

24<sup>TH</sup>  
ANNUAL  
**Benefits**  
FORUM & EXPO

6th Annual  
EMPLOYEE BENEFIT  
**Adviser**  
Summit

Save the Date  
September 25-27, 2011  
Hyatt Regency | Dallas, TX



## 2011 Sponsorship Opportunities

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

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

Continue to Page 2 for an Index of Opportunities

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

# Index of 2011 Sponsorship Opportunities

Detailed Descriptions begin on page 4

Monday Evening Special Event [1 SOLD/ 1AVAILABLE].....	\$20,000
Benefits Cyber Café [SOLD] .....	\$20,000
Conference Registration Bags .....	\$20,000
Conference Show Guide Belly Band [SOLD].....	\$7,500
Conference Proceedings/Manual .....	\$20,000
Conference Folders and Notepads .....	\$18,500
Speaker/Press Room and Speaker Gifts .....	\$15,000
Industry Innovation Session [2 Available].....	\$10,000
Welcome Reception Joint Sponsorship [1 SOLD/ 3 AVAILABLE] .....	\$7,500
Monday Exhibit Hall Luncheon .....	\$15,000
Conference T-Shirts .....	\$15,000
Keynote Session [3 available].....	\$15,000
Continental Breakfast (1 SOLD Tues/ 1 AVAILABLE Mon.).....	\$12,000
Room Keys [SOLD].....	\$13,000
Conference Pens.....	\$7,500
Networking Refreshment Breaks [3 available].....	\$5,000
Ice Cream Breaks .....	\$9,000
Relaxation Station .....	\$10,000
Conference Highlighters .....	\$5,000
Smoothie Station .....	\$10,000
Oxygen Station.....	\$17,500
Print On Demand Area.....	\$25,000

**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.**

# 2010 Sponsors

## Benefits Forum & Expo

### Employee Benefit Adviser Summit

- Aetna
- Aflac
- Arag
- Avivia Health
- Chartis
- CIGNA
- Free & Clear
- Liberty Mutual
- National Association of Vision Care Plans
- Optum Health
- Quest Diagnostics
- Swiss Re
- Ultimate Health Matters
- VitalSpring Technologies
- VSP Vision Care

## MONDAY EVENING SPECIAL EVENT

Be the company [co-sponsorship available] 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 \$2,800 value)
- (1) Promotional Material Insert within all Conference Bags (a \$1,700 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) Pre-Conference attendee list (a \$495 value)
- Benefits Bingo [a \$250 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 2012 Benefits Forum & Expo
- First right of refusal for the sponsorship package at the 2012 Benefits Forum & Expo

**Co-Sponsorship Fee: \$20,000**

## **BENEFITS CYBER CAFE**

*Location: Exhibit Floor*

### **SPONSORSHIP INCLUDES:**

- Custom signage exclusive sponsorship of the Benefits Cyber Café
- 20' x 20' space with six terminals. Two pedestals will be provided for sponsor to use for their computers for product demonstrations
- Coffee & tea set up in area
- Your logo as a screen saver to be displayed on each screen after an elapsed period of time
- A table will be provided at the Cafe to distribute the sponsor's company literature
- (1) Full-page, color advertisement in the Conference show guide (a \$2,800 value)
- (1) Promotional Material Insert within all Conference Bags (a \$1,700 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 \$495 value)
- Benefits Bingo [a \$250 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)
- First right of refusal for sponsorship package at 2012 Benefits 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 \$1,700 value)
- (1) Full-page, 4 color ad in the Conference show *Guide* (a \$2,800 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 \$495 value)
- Benefits Bingo [ a \$250 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at the 2012 Benefits 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 \$2,800 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 \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits 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 \$2,000 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits 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 \$1,700 value)
- (1) Full-page, 4 color Advertisement in the Conference Show *Guide* (a \$2,800 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits 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 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 \$1,700 value)
- (1) Full-page, Black & White Advertisement in the Conference Onsite *Show Guide* (a \$2,800 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits 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
- (1/2) Half-page, color advertisement in the *Show Guide* (a \$2,000 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$10,000**

## **WELCOME RECEPTION**

**Joint Sponsorship**

**(4 Available Sponsorships)**

**For more information on sponsorship opportunities contact Chris Frey at**

**[Christopher.frey@sourcemediacom.com](mailto:Christopher.frey@sourcemediacom.com), 212-803-6568**

Sunday, September 26

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 \$1,500 value)
- (1) Promotional material insert within the conference bags (a \$1,700 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Co-Sponsorship Fee: \$7,500**

## EXHIBIT HALL LUNCHEON

Monday, September 27

Tuesday, September 28

### **SPONSORSHIP INCLUDES:**

- Lunch and Refreshments for all Conference Participants (a \$23,000 value)
- Custom signage acknowledging your sponsorship
- Custom napkins with your logo
- (1) Full-Page, 4 color advertisement in Conference Show Guide (a \$2,800 value)
- Optional Giveaways from your Company may be distributed by Your Staff at the Exhibit-Hall Entrance
- (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) Pre-conference attendee list (a \$495 value)
- (1) Promotional Material Insert within all Conference Bags (a \$1,700 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits 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 \$1,700 value)
- (1) Full-page, 4 color Advertisement in the Conference Show *Guide* (a \$2,800 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$15,000**

## KEYNOTE SESSIONS

(Three available)

### SPONSORSHIPS INCLUDE:

- Custom signage acknowledging your Sponsorship
- A representative from your company is introduced to introduce a keynote speaker
- [1] seat drop of your company literature on every seat in the general session room when the keynote speaker speaks
- (1) Full Page 4 Color advertisement in the Conference Show Guide [a \$2,800 value]
- (1) Promotional Material Insert within all Conference Bags (a \$1,700 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) Pre-conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$15,000**

## CONTINENTAL BREAKFAST

***Monday, September 27th, 7:30 AM - 8:30 AM***

***& / Or***

***Tuesday, September 28th, 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.

### **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 logo
- (1) Half-page, black and white advertisement in the Conference show guide (a \$1,500 value)
- (1) Promotional Material Insert within the Conference Bags (a \$1,700 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) Pre-Conference attendee (a \$495 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
- 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$12,000 each**

## ROOM KEYS

Imagine the exposure your company will receive when every attendees staying at the 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 \$1,500 value)
- (1) Promotional material insert within the conference bags (a \$1,700 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$13,000**

## 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 \$1,700 value)
- (1) Full-page, 4 color Advertisement in the Conference show *Guide* (a \$2,800 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$15,000**

## REFRESHMENT BREAK (S)

Monday September 27

(1) Morning

(2) Afternoon

Tuesday, September 28

(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 \$1,700 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) Pre-Conference attendee list (a \$495 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 \$2,000 value]
- Optional Giveaways may be Handed Out by Your Staff to Attendees During the Break(s)
- Priority Advance Booth Selection for the 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee for a Single Refreshment Break: \$5,000**

**or**

**Sponsorship Fee for 2 Refreshment Breaks: \$7,500**

## 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 \$2,000 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal for sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$7,500**

## RELAXATION STATION

### **SPONSORSHIP INCLUDES:**

- (2) Massage Therapists for the hours the exhibit hall is open
- Custom Signage acknowledging your sponsorship
- Sponsor may have representatives in the Massage Station
- Sponsor is encouraged to provide shirts for therapists.
- (1) Half-page, black and white advertisement in the Conference Show Guide (a \$1,500 value)
- (1) Promotional Material Insert within the Conference Bags (a \$1,700 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) Pre-Conference attendee list] (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal of sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$10,000**

## ICE CREAM BREAK

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

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 \$1,500 value)
- Corporate Logo listed on "Ice Cream Tickets"
- (1) Promotional Material Insert within the Conference Bags (a \$1,700 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) Pre-Conference attendee list (a \$495 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 2012 Benefits Forum & Expo
- First right of refusal at sponsorship package at 2012 Benefits Forum & Expo

**Sponsorship Fee: \$9,000**

**OXYGEN BAR**

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

Just a five to ten minute session at the Oxygen Bar displaces harmful free radicals, neutralizes environmental toxins and destroys anaerobic infectious bacteria, parasites and microbes. Oxygen gives the body the ability to rebuild itself, detoxify blood, increase circulation and strengthen the immune system.

- 8' x 20' space on the exhibit floor during show hours with one 3-panel oxygen bar with one bartender/technician. The bar can simultaneously service four people. Guests will be able to choose assorted naturally therapeutic aromas such as Peppermint, Spearmint, Eucalyptus, Lavender, Cinnamon and Orange.
- Custom signage acknowledging your sponsorship
- If you have a company banner you can hang it on the drape
- Table to display marketing literature
- [3] Three full conference registrations for your staff
- [1] Full page black & white ad in the Show Guide
- [1] Pre-Show attendee mailing list
- [1] Post-Show attendee mailing list
- Fifty word company description and listing in the Show Guide
- Logo with your listing in the Show Guide and the Pre-Show Issue of Employee Benefit News
- Logo on the conference website with link back to your site
- [25] Exhibit Hall Only Passes for your clients
- First right of refusal for the sponsorship at the 2012 BF&E

**Sponsorship Fee: \$17,500**

## **PRINT ON DEMAND AREA**

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

- Print On Demand Area with eight computer terminals and four printers located outside the session rooms for attendees to print out the session presentations.
- Each custom designed unit to include your logo and show graphics
- Your logo on a sign hanging on the drape behind the stations
- Your logo as a screen saver
- Option to supply mouse pads with your logo [at your cost]
- Option to supply folders to hold printed materials. Folders can have your logo and marketing sheet with contact info from your company inside [at your cost]
- [1] Full page 4-color ad in the Show Guide
- [1] Registration bag insert
- [6] Full conference registrations for your staff
- [3] VIP Full Conference passes for your clients
- 11.[1] Pre-Show attendee mailing list
- 12.[1] Post-Show attendee mailing list
- Company listing, logo and fifty word company description in the Show Guide
- Company listing and logo in the Pre-Show Issue of Employee Benefits News
- Logo on the conference website with link back to your site
- Logo in all conference promotional materials
- [25] Exhibit Hall Only Passes for your clients
- First right of refusal for sponsorship at the 2012 BF&E

**Sponsorship Fee: \$25,000**