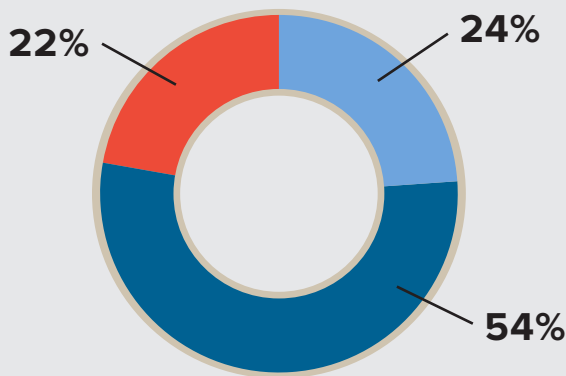


## IMCA CONFERENCE ATTENDEE BREAK DOWN 2017

The Insurance Marketing & Communications Association (IMCA) drives innovation, creativity and professional excellence among our membership. Our diverse members specialize in insurance marketing, communications, advertising, sales promotion, public relations and social media. The Annual Conference represents an opportunity to reach and network with a targeted group of marketing and communications decision makers in the insurance industry.

### 2017 ANNUAL CONFERENCE & SHOWCASE GALA ATTENDEES

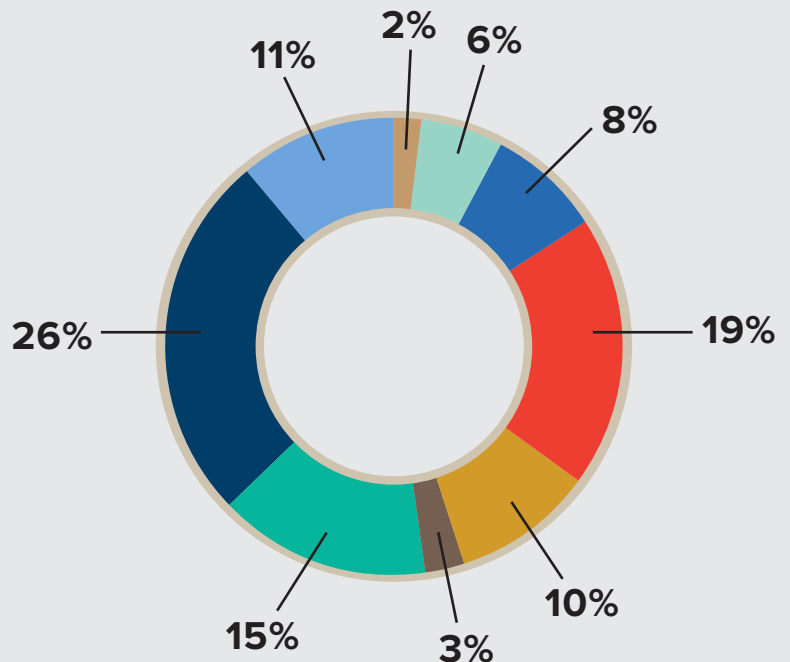


**SUMMARY OF POSITIONS/TITLES REPRESENTED**

- CMO / Vice President – 24%
- Director / Manager – 54%
- Specialist / Coordinator – 22%

**SUMMARY OF FUNCTIONAL AREAS REPRESENTED**

- Advertising – 2%
- Creative – 6%
- Digital Marketing – 8%
- Marketing Management – 19%
- Sales – 10%
- Public/Media Relations – 3%
- Communications – 15% (Corporate & Strategic)
- Marketing Communications – 26%
- Operations/Other – 11%

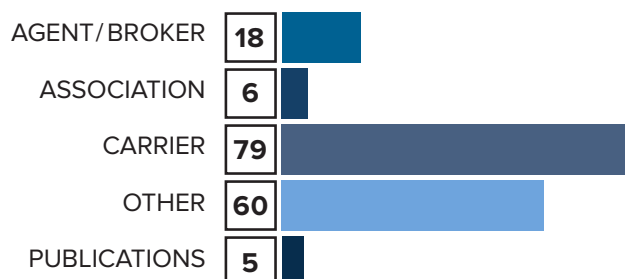


## IMCA FACTS

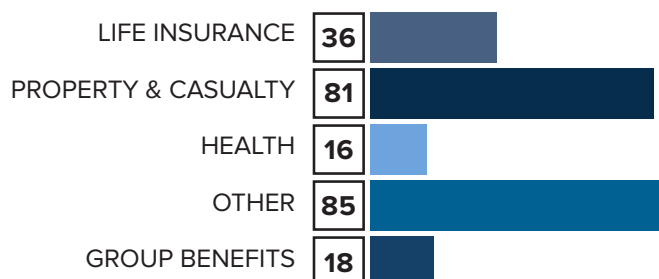
Attendees came from across the US and Canada with representing 104 different organizations from 5 different time zones.

IMCA is the oldest insurance marketing trade association in North America, founded in 1923. We will be celebrating our 95th anniversary in 2018!

### COMPANY TYPES



### COMPANY OFFERINGS



## SHOWCASE AWARDS FACTS

71

Number of 2017  
APPLICANTS

303

Number of 2017  
ENTRIES

92

2017 Best of Show and  
Award of Excellence  
WINNERS

In 2018, IMCA will be celebrating the 60th anniversary of our Showcase Awards!

“As someone who is new to the insurance industry, the IMCA Annual Conference was a great introduction into the trends, best practices and future horizons of insurance marketing and communications. It also gave me a chance to showcase my work and receive valuable feedback from other industry professionals.”

*Alexis Holzer, Safeco Insurance*

“Relevant, useful and engaging are what I found the 2017 IMCA Annual Conference to be. The speakers and the content they presented gave me lots of ideas and conversation pieces to bring back and discuss with my team. For anyone looking to gain inspiration on how to apply current marketing trends to insurance industry practices, all while growing your network, look to the next IMCA Annual Conference. It won't disappoint!”

*Laura Krause, Conference Attendee*

“What a great meeting! We hadn't attended IMCA in years. Our preconceived notions were quickly squashed. Great contacts with senior marketing people from great carriers and MGA's. Thanks. We'll be back next year.”

*Larry Neilson, Neilson Marketing*