

Produced by:



Employee Benefit Adviser

Join Us as We Celebrate Our 20th Anniversary!

20th Annual BENEFITS MANAGEMENT FORUM & EXPO

SEPTEMBER 16-18, 2007
WYNDHAM ANATOLE HOTEL, DALLAS, TX

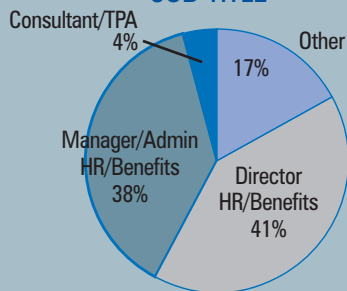
The Industry's
Only Event that
is 100% Benefits
Targeted to
Senior Benefits
Executives

BMF&E Provides you with:

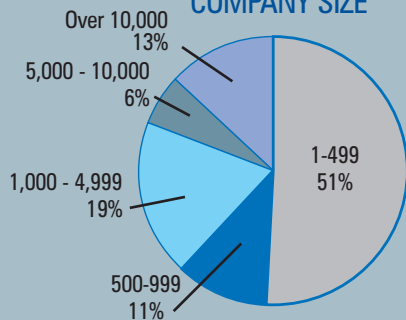
- #1 Selling Opportunity of the Year
- Extensive Networking Opportunities
- Brand Visibility
- Maximum ROI with Valuable Marketing Opportunities
- Access to an Informed Audience Seeking Better Benefits Solutions
- Scheduling and Exhibition Space Designed for Effective Exposure

BMFE 2006 ATTENDEE DEMOGRAPHICS

JOB TITLE



COMPANY SIZE



For information on sponsorship and exhibit opportunities contact Chris Frey, National Sales Manager,
212-803-6568 or Christopher.frey@sourcemedia.com



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BENEFITS OF EXHIBITING

BMF&E puts you in front of Buyers!

Our 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.

Set your company apart from the competition! Sponsor BMF&E!

BMF&E is offering premium sponsorship opportunities to companies seeking maximum exposure and return on investment. Each sponsorship package is carefully designed to provide you with the best possible pre-event, onsite and post-event visibility through a strategic combination of logo placement, advertising, attendee list access plus outstanding benefits.

Industry Exposure

Don't be left out of the only industry event dedicated solely to the benefits business! BMF&E is visited by attendees from major industries nation-wide. BMF&E's strong conference program and comprehensive exhibit hall is the annual event that defines the benefits management industry. Many prospects buy products or services simply because they are familiar with the names. Make your company's name the one they remember.

- Branding
- Product Demonstration Rooms
- Print Media
- Multi-Media Conference Proceedings Package

Ensure Visibility with Valuable Marketing Opportunities

BMF&E offers many marketing opportunities to increase your brand visibility, drive traffic to and gain exposure beyond the boundaries of your booth. Choose from a variety of attention-grabbing opportunities, including sponsorships, print and online advertising and much more. Maximize the return on your exhibit investment and get in front of your buyers! Added Benefits... Added Rewards

Website and Show Guide

The BMF&E website is the place where attendees come for information about the show as well as to register. The Show Guide becomes a reference document for all attendees for months after the show. Your corporate logo and company description will be placed on the website and in the BMF&E '07 Show Guide, and will receive attention before, during, and after the event.

Marketing Efforts

BMF&E will send e-marketing campaigns to your prospects and clients inviting them to register at discounted rates. This service is free of charge! E-mails will include your logo, your booth number and link to your website. We will also provide web art for you to promote your exhibition in your own marketing materials and website.

Your all-inclusive booth fee delivers:

Booth Sizes and Fees

- | | | |
|-------------------|----------|----------|
| • Single In Line: | 10'x 10' | \$3,600 |
| • Double End Cap: | 10'x 20' | \$7,200 |
| • Island End Cap: | 20'x 20' | \$13,800 |

Standard Booth Package

- 3 Full Conference Registrations Per 10'x 10' Booth Space
- Post-Show Attendee 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
- Standard Pipe & Drape
- Standard Identification Sign at Booth

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Conference Website:

www.sourcemediaconferences.com/BMFE07/

