



FOR IMMEDIATE RELEASE

## ***Senior Market Advisor* announces sponsorship of Million Dollar Round Table (MDRT) 2007 Annual Meeting**

June 5, 2007 (Centennial, Colo.) – *Senior Market Advisor* and Senior Market Advisor Expo, part of the WiesnerMedia Financial Group, is excited to announce its sponsorship of Million Dollar Round Table's (MDRT) 2007 Annual Meeting.

*Senior Market Advisor*, a magazine focused on helping insurance advisors increase their sales and marketing techniques, announced it is an official MDRT Power Center sponsor at MDRT's upcoming annual meeting in Denver, Colo. from June 10-13, 2007. The Power Center is MDRT's professional development store and provides industry-specific books, DVDs, presentations and other resources that support critical elements for increasing senior advisors' performance. Items covered include prospecting, sales ideas, overcoming objections and closing.

Later this summer, MDRT will bring the MDRT Power Center to the Senior Market Advisor Expo exhibit floor at Wynn Las Vegas, August 22-24, 2007. "Mobilizing the MDRT Power Center will provide Senior Market Advisor Expo attendees a unique opportunity to purchase MDRT products," says Ileo N. Lott, MDRT's marketing manager.

"We are excited about the opportunity this provides both parties. *Senior Market Advisor* is a niche publication, and expo that focuses on the top advisors in the senior industry and MDRT is a well-known, respected association that recognizes top performance", said Jen La Flam, publisher of *Senior Market Advisor*.

To find out more, please visit [www.seniormarketexpo.com](http://www.seniormarketexpo.com).

### ABOUT WIESNERMEDIA FINANCIAL GROUP

WiesnerMedia Financial Group is the leading, independent source for information on sales, marketing and best practice techniques for insurance, financial, banking and benefits brokers and advisors. Wiesner Media Financial Group publishes four magazines: *Bank Advisor Magazine*, *Benefits Selling*, *Boomer Market Advisor* and *Senior Market Advisor*. ProducersWEB.com, the leading industry web portal, and Advisors Data Source, a data-services division, are also included in the division. In addition, WiesnerMedia Financial Group annually produces two leading industry events: Benefits Selling Expo and Senior Market Advisor Expo.

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