

22ND ANNUAL Benefits FORUM & EXPO 2009

Protecting Your Employees
and Your Bottom Line
IN ROUGH ECONOMIC WATERS

► SEPTEMBER 13-15, 2009 | HILTON ATLANTA | ATLANTA, GA

SPONSOR/EXHIBITOR REWARDS PROGRAM

Help us spread the word about Benefits Forum, and earn free marketing opportunities worth up to \$2,800!

For every one of your clients or prospects that register to attend the conference (using your special promo code or registration link) you will earn points that can be redeemed for valuable marketing item, either in our conference guide or onsite.

1 point	= \$250 value level
3 points	= \$495-990 value level
5 points	= \$1700 value level
5+ points	= \$2,800 value level

We will provide you with banners and html emails and special registration urls and discount promo codes to help you promote the event. All you have to do is send out these promotions and encourage your contacts to register.

**Provide Us With a Mailing List and Receive a FREE Half Page Ad in the onsite Show Guide
A \$2,000 VALUE!**

Provide us with a direct mail and/or phone list of at least 250 of your industry contacts and we'll mail an event invitation to them free of charge. And in return for providing us with a list, you'll receive a free half page ad in the onsite show guide, distributed to more than 1,000 conference attendees!

Note: Your list will only be used once for the purpose of this particular promotion. The free half page ad is in addition to any paid advertisement you have already purchase, and cannot replace an advertisement you have already purchased.

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**Each registration you generate is equivalent to one reward point.
Check out what just a few points will buy you!**

1 point / \$250 Level

- EBN Issue & Show Guide Logo = \$250 value
- Participation in Benefits Bingo = \$250 value

3 points / \$495-990 Level

- Pre Conference Mailing List = \$495 value
- ¼ Page B&W Ad = \$990 value

5 points / \$1,700 Level

- Show Bag Insert = \$1,700 value
- Door Drop Insert = \$1,700 value

More than 5 points / \$2,800 Level

- Full Page Color Ad in Show Guide = \$2,800 value

To participate, contact Shayla Woods at Shayla.Woods@sourcemedia.com (or 212-803-8478) for your Sponsor/Exhibitor Rewards Starter Kit. Your kit will provide everything you need to begin promoting the conference and accumulating points!



WWW.BENEFITS-FORUM.COM

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