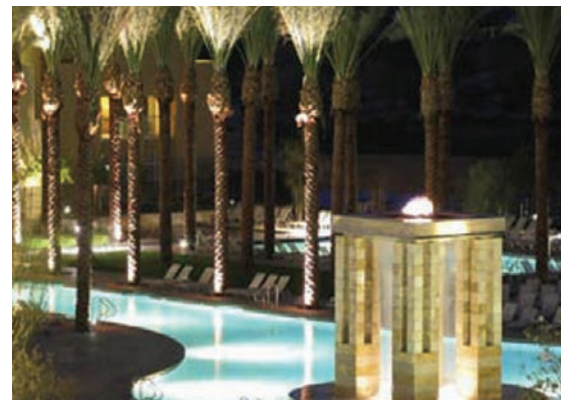


# Start Planning Now For



## 2012 SPONSORSHIP AND EXHIBIT PROSPECTUS

25<sup>TH</sup>  
ANNUAL  
Employee Benefit News  
**ebn**  
**Benefits**  
FORUM & EXPO

7th Annual  
**EMPLOYEE BENEFIT**  
**Adviser**  
**Summit**

**SEPTEMBER 9-11, 2012**  
**JW MARRIOTT DESERT RIDGE**  
**PHOENIX, AZ**

For more information on exhibit and sponsorship opportunities contact  
Chris Frey at [christopher.frey@sourcemedia.com](mailto:christopher.frey@sourcemedia.com) or (212) 803-6568

[www.benefits-forum.com](http://www.benefits-forum.com)

[www.ebasummit.com](http://www.ebasummit.com)

## Why This Event is Exceptional...

### Connect With High Level Decision-Makers

BFE attendees are senior benefits executives looking for proven solutions to help them better meet their organization's benefits needs. No other event brings together a more senior audience of industry executives actively seeking new solutions to their problems. Make sure your company is on hand to aid these executives as they make the decision on how best to allocate their resources.

### Highly Targeted Audience

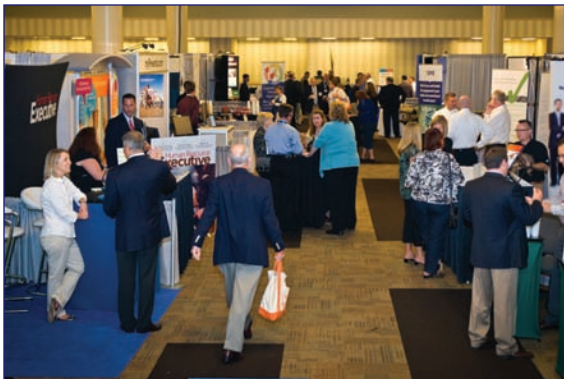
BFE is the industry's largest event that is 100% Targeted to Senior Benefits Executives. Co-located with the **7th Annual Employee Benefit Adviser Summit** with a shared exhibit hall and social activities, this event gives you access to highly qualified employers and advisers...all in one place!

### Still Growing After 24 Years

At a time when many industry events are shrinking (or worse—cancelling) the **Benefits Forum & Expo** is remaining strong with 17% growth in attendance since 2007.



Keynote Speaker Roger Staubach



2011 BFE Exhibit Hall



Early Morning Pilates Class

## BFE Staff Works for You!

Each year the Benefits Forum & Expo employs innovative measures to boost traffic in the exhibit hall with giveaways and fun activities. Past activities include:

- Benefits Bingo/Prize Giveaways
- Oxygen Bar
- Wii Station
- Pet Therapy Booth
- Refreshment Breaks in the Exhibit Hall
- Dessert/Food Presentation by a Local Chef
- Smoothie Station
- Relaxation (Massage) Station
- Cocktail Receptions in the Exhibit Hall
- Keynote Speaker Book Signing in the Exhibit Hall

With each exhibit package we are committed to helping to promote your organization's participation in this event. Standard marketing assistance provided to exhibitors includes:

- Your company name/branding on the event website
- Personalized e-marketing campaigns to your prospects/clients
- Pre-event attendee mailing list (available with select exhibit packages)
- Visibility in the Pre-Show Issue of Employee Benefit News and Employee Benefit Adviser magazines
- Onsite visibility in show guide
- Free exhibit hall passes for your clients
- Exhibitor spotlight emails

## What Exhibitors are Saying...

“ We love your show and as a voluntary benefit provider, we know it's definitely the show that is most in line with what we do.”

**Lucy Hoosian**, Marketing Communications Project Leader, LIBERTY MUTUAL

“ BF&E is one of the only two events we're exhibiting at this year, versus the 6 or 7 we've done in previous years.”

**Kent Albright**, Marketing Manager, PHARMACEUTICAL STRATEGIES GROUP

“ The Expo was terrific!”

**Scott Drake**, President, IOTA, INC.

“ Thank you for a wonderful event! I've heard nothing but great things about the Cirque Fantasy event. Thank you for the wonderful branding opportunities!”

**Dia Gross**, Marketing, ARAG

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# 2012 SPONSORSHIP AND EXHIBIT PROSPECTUS

## 2012 Standard Exhibit Booth Options

- 8' x 10' \$3,900
- 8' x 20' \$7,800

### Included per 8' x 10' booth space:

- 3 Full Conference Registrations
- Standard Pipe & Drape and Company Identification Sign at Booth
- Post-Show Attendee Mailing List
- 25 Exhibit Hall Only Passes for Client Distribution
- Company Listing and 50-word Description in the Official Show Guide
- Company Listing in the Pre-Show Issue of Employee Benefit News and Employee Benefit Adviser Magazines
- Company Listing on the **Benefits Forum & Expo** website

## 2012 Booth/Marketing Packages

Get more 'bang for your buck' and add advertising to your package. Booth/Marketing packages help you get the most out of this event by incorporating show guide advertising, a pre-event list of attendees for early marketing efforts, participation in the Exhibit Hall Benefits Bingo and more.

## 2012 Sponsorship Options (Set Yourself Apart from the Competition!)

BFE offers a limited number of sponsorship opportunities to vendors, designed to give you exclusive branding in front of this Benefits targeted audience. Sponsorship opportunities include (but are not limited to):

- Exhibit Hall Luncheon Sponsor
- Monday Night Networking Reception Sponsor
- Breakfast Sponsor
- Branded USB Memory Stick Sponsor
- Pen and Pad Sponsor
- Exhibit Hall Lounge Sponsor
- Internet Station Sponsor
- Exhibit Hall Welcome Reception Sponsor
- Email Newsletter Sponsor
- Conference Registration Bag Sponsor
- Refreshment Break Sponsor
- Keynote Session Sponsor
- Seat Drop Sponsor
- Benefits Bingo Grand Prize Sponsor

## What past attendees have to say about the event...

“Attended to get insight into what other companies are doing for wellness, cost containment for health-care, employee engagement and communications and education. Taking back lots of good ideas...”

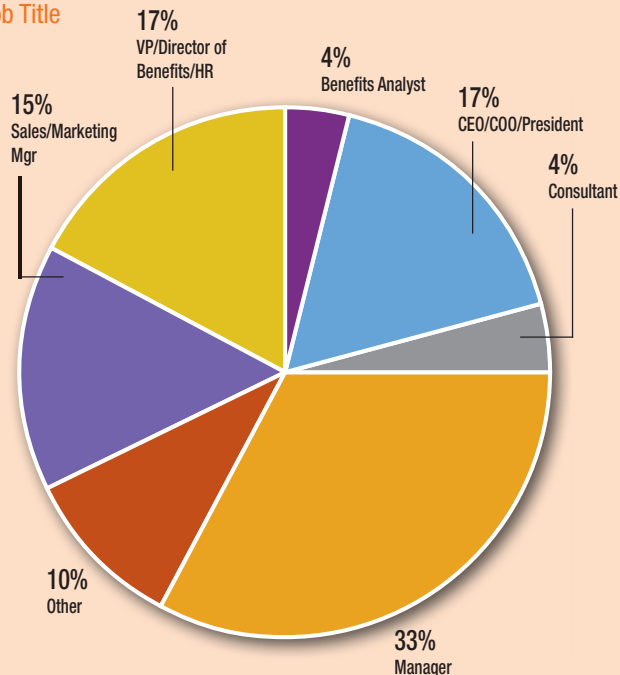
“The presenters were very knowledgeable. I also appreciated the depth of the presentations. This was definitely information I'll be able to use.”



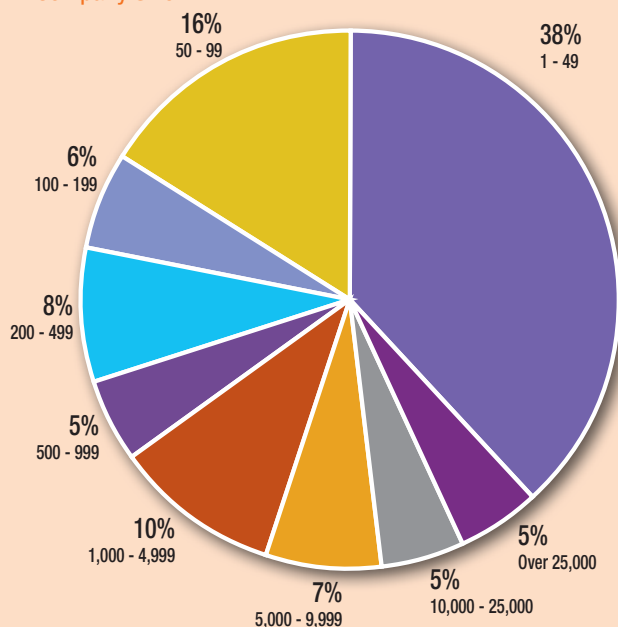
Best Companies to Work For Panel

## Who You Will Meet

### Job Title



### Company Size



General Session

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## 2011 Benefits Forum Sponsors

### PLATINUM SPONSORS



Avia Health  
FROM KAISER PERMANENTE



### SILVER SPONSORS

**MINNESOTA LIFE**



Corporate Solutions



### BRONZE SPONSORS

## 2011 Benefits Forum Exhibitors

- |  |  |   |   |
|--|--|---|---|
| <ul style="list-style-type: none"> <li>• Aetna</li> <li>• ADP- Automatic Data Processing, Inc.</li> <li>• Aflac</li> <li>• AIMS Benefit Solutions</li> <li>• Alere Wellbeing (Formerly Free &amp; Clear, Inc.)</li> <li>• Alliant Credit Union</li> <li>• Allstate Benefits</li> <li>• American General Life Companies</li> <li>• American Hearing Benefits</li> <li>• American National Insurance Co.</li> <li>• AmeriDoc, LLC</li> <li>• Ameritas Group</li> <li>• ARAG Group</li> <li>• Ary Roepcke Mulchaey, P.C.</li> <li>• AT&amp;T</li> <li>• Avesis</li> <li>• Avia Health From Kaiser Permanente</li> <li>• benefitsCONNECT</li> <li>• Benefits Selling Magazine</li> <li>• Best Doctors, Inc.</li> <li>• Buck Consultants</li> <li>• CAPTRUST Financial Advisors</li> <li>• Care Advocates</li> <li>• Careington International</li> <li>• Ceridian</li> <li>• change:healthcare</li> </ul> | <ul style="list-style-type: none"> <li>• CIGNA</li> <li>• COBRA Solutions, Inc</li> <li>• Colonial Life</li> <li>• Compliancedashboard,LLC</li> <li>• CONEXIS</li> <li>• Connect Your Home</li> <li>• Consult A Doctor</li> <li>• Davis Vision</li> <li>• drugstore.com</li> <li>• Ebix Health</li> <li>• eDocAmerica</li> <li>• eflexgroup.com</li> <li>• eMindful</li> <li>• Envision Pharmaceutical Services</li> <li>• EPIC Hearing Healthcare</li> <li>• EssentialCare</li> <li>• Everest</li> <li>• EyeMed Vision Care</li> <li>• Fidelity Investments</li> <li>• Finity Communications</li> <li>• Flexible Benefit Service Corporation</li> <li>• GEICO</li> <li>• Hallmark Business Connections</li> <li>• Health Check 360</li> <li>• HealthTrans</li> <li>• HM Insurance Group</li> <li>• HMS Employer Solutions</li> <li>• Humana</li> <li>• HOPE Health</li> </ul> | <ul style="list-style-type: none"> <li>• Human Resource Executive</li> <li>• InComm</li> <li>• Institute for Financial Literacy</li> <li>• International Foundation of Employee Benefit Plans</li> <li>• Iota</li> <li>• Keas, Inc.</li> <li>• Kroger Prescription Plans</li> <li>• Legal Access Plans, LLC</li> <li>• LFE Institute</li> <li>• Liberty Mutual</li> <li>• Lifesecure Insurance Company</li> <li>• Luther Appliance &amp; Furniture Sales</li> <li>• Marathon Health</li> <li>• Mayo Clinic</li> <li>• MedCom Care Management</li> <li>• MedeAnalytics</li> <li>• Merchants Benefit Administration, Inc. [MBA]</li> <li>• Mutual of Omaha</li> <li>• My Preventa (Lachesis Biosciences Pty Ltd)</li> <li>• My Secure Advantage</li> <li>• National Endowment for Financial Education</li> <li>• On Call International</li> <li>• Pet Assure Corp.</li> <li>• Prime Therapeutics</li> </ul> | <ul style="list-style-type: none"> <li>• Protocol Driven Healthcare, Inc. (PDHI)</li> <li>• Purchasing Power</li> <li>• Quest Diagnostics</li> <li>• Salibello &amp; Broder LLP</li> <li>• Sibson Consulting</li> <li>• Society for Human Resource Management</li> <li>• Special Insurance Services Inc.</li> <li>• Superior Mobile Health Solutions</li> <li>• Swiss Re Corporate Solutions</li> <li>• The EDSA Group</li> <li>• The Hartford</li> <li>• The Health &amp; Wellness Institute</li> <li>• The Taben Group</li> <li>• Transamerica Affinity Services, Inc.</li> <li>• Transamerica Worksite Marketing</li> <li>• TransitCenter, Inc.</li> <li>• Trustmark Voluntary Benefit Solutions</li> <li>• TSYS Healthcare</li> <li>• UBA</li> <li>• Ultimate Health Matters</li> <li>• United Health Actuarial Services</li> <li>• Unitrin Direct Preferred Insurance</li> <li>• VPI Pet Insurance</li> <li>• VSP Vision Care</li> <li>• Walgreens</li> <li>• WalkingSpree USA LTD.</li> </ul> |
|--|--|---|---|

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