

20TH ANNUAL BENEFITS MANAGEMENT FORUM & EXPO

SPONSORSHIP OPPORTUNITIES

Benefits Management Forum & Expo
September 16 – 18, 2007
Hilton Anatole Hotel, Dallas, TX

Maximize Your Exposure

Increase Your Traffic

Build Brand Awareness

Increase Your Sales

20TH ANNUAL BENEFITS MANAGEMENT FORUM & EXPO

Monday Evening Special Event.....	\$40,000
Benefits Cyber Bistro	\$20,000[SOLD]
Conference Registration Bags	\$20,000
Conference Show Guide Belly Band	\$7,500[SOLD]
Conference Proceedings/Manual.....	\$20,000 [SOLD]
Conference Folders and Notepads.....	\$18,500
Speaker/Press Room and Speaker Gifts	\$15,000
Industry Innovation Session	\$10,000
Welcome Reception Joint Sponsorship [4 available]	\$7,500 [2 sold/2 avail]
Monday Night/Exhibit Hall Reception	\$12,500[SOLD]
Monday Exhibit Hall Luncheon	\$15,000
Conference T-Shirts	\$15,000
Keynote Session [3 available]	\$15,000 [one sold]
Continental Breakfast (2 available)	\$10,000
Room Keys	\$12,000[SOLD]
Conference Registration Sponsorship- Badges and Lanyards.....	\$15,000 [SOLD]
Conference Pens.....	\$7,500
Networking Refreshment Breaks [3 available]	\$3,500[SOLD]
Ice Cream Breaks	\$9,000
Relaxation Station	\$10,000
Conference Highlighters	\$5,000 [SOLD]
Room Drop	\$7,500

Conference sponsorships are not limited to the above list. If these sponsorships do not meet your specific marketing needs, please ask about custom sponsorships. Most sponsorships include pre-show mailing list, VIP Passes and Show Guide Advertising.

For more information on sponsorship opportunities contact Chris Frey at Christopher.frey@sourcemedia.com, 212-803-6568

2006 Benefits Management Forum & Expo

List of Sponsors

Aetna
Aliquant Corporation
American Express
AmeriFlex
Ancillary Care Management
Ceridian
Delta Dental
Dave Ramsey's Financial [Peace@Work](#)
Great-West Healthcare
Guardian Life Insurance Company America
Guided2Health
Healthcare Horizons
Healthways
Liberty Mutual Insurance Group
MetLife
PharmaCare
PKC
Standard Insurance Company
The Hartford
VSP

MONDAY EVENING SPECIAL EVENT

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

SPONSORSHIP INCLUDES:

- Special Networking Event featuring Hors d'oeuvres, dinner, Soft Drinks, Beer, Wine and Call-Brand Drinks, Live Entertainment (value \$80,000))
- Reserved Seating for your Staff, and VIP Clients at the Party
- (1) Full-page, 4-color ad in the Conference Show Guide (a \$2,700 value)
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (8) Additional Full-Conference Registrations for your Staff (a \$8,000 value)
- (10) Full-Conference, VIP Passes for your Clients (a \$10,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Benefits Bingo [a \$250 value]
- Participant in the Benefits Tools Tour [a \$500 value]
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), Pre-Show Issue of EBN and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Event
- Custom Napkins with your logo branded on each
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo
- First right of refusal for the sponsorship package at the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$40,000 or three Co-Sponsors at \$15,000 each

BENEFITS CYBER BISTRO

Location: Registration Lobby Area

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
- (1) Full-page, color advertisement in the Conference show guide (a \$2,700 value)
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (6) Additional Full-Conference Registrations for your Staff (a \$6,000]
- (6) Full-Conference, VIP Passes for your Clients (a \$6,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$20,000

CONFERENCE REGISTRATION BAGS

SPONSORSHIP INCLUDES:

Conference Tote Bags will be distributed to all attendees

- Customized Corporate Logo branded on one side of the bag
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (1) Full-page, 4 color ad in the Conference show *Guide* (a \$2,700 value)
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (6) Full-Conference, VIP Passes for your Clients (an \$6,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Benefits Bingo [a \$250 value]
- Participant in the Benefits Tools Tour [a \$500 value]
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), Pre-Show Issue of EBN and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Conference
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo
- First right of refusal for sponsorship package at the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$20,000

CONFERENCE PROCEEDINGS/CONFERENCE MANUAL

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 and Spine
- (1) Full-page, 4 color advertisement in the Conference Show Guide (a \$2,700 value)
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference VIP Passes for your Clients (a \$4,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$20,000

CONFERENCE SHOW GUIDE BELLY BAND

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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$7,500

CONFERENCE FOLDERS & NOTEPADS

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
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (1) Full-page, 4 color Advertisement in the Conference Show *Guide* (a \$2,700 value)
- (4) Additional Full-Conference Registrations for your Staff (a \$4,0000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *onsite Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Conference
- Sponsor Ribbons for your Staff
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$18,500

SPEAKER/PRESS ROOM AND SPEAKER GIFTS

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:

- Custom Signage Acknowledging your Sponsorship at the Conference at the Room Entrance
- 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) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$15,000

INDUSTRY INNOVATION SESSIONS (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:

- Custom Signage acknowledging your sponsorship at the
- 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$10,000

WELCOME RECEPTION

Joint Sponsorship

(4 Available Sponsorships)

Sunday, September 16

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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Co-Sponsorship Fee: \$7,500

MONDAY NIGHT EXHIBIT HALL RECEPTION

Monday, September 17

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)
- (1) Promotional material insert within the conference bags (a \$1,500 value)
- Custom napkins branded with your logo or message
- Balloons with company logo
- 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$12,500

EXPOSITION HALL LUNCHEON

Monday, September 17

Tuesday, September 18

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
- (1) Full-Page, 4 color Advertisement in Conference Show Guide (a \$2,700 value)
- 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging Your Company at the Conference
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$15,000 each

CONFERENCE T-SHIRTS

SPONSORSHIP INCLUDES:

Conference T-Shirts will be distributed to all attendees

- Customized Conference T-Shirt to be distributed to all attendees
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (1) Full-page, 4 color Advertisement in the Conference Show *Guide* (a \$2,700 value)
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Conference
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$15,000

KEYNOTE SESSION (S)

Three available

SPONSORSHIPS INCLUDE:

- Custom signage Acknowledging your Sponsorship
- (1) Full Page 4 Color advertisement in the Conference Show Guide [a \$2,700 value]
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (5) Additional Full-Conference Registrations for your Staff (a \$5,000 value)
- (10) Full-Conference, VIP Passes for your Clients (a \$10,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the Show *Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo
- 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

Sponsorship Fee: \$15,000

CONTINENTAL BREAKFAST

Monday, September 17, 7:30 AM - 8:30 AM

& / Or

Tuesday, September 18, 7:30 AM - 8:30 AM

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)
- (1) Promotional Material Insert within the Conference Bags (a \$1,500 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging Your Sponsorship at the Breakfast and the Conference
- 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)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$10,000 each

ROOM KEYS

Imagine the exposure your company will receive when every attendees staying at the Wyndham Anatole Hotel 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)
- (1) Promotional material insert within the conference bags (a \$1,500 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage acknowledging your sponsorship during the event
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$12,000

CONFERENCE REGISTRATION SPONSORSHIP

SPONSORSHIP INCLUDES:

Conference badges and lanyards will be distributed to all attendees

- Conference Bandage Lanyards will be branded with company logo on each
- Customized "Kick Panels" with sponsors logo on leach
- (1) Promotional Material Insert within all Conference Bags (a \$1,500 value)
- (1) Full-page, 4 color Advertisement in the Conference show *Guide* (a \$2,700 value)
- (4) Additional Full-Conference Registrations for your Staff (a \$4,000 value)
- (4) Full-Conference, VIP Passes for your Clients (an \$4,000 value)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Conference
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$15,000

REFRESHMENT BREAK (S)

Monday September 17

(1) Morning

(2) Afternoon

Tuesday, September 18

(3) Morning

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
- (1) Promotional Material Insert All Conference Bags (a \$1,500 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- 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)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

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

or

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

CONFERENCE PENS

SPONSORSHIP INCLUDES:

Conference Pens will be distributed to all attendees

- 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Conference
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$7,500

RELAXATION STATION

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)
- (1) Promotional Material Insert within the Conference Bags (a \$1,500 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$10,000

ICE CREAM BREAK

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"
- (1) Promotional Material Insert within the Conference Bags (a \$1,500 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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$9,000

CONFERENCE ROOM DROP

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)
- (1) Set of Pre-Conference Mailing Labels (a \$395 value)
- Corporate Logo Listed in all Conference Promotional Materials including the *Show Guide*, Sponsor Ads in *Employee Benefit News* magazine (EBN), and the Conference Web-Site (includes link to your company's Web site)
- Custom Signage Acknowledging your Sponsorship at the Conference
- Priority Advance Booth Selection for the 2008 Benefits Management Forum & Expo

Sponsorship Fee: \$7,500