

2012 Annual Conference Summary

Summary of Sponsorship Rewards

Chart of Rewards—U.S. Annual Conference

	Platinum Plus \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Banners and Kiosks					
Your company name on all applicable sponsor banners, prominently placed at sponsored events and displayed at the Annual Conference convention center and events				✓	✓
Your logo added to all applicable sponsor banners, prominently placed at sponsored events and displayed at the Annual Conference convention center and events	✓	✓	✓		
Exclusive sponsor logos will be imprinted (with the Foundation logo) on the following sponsored items—lanyards, conference bags, Internet Café screensaver and Internet Café giveaway item	✓				
Brochures					
Your brochure placed in the sponsor resource area	✓	✓	✓	✓	✓
Acknowledgments					
Sponsor ribbon affixed to your company's attendee name badge(s)	✓	✓	✓	✓	✓
Recognition of your company in International Foundation publications such as <i>Benefits Magazine</i> and Annual Conference <i>Directory of Exhibits</i>	✓	✓	✓	✓	✓
Acknowledgment of your sponsorship on the International Foundation website	✓	✓	✓	✓	✓
Tent card on sponsored event tables with your company name and logo	✓	✓	✓		
Your company name in on-site sponsor guide				✓	✓
Your logo and product/service description added in on-site sponsor guide	✓	✓	✓		
Signage					
Signage with your company name displayed at sponsored event				✓	
Signage with your company name and logo displayed at applicable sponsored event	✓	✓	✓		
Benefits & Compensation Marketplace					
Free enhanced 12-month online B&C Marketplace listing on the International Foundation website	✓	✓			
Free basic six-month online B&C Marketplace listing on the International Foundation website			✓		
Free online B&C Marketplace upgrade from basic to enhanced				✓	
Registrations					
Two complimentary program registrations	✓	✓			
One complimentary program registration			✓		
50% discounted program registration				✓	
Networking Area					
Networking area with signage at event (food and beverage provided by sponsor)	✓	✓			
Mailing					
One-time, post-Annual Conference mailer to attendees (mail piece subject to International Foundation approval; sponsor responsible for production and mailing cost).	✓				

To commit to a sponsorship, complete and return the Sponsor Agreement.

Who Should Consider a Sponsorship?

- Consulting firms
- Insurance companies/brokers
- Investment firms
- Pharmaceutical companies
- HMOs and PPOs
- Banks and trust companies
- Publishers
- Software providers
- Utilization review/
cost-containment organizations
- Preretirement services
- Communications services
- Accountants/CPA firms
- Law firms

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