



**For Immediate Release  
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***LTCI Worksite & Combo Products Conference Slated for May 24-26***

**NASHVILLE, TN — January 13, 2010** — Mark your calendars for May 24-26, 2010 and plan to **be one of an elite group of 200** to attend the industry's first Long Term Care Insurance WORKSITE and COMBO Products Conference in Nashville, Tennessee!

The LTCI industry is headed in a new direction - where sales are exploding. In 2008, 51% of all LTCI sales in 2008 happened at work - a combination of true group and multi-life...and multi-life grew almost 50% between 2007 and 2008!! "Yes, individual LTCI sales are down, but the real growth in LTCI will continue to be in LTCI worksite and hybrid/combo products. These areas are exploding markets," according to Phyllis Shelton, conference moderator and LTCI speaker, author and training expert. "The **2010 LTCI Worksite and Combo Products Conference** is the opportunity to re-unite the LTCI industry and put it back on the path to success. In order for our industry to prosper, insurance professionals need to prepare themselves for the shift that has occurred in the LTCI market. This conference will accomplish that goal," noted Shelton.

The event will be held at the beautiful Willis Conference Center amphitheatre near the Nashville, TN airport and is limited to 200 attendees - because that's all this elite conference center will hold. Shelton, in conjunction with a select panel of worksite LTCI manufacturers who will also be exhibiting, will teach attendees how to achieve worksite LTCI success along with answering attendee questions in an interactive format - all from the main platform.

In preparation for the exploding LTCI worksite market, Shelton's company conducted multiple worksite enrollments through a TN incubator program for the last four years with voluntary participation results ranging between 11-39% compared to standard industry results of 4-5%. This event will show producers exactly how to achieve the very same results, including:

- DOUBLE the industry-average annual premium
- TRIPLE the industry-average participation of employees and family members; and
- QUADRUPLE the industry-average commission!!

Additional reasons you need to attend:

- Combo/hybrid product presentations will be conducted by select product manufacturers who will also be exhibiting. Attendees will hear exactly how the products work, the target market for each and SALES IDEAS!
- This is a "recruit-free" conference – attendees will have access to the home office executives and product managers, not MGAs, with lots of time to ask the most important questions.
- Finally, this is a conference like no other because it's two solid days of information delivered from the main platform with NO BREAKOUT SESSIONS!

"This event isn't meant to just give you a few sales ideas. This conference will deliver the detailed nuts and bolts - nothing held back - so you can walk out of it and be comfortable with either path - Worksite and/or Hybrid LTCI," stated *LTC Consultants'* Vice President of Marketing, Bill Pomakoy. "Producers who are serious about selling long term care insurance simply can't miss this special May 24-26, 2010 event. It will put the 200 attendees in a position of strength to reach new levels of success in LTCI sales - now and in the future," added Shelton.

For more information about the conference visit [www.LTCConsultants.com](http://www.LTCConsultants.com); email [bill@ltcconsultants.com](mailto:bill@ltcconsultants.com); or call 888-400-1118.