) –The Professional Insurance Marketing Association (PiMA) will have its MidYear Meeting & Exhibitor Trade Show from July 23-26, 2015, at The Stoweflake Mountain Resort in Stowe, Vermont. PiMA’s MidYear programming emphasizes marketing, technology and products – and, as always, networking for business development.

This year’s conference will provide participants with insightful and practical information into the most critical markets for sales growth in coming years. Marti Barletta, known by the Huffington Post as “The High Priestess of Marketing to Women,” will present the opening keynote – The (Sh)Economy. This session will provide insights and strategies businesses will need to successfully market to this influential, affluent group.

Other program highlights include:

- How Data Drives Customer Engagement That Works – Data is the essential key to engaging consumers with relevant content and choices. Learn how to optimize its value.
- Decoding the Millennial Market – Millennials exhibit buying behavior that we have, quite simply, not seen before. Learn what these behaviors are and how to appeal to this growing market.
- Non Traditional/Alternative Products in the New Marketplace –Learn about non-traditional benefits such as telemedicine, self-insured programs, and captive health cost reduction programs and how their results in the marketplace.

Additional presentations will offer valuable insights into how the shift to a services-led environment; how to gain a competitive advantage through customer-centricity; and the new distribution through exchanges.

PIMA's 2015 Marketing Methods Competition winners will be announced and entries displayed. Hear more on tactics and successes from some member campaigns.

PIMA is known for convening decision-makers and its focus on business development and networking. Exhibitors are encouraged to register today to generate new business leads and showcase their companies. Limited spots are available. <http://www.pima-assn.org/conferences-pages-215.php>.

The early bird registration and housing deadline is **June 15**. 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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