



20TH ANNUAL BENEFITS MANAGEMENT FORUM & EXPO

SPONSORSHIP OPPORTUNITIES

Maximize Your Exposure
Increase Your Traffic
Build Brand Awareness
Increase Your Sales

All sponsorship packages includes:

- Corporate logo branding in all conference promotional materials when available
- Corporate branding in the September issue of *Employee Benefit News* exhibitor directory
- Corporate branding of your logo and company description in the onsite Conference Program & Exhibitor Directory
- Custom signage acknowledging sponsorship
- Complimentary conference registration passes
- 50 Free Exhibit Hall Only passes for your clients
- Complimentary promotional insert in the conference bag
- Full page advertisement in the onsite Conference Program & Exhibitor Directory
- Pre and post show conference attendee list (name, title, company)
- Priority advance booth selection for 2008 BMF&E
- First right of renewal for sponsorship for 2008 BMF&E

Conference sponsorship packages can be tailored to meet your specific marketing needs for maximum exposure. For more information on sponsorship opportunities contact Chris Frey at Christopher.frey@sourcemediacom.com, (212) 803-6568.

MONDAY EVENING SPECIAL EVENT

Sponsorship Fee: \$40,000 Exclusive

Be the company responsible for a memorable evening filled with fun and mystique!

- Special Networking Event featuring Hors d'oeuvres, Soft Drinks, Beer, Wine and Call-Brand Drinks, Live Entertainment
- Reserved Seating for your Staff, and VIP Clients at the Party
- (6) Full-Conference Registrations Passes for your Staff (a \$6,000 value)
- (8) Full-Conference, VIP Passes for your Clients (a \$8,000 value)
- Custom Napkins branded with your corporate logo

BENEFITS CYBER BISTRO

Sponsorship Fee: \$20,000

The Benefits Cyber Bistro is a state-of-the-art, user-friendly messaging center. Key features of the Bistro include intra-conference messaging, Internet access, e-mail text messaging, session finder, booth/product locator and a chance to participate in conference evaluations and/or sponsor surveys. The Bistro will consist of eight user terminals and two product demonstration terminals for the sponsor. The Bistro will also offer attendees the chance to re-energize as complimentary coffee and tea service will be available.

SPONSORSHIP INCLUDES:

- Custom Banner or Signage Acknowledging your sponsorship at the Benefits Cyber Bistro
- Sponsor Logos and Messages will be Displayed on Terminals as Pop-Ups or Screen Savers
- Sponsor will have the Option to Conduct a Survey via the Terminals (Survey must be approved by Conference Management)
- Sponsor will receive Two Dedicated Terminals to Demonstrate their own Web-Site or Product
- A Table will be provided at the Bistro to Distribute the Sponsor's Company Literature
- (6) Additional Full-Conference Registrations for your Staff (a \$6,000)]
- (6) Full-Conference, VIP Passes for your Clients (a \$6,000 value)

CONFERENCE TOTE BAGS

Sponsorship Fee: \$20,000

SPONSORSHIP INCLUDES:

- Customized Corporate Logo branded on one side of the bag
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (6) Full-Conference, VIP Passes for your Clients (an \$6,000 value)

CONFERENCE PROCEEDINGS/CONFERENCE MANUAL **Sponsorship Fee: \$20,000**

This sponsorship is one of the highest valued "take away" items for conference attendees. Printed in a perfect-bound format, the Conference Proceedings contain session presentation papers and handouts. The Proceedings are used extensively by attendees during the conference in the workshops and after the show as educational reference tools. The exposure and benefits of this sponsorship are immediate and lasting.

SPONSORSHIP INCLUDES:

- Conference Proceedings for all Conference Participants. Each book includes seminar papers and intended learning outcomes (a \$20,000 value)
- Your Logo or Advertisement on the Front Cover
- Full page 4 color ad on back cover of the conference manual

- Your Corporate Logo Featured on the Front Cover
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference VIP Passes for your Clients (a \$4,000 value)

CONFERENCE SHOW GUIDE BELLY BAND

Sponsorship Fee: \$7,500

SPONSORSHIP INCLUDES:

Bellyband to be wrapped around every conference show guide

- Customized belly band to be wrapped around every conference show guide being distributed
- (1/2) Full-page, 4 color Advertisement in the Conference Show *Guide* (a \$1,980 value)
- (2) Additional Full-Conference Registrations for your Staff (a \$2,000 value)
- (2) Full-Conference, VIP Passes for your Clients (an \$2,000 value)

CONFERENCE FOLDERS & NOTEPADS

Sponsorship Fee: \$18,500

Attendees use this professional business item to take notes and store session handouts from the seminars. Your company logo is embossed or imprinted on the front cover; thus providing exposure for your company during and after the conference. Folders are distributed to all attendees in the registration bags.

SPONSORSHIP INCLUDES:

Desk Folders and Notepads for all Conference Participants. Each Folder includes a Notepad of Paper, Penholder, Business Card Holder and Side Pouch.

- Customized Corporate Logo Embossed or Imprinted on the Folder's Cover
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)

SPEAKER/PRESS ROOM AND SPEAKER GIFTS

Sponsorship Fee: \$15,000

Be the company to have exclusive exposure with the speakers and press. As you know, many of the speakers at the Benefits Management Forum & Expo are executive-level benefits and human resource professionals within well-known companies and organizations. This is your opportunity to get your company recognized by the industry leaders and newsmakers.

SPONSORSHIP INCLUDES:

- Beverages and Light Snacks will be Provided to Speakers and Press Compliments of your Company
- Gifts will be given to all Speakers with your Company's Logo (Gifts to be Determined by Conference Management in conjunction with the Sponsor)
- A Table will be Provided for the Distribution of Sponsor's Promotional Materials
- Sponsor Logo Imprinted on Napkins
- (1) Full-page, Black & White Advertisement in the Conference Onsite *Show Guide* (a \$2,700 value)
- (2) Additional Full-Conference Registrations for your Staff (a \$2,000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)

INDUSTRY INNOVATION SESSIONS

Sponsorship Fee: \$10,000

(3 Available sponsorships each day)

Our Industry Innovation Sessions (IIS) consist of an in depth, 75 minute presentation from some of the benefits industry's leading solution providers. Each IIS provides insight on the latest

tools and techniques for conquering HR's most pressing issues. These executive sessions represent a fantastic opportunity for participants to gain an intimate knowledge of the host company's offerings. The IISs will take place during lunch –which will be served to attendees. These sessions are free to conference attendees.

SPONSORSHIP INCLUDES:

- VIP seating at the reception may be arranged for your staff and clients
- (1/2) Half-page, color advertisement in the *Show Guide* (a \$1,980 value)
- (3) Additional Full Conference Registrations for your staff (a \$3,000 value)
- (3) Full-Conference, VIP Passes for your clients (a \$3,000 value)

WELCOME RECEPTION

Co-Sponsorship Fee: \$7,500

Joint Sponsorship (4 Available Sponsorships)

The opening night reception is the perfect way for attendees to start the show. They can mix and mingle with their peers and the Program Advisory Council before the event gets under full steam. As the sponsor of the event, you will have "top of mind" exposure leading into the first full day of the event.

SPONSORSHIP INCLUDES:

- Reception with hors d'oeuvres, soft drinks, beer, wine, and call-brand drinks
- Custom Signage acknowledging your sponsorship at the Receptions' entrances
- Tables will be provided at the receptions to distribute sponsor's information
- A \$250 Giveaway from your company will be held at the end of each receptions
- Optional giveaways from your company may be distributed at the receptions' entrances
- A representative from your company may address the audience with a 3-5 minute greeting before selecting the \$250 prize winners
- VIP seating at the reception may be arranged for your staff and clients
- (1) Half-page, black and white advertisement in the *Show Guide*(a \$1,450 value)
- (1) Promotional material insert within the conference bags (a \$1,500 value)
- Custom napkins branded with your logo or message
- Special announcement of the receptions and your company's sponsorship at the Opening General Session
- (5) Additional Full Conference Registrations for your staff (a \$5,000 value)
- (3) Full-Conference, VIP Passes for your clients (a \$3,000 value)

EXHIBIT HALL RECEPTION

Sponsorship Fee: \$12,500

The Monday night reception is the perfect way for attendees to continue to network at the show. They can mix and mingle with their peers and the Program Advisory Council before the event gets under full steam.

SPONSORSHIP INCLUDES:

- Reception with hors d'oeuvres, soft drinks, beer, wine, and call-brand drinks
- Custom Signage acknowledging your sponsorship at the Receptions' entrances
- Tables will be provided at the receptions to distribute sponsor's information
- A \$250 Giveaway from your company will be held at the end the reception
- Optional giveaways from your company may be distributed at the receptions' entrances
- (1) Half-page, black and white advertisement in the *Show Guide*(a \$1,450 value)
- Custom napkins branded with your logo or message
- Special announcement of the receptions and your company's sponsorship at the Opening General Session
- (5) Additional Full Conference Registrations for your staff (a \$5,000 value)
- (3) Full-Conference, VIP Passes for your clients (a \$3,000 value)

EXPOSITION HALL LUNCHEON (2 available) Sponsorship Fee: \$15,000 each

According to an independent survey, last year's attendees said their number one objective in attending BMFE was to learn and look for new benefits products and services. The Luncheon is the chance attendees will have to visit with exhibitors and learn about new services, products and technologies that can simplify their job, streamline their department and save money for their organization. This is the perfect event to put your company front and center with attendees--when they are most eager to network with exhibitors.

SPONSORSHIP INCLUDES:

- Lunch and Refreshments for all Conference Participants (a \$23,000 value)
- All Attendees will Receive a Lunch Bag Giveaway with Your Company's Logo
- Optional Giveaways from your Company may be distributed by Your Staff at the Exhibit-Hall Entrance
- Custom Napkins imprinted with your Corporate Logo
- (4) Additional Full Conference Registrations for your Staff (a \$4,000 value)
- (4) Full Conference VIP Passes for your Clients (a \$4,000 value)

CONFERENCE T-SHIRTS Sponsorship Fee: \$15,000

Conference T-Shirts will be distributed to all attendees

SPONSORSHIP INCLUDES:

- Customized Conference T-Shirt to be distributed to all attendees
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)

KEYNOTE SESSIONS (3 available) Sponsorship Fee: \$15,000

SPONSORSHIPS INCLUDE:

- Custom signage Acknowledging your Sponsorship
- (5) Additional Full-Conference Registrations for your Staff (a \$5,000 value)
- (10) Full-Conference, VIP Passes for your Clients (a \$10,000 value)
- Work with EXPO staff to Create and Maximize your Marketing Exposure Onsite:
 - 1. Tailor your own giveaways at the General Session (unit cost)
 - 2. Create your own flyers to distribute on all the tables or chairs

CONTINENTAL BREAKFAST (2 available) Sponsorship Fee: \$10,000 each

Help attendees get off to a good start for the day's events with a delectable continental breakfast. The breakfast begins one hour before the general session. Last year's continental breakfasts were well attended and a big hit with attendees.

SPONSORSHIP INCLUDES:

- Coffee, Juice, Refreshments and Bakery Goods for All Attendees
- A Table will be Provided where you can Distribute Company Brochures or Flyers
- Custom Printed Napkins with your Corporate Logo

- (1) Half-page, black and white advertisement in the Conference show guide (a \$1,450 value)
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) VIP Passes to invite Clients to the Conference Compliments of your Company (a \$4,000 value)
- Optional: *Wall Street Journals* Distributed to Attendees Compliments of Your Company during the Breakfast (at additional cost)
- Optional: Menu to include Hot Breakfast Items and an Omelet Serving Bar (at additional cost)

ROOM KEYS

Sponsorship Fee: \$12,000

Imagine the exposure your company will receive when every attendees staying at the Walt Disney World Dolphin receives their room key with your company's name, logo and booth number on it. As room keys are frequently used, your company's name will be continually reinforced in the minds of attendees throughout the conference.

SPONSORSHIP INCLUDES:

- Room keys for all conference participants will feature your company's name, logo and booth number.
- (1) Half-page, black and white advertisement in the Show *Guide* (a \$1,450 value)
- (5) Additional Full Conference Registrations for your staff (a \$5,000 value)
- (6) Full-Conference, VIP Passes for your clients (a \$6,000 value)

CONFERENCE REGISTRATION SPONSORSHIP

Sponsorship Fee: \$15,000

Conference badges and lanyards will be distributed to all attendees

SPONSORSHIP INCLUDES:

- Conference Bandage Lanyards will be branded with company logo on each
- Customized "Kick Panels" with sponsors logo on leach
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)

REFRESHMENT BREAK (S)

Sponsorship Fee for a Single Refreshment Break: \$3,500

or

Sponsorship Fee for 2 Refreshment Breaks: \$6,000

Sponsoring a refreshment break is another cost-effective way to put your company front and center with attendees. Working with our event staff, we will help you create theme breaks and exposure that goes beyond the norm.

SPONSORSHIP INCLUDES:

- Coffee, Sodas and Water for all Attendees
- Custom Sign Acknowledging your Sponsorship next to the Refreshments
- Distribute your Company's Literature or Brochures during the Break
- Custom Printed Napkins with your Corporate Logo or Message
- (3) Additional Full-Conference Registrations for your Staff (a \$3,000 value)
- (3) Full-Conference, VIP Passes for your Clients (a \$3,000 value)
- 1/2 page, 4 Color Ad in Show Guide [a \$1,980 value]
- Optional Giveaways may be Handed Out by Your Staff to Attendees During the Break(s)

CONFERENCE PENS

Sponsorship Fee: \$7,500

Conference Pens will be distributed to all attendees

SPONSORSHIP INCLUDES:

- Conference pens will be branded with sponsor logo on each
- (1/2) Full-page, 4 color Advertisement in the Conference Show Guide (a \$1,980 value)
- (2) Additional Full-Conference Registrations for your Staff (a \$2,000 value)
- (2) Full-Conference, VIP Passes for your Clients (an \$2,000 value)

RELAXATION STATION

Sponsorship Fee: \$10,000

Who does not like or need a massage after a long day at a trade show and conference. As the exclusive sponsor of the massage service, your company will be top of mind with the attendees throughout the event. Beginning with the exhibit hall "opening bell" and running throughout the event this sponsorship is a winner.

SPONSORSHIP INCLUDES:

- (3) Massage Therapist for six (6) hours per day for two days
- Custom Signage acknowledging your sponsorship
- Sponsor may have a representative in the Massage Station
- Sponsor is encouraged to provide shirts for therapist.
- (1) Half-page, black and white advertisement in the Conference Show Guide (a \$1,450 value)
- (5) Additional Full-Conference Registrations for your Staff (a \$5,000 value)
- (6) VIP Passes to invite Clients to the Conference Compliments of your Company (a \$6,000 value)

ICE CREAM BREAK

Sponsorship Fee: \$9,000

Premium Ice Cream Bars distributed to all Conference participants from ice cream stands located in each hall

SPONSORSHIP INCLUDES:

- Custom Signage Acknowledging Your Sponsorship at the Ice Cream Stands
- (1) Half page, black and white advertisement in the Conference Show Guide (a \$1,450 value)
- Corporate Logo listed on "Ice Cream Tickets"
- (5) Additional Full-Conference Registrations for your Staff (a \$5,000 value)
- (6) VIP Passes to invite Clients to the Conference Compliments of your Company (a \$6,000 value)

CONFERENCE ROOM DROP

Sponsorship Fee: \$7,500

SPONSORSHIP INCLUDES:

- Opportunity to have a copy of EBN dropped to all attendees hotel rooms
- Opportunity to insert a one page marketing piece into each magazine being distributed

- (2) Additional Full-Conference Registrations for your Staff (a \$2,000 value)
- (2) Full-Conference, VIP Passes for your Clients (an \$2,000 value)