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**Professional Insurance Marketing Association (PiMA) Announces  
2016 MidYear Meeting & Trade Show  
“From Disruption to Transformation”  
July 21 – 24, Terranea Resort , Rancho Palos Verdes, CA  
Registration Now Open!  
[www.pima-assn.org](http://www.pima-assn.org)**

May 4, 2016 (Chicago) –The Professional Insurance Marketing Association (PiMA) will hold its MidYear Meeting & Exhibitor Trade Show from July 21-24, 2016, at the Terranea Resort in Rancho Palos Verdes, CA.

This year’s conference will focus on how technology is changing the industry, including new players who are changing how we do business.

“The best way to predict the future is to invent it,” says keynote speaker, Paul Carroll, CEO of Insurance Thought Leadership. In his opening keynote presentation, “Pathway to Transformation,” Paul will draw on his 30-year history in the world of high tech and innovation, and make his case for why the industry must begin to start living by the rules of Silicon Valley. Carroll is a Pulitzer Prize-nominated, former reporter and editor with the Wall Street Journal and has written five acclaimed books on technology and innovation.

Other program highlights include:

- Insurance 2030 –Gregory Bailey, Co-Founder and CEO of Denim™ and General Partner at Insure.VC, will offer his thoughts on the current state of insurance innovation and moderate a panel of investors to discuss the forces shaping the future of the industry.
- A leading panel of insurance “disruptors” who will offer insights into how their organizations have transformed the industry by being consumer-centric, nimble adopters of new technologies.
- Closing Keynote speaker, Ken Greer, CMO of Augeo Marketing, one of the leading loyalty firms in North America, will present “Consumer Brand Loyalty *Today*”, and

will discuss the drivers of brand loyalty in the world of points, rewards, and new competition.

PIMA's 2015 Marketing Methods Competition winners will be announced and entries displayed.

Exhibitors are encouraged to register today to generate new business leads and showcase their companies. Limited spots are available.

PIMA is known for convening decision-makers and deal-makers in the affinity benefits niche of the industry.. The early bird registration and housing deadline is **June 10**. Attendance and exhibitor opportunities are open to non-members. For a brochure, to exhibit, 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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