



SPONSORSHIP
PROSPECTUS

44TH ANNUAL
ISCEBS Employee Benefits
Symposium

September 14-17, 2025 | Hyatt Regency Minneapolis | Minneapolis, Minnesota

PARTNERS IN EDUCATIONAL EXCELLENCE

International Society
of Certified Employee Benefit Specialists

International Foundation
OF EMPLOYEE BENEFIT PLANS 

44TH ANNUAL
ISCEBS Employee Benefits
Symposium

September 14-17, 2025 | Hyatt Regency Minneapolis | Minneapolis, Minnesota

The **Annual ISCEBS Employee Benefits Symposium** welcomes benefits and compensation professionals in the United States and Canada looking for timely content and actionable takeaways. Attendees represent corporations, consulting firms, health care organizations, hospitals, banks, insurance companies, investment and administration firms, jointly trusted and public employee benefit plans, law firms and other organizations in the employee benefits field.

Symposium sponsorship is an excellent way to showcase your organization's products and services while supporting the educational efforts of the Society. We offer a variety of sponsorship opportunities, including event and specialty items.

BENEFITS OF SPONSORSHIP



**Network with
decision makers**



**Increase brand awareness
and recognition**



**Showcase products,
services and technologies**



**Support the broader
benefits community**



**Gain unparalleled access
to a targeted audience**

Who Attends the Symposium

At every Symposium, hundreds of attendees from companies across North America come to network, learn and gain insights from industry experts and their peers. Companies represented have included:

Air Line Pilots Association	Creative Planning	Kirkland	People Corporation
Alaska Energy Authority	CUMIS	Koehler Fitzgerald LLC	Phillips 66
American Benefits Council	Darden, Inc.	Komatsu	Quantum Health
American Eagle Outfitters	Eastern Atlantic States Carpenters Benefit Funds	Lockton Companies	Queens University
Amerisafe, Inc.	Eckler Ltd.	Los Angeles City Employees Association, Inc.	RBC Insurance
Anchorage School District	Employers' Choice	Lululemon	Reynolds and Reynolds
Arizona State Retirement System	Equitable Life of Canada	Manulife	SAFEBuilt
AT&T	Ernst and Young LLP	Maple Leaf Foods Inc.	SEFCU
Benefit Innovations	Farella Bruan + Martell LLP	Marsh and McLennan Agency	Segal Consulting
BFL Canada Consulting Serives Inc.	Federal Retirement Thrift Investment Board	Medical College of Wisconsin	Simpson Housing
Blackberry	Fidelity Health	Memorial Hermann Health System	Sun Life Financial
Boeing Company	Fresh Market, Inc.	Mercer	Teamsters Local 665
CALIBRE	Gallagher	Microsoft	Trinity Health
Capital Rx	Goodwill Industries	Montridge Advisory Group Ltd.	United Fire and Casualty Company
CAPTRUST	Grupo Bimbo	Moreton and Company	University of Michigan
Casey's General Stores, Inc.	HDR, Inc.	National Academy of Sciences	USAA
CBIZ	Honda Canada	National Basketball Players Association	USI Insurance Services
Chipotle	Hoosier Energy	NYSNA Pension Plan	Versiti, Inc.
Christian Education Employee Benefits	Hormel Foods Corporation	PBAS Group	Vialto Partners
CIBC Capital Markets	Houston Firefighters Relief and Retirement Fund		Virginia529
City and County of Denver	Humana		Washington State LEOFF Plan 2 Retirement Board
CliftonLarsonAllen	IMA of Colorado		Wesleyan University
Columbia Forest Products	JackHabbit		WTW
			Yelp

21 or more years
of experience

62%

11-20 years
of experience

28%

0-10 years
of experience

10%

Sponsorship Opportunities | 2025

Sponsoring the Symposium is a great way to support the benefits community. By sponsoring, you gain unparalleled access to a targeted audience of decision makers looking for solutions in the employee benefits field.

YOUR SPONSORSHIP VALUE HAS INCREASED!

New for 2025: Platinum and Gold sponsors have the opportunity to have one or two conference attendees staff their display table at the Symposium during designated times.

TIERS OF IMPACT • SPONSORSHIP REWARDS

PLATINUM | \$15,000

- Informational booth—backdrop only
- Extra large space to accommodate tabletop display with custom sign
- Two full-conference registrations
- Table may be staffed by up to two conference registrants during scheduled times
- Additional attendee registration(s) at special rates
- Sponsor badge recognition for all of your employees
- Program acknowledgement
- Special signage and verbal recognition
- Mobile app listing
- Pre-Symposium email promotion to attendees (coordinated by ISCEBS)
- Post-Symposium email/mail promotion to attendees (coordinated by ISCEBS)
- Ads in *Benefits Quarterly* publication
- Recognition in CEBS and ISCEBS publications

GOLD | \$10,000

- Extra large space to accommodate tabletop display with custom sign
- One full-conference registration
- Table may be staffed by one conference registrant during scheduled times
- Additional attendee registration(s) at special rates
- Sponsor badge recognition for all of your employees
- Program acknowledgement
- Special signage and verbal recognition
- Mobile app listing
- Pre-Symposium email promotion to attendees (coordinated by ISCEBS)
- Post-Symposium email/mail promotion to attendees (coordinated by ISCEBS)
- Ad(s) in *Benefits Quarterly* publication
- Recognition in CEBS and ISCEBS publications

SILVER | \$5,000

- Post-Symposium email/mail promotion to attendees (coordinated by ISCEBS)
- May display a tabletop banner/sign no larger than 2'x3'
- \$500 off one conference registration
- Sponsor badge recognition for all of your employees
- Program acknowledgement
- Mobile app listing
- One inside ad in *Benefits Quarterly* publication

BRONZE | \$2,500

- May display a tabletop banner/sign (no larger than 2'x3')
- Sponsor badge recognition for all of your employees
- Program acknowledgement
- Mobile app listing

Platinum Opportunities | \$15,000

All Platinum sponsorships are \$15,000. New for 2025: Platinum sponsors are able to have up to two conference registrants staff their display table during designated times.

Package A Rise and Shine
Kick off Monday in style! Showcase your company by sponsoring the Monday morning opening session coupled with any gold level item that you choose. Introduce the Monday morning keynote speaker(s) and welcome attendees to the Symposium.

Package B Terrific Tuesday
Jump-start Tuesday your way! Highlight your company by sponsoring the Tuesday morning opening session coupled with any gold level item that you choose. Introduce the Tuesday morning keynote speaker(s)—There's always a large crowd in attendance.

Package C Wrap Up Wednesday
Wrap up the Symposium and send attendees home with lasting memories of your company when you sponsor the Wednesday morning opening session coupled with any gold level item that you choose.

Package D All That Shimmers
Shine with gold and silver! What better way to promote your organization than with both gold and silver? Pick one gold level item and one silver level item to create your custom package.

Package E Say Cheese!
Symposium attendees will appreciate the professional photographer taking complimentary business headshots. You'll have the opportunity to display your company information to Symposium attendees through signage around the photography area.

Package F Welcome Reception
The welcome reception is open to all Symposium attendees and their guests. This is a fantastic networking opportunity for attendees and an excellent marketing opportunity for you.

Platinum registrants may staff their display table during the following times:

Sunday, September 14 11:00 a.m.-5:00 p.m.
Monday, September 15 7:00 a.m.-1:30 p.m.
Tuesday, September 16 7:00 a.m.-1:30 p.m.

Sponsor display areas will be open through Wednesday, September 17 at 12:30 p.m.
but may only be staffed during the times outlined above.

Gold Opportunities | \$10,000

All Gold sponsorships are \$10,000. New for 2025: Gold sponsors are able to have one conference registrant staff their display table during designated times.



Attendee Tote Bags

For high visibility, have your company's name and logo imprinted on the conference tote bags. You may also include a personalized welcome flier from your organization inserted into each of the bags.



Conversation Corner

The Conversation Corner is a quiet area for attendees to check emails, take a business call or network with other attendees. Your branding will be included throughout the area.



Mobile App

Promote your company to conference attendees through their smartphones and tablets. More than two-thirds of the attendees download the app each year—It's a huge hit! Your company's logo and/or ad will be viewed over and over again as attendees reference this app before, during and after the Symposium.



Monday Continental Breakfast

The breakfasts served each morning of the Symposium are highly appreciated and well attended by registrants. This is a great way for your company to receive recognition and visibility.



Monday Luncheon Roundtables

The Monday Luncheon roundtables have become a cherished tradition for many Symposium attendees. Many tables are assigned a topic and a discussion leader. The roundtables are a valued learning experience and a great icebreaker. You also have the opportunity for fliers or signage with a QR code to be placed on the tables.



Monday Snack/Refreshment Breaks

Attendees find the snack breaks between sessions to be both refreshing and an excellent opportunity for networking. Your sponsorship of the Monday morning and afternoon snacks is a great way to promote your organization.



Tuesday Continental Breakfast

Fuel the crowd's appetite for food and knowledge by sponsoring the Tuesday breakfast before the second full day of sessions.





Tuesday Professional Recognition Luncheon

This special luncheon recognizes individual Society members for their commitment to professional development. This sponsorship is the chance for your company to participate in this ceremonial luncheon. Your company name will be prominently displayed, and fliers may be placed on the tables.



Tuesday Snack/Refreshment Breaks

Attendees find the snack breaks between sessions to be both refreshing and an excellent opportunity for networking. Your sponsorship of the Tuesday morning and afternoon snacks is a great way to promote your organization.



Water Bottle/Hydration Station

Help the environment while promoting your company! Each attendee will receive a reusable water bottle that will prominently display your company logo. Water coolers for attendees will also be placed by the session rooms and the registration area.



Wednesday Continental Breakfast

Start the last day of the Symposium with a solid meal before solid education! This is a great way for your company to receive recognition and visibility.



Wi-Fi—Registration Area and Guest Rooms

Symposium attendees love to stay connected! Your sponsorship will also give them high-speed access to the Symposium mobile app. Your sponsor logo will be featured on a splash page every time someone connects to the network in the registration area and in the guest rooms (as permitted by the hotel).

Gold sponsor attendees may staff their display table during the following times:

Sunday, September 14 11:00 a.m.-5:00 p.m.
Monday, September 15 7:00 a.m.-1:30 p.m.
Tuesday, September 16 7:00 a.m.-1:30 p.m.

Sponsor display areas will be open through Wednesday, September 17 at 12:30 p.m. but may only be staffed during the times outlined above.



Silver Opportunities | \$5,000

All Silver sponsorships are \$5,000 and include a \$500 discount off of one conference registration.



Charging Stations

Symposium attendees will stay powered up during the event thanks to the charging stations throughout the session rooms and registration area. Customized signage will promote your company as attendees charge up for a day of education.

Highlighters

Put your company name and logo in the hands of all Symposium attendees by sponsoring the highlighters. Highlighters are included in every attendee tote bag.

Name Badge Lanyards

Here is an excellent opportunity for prime visibility throughout the entire Symposium. Attendees appreciate this handy way to display their name badge.

Notepads

This opportunity allows you to put your company name and logo on the notepads given (and utilized!) by each attendee. This is an item that will be used long after the Symposium has ended.



Pens

Put your company name and logo in the hands of all attendees by sponsoring the pens that are added to every attendee tote bag.

Post-it® Notes

Attendees appreciate this handy tool. It is a convenient way for attendees to keep track of important points from Symposium speakers. And you can keep attendees “posted” after the conference ends.

Program at a Glance

Our popular reference guide is given to each attendee and includes the time and location of the Symposium sessions as well as a calendar of special activities. Your company name and a personalized advertisement are displayed on the back cover of this mini reference guide.

Wednesday Snack and Refreshment Break

Attendees find the Wednesday snack and refreshment break between sessions to be both refreshing and an excellent opportunity for networking. Custom table signage at the snack display area increases your company’s recognition and exposure to the Symposium audience. One snack break is available Wednesday morning.



Bronze Sponsorship and Additional Information

Bronze Opportunities | \$2,500

Participate as a bronze sponsor through a cash contribution of \$2,500. This entitles your organization to all of the bronze level rewards and is an excellent way to keep your company products and services on display throughout the Symposium.

GENERAL INFORMATION

Any sponsor is able to gain additional visibility and exposure to a select group of benefits professionals when selecting a sponsorship option.

ISCEBS Symposium staff will set up sponsor display tables prior to registration on Sunday and dismantle the displays at the end of the event. This is done for all sponsors at all sponsor levels.

Platinum sponsors may have up to two—and Gold sponsors may have one—conference attendee staff their display table during the following times:

Sunday, September 14	11:00 a.m.-5:00 p.m.
Monday, September 15	7:00 a.m.-1:30 p.m.
Tuesday, September 16	7:00 a.m.-1:30 p.m.

Sponsor display areas will be open through Wednesday, September 17 at 12:30 p.m. but may only be staffed during the times outlined above.



SPONSOR AGREEMENT AND REGISTRATION/2025

44th Annual ISCEBS Employee Benefits Symposium

Company/Organization Information (Please print clearly.)

APPROVED BY Name _____ Title _____ Email _____
 Company _____ Website Address _____
 Address _____
 City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____
 Event contact _____ Email _____
 Name/title of person to serve as the "on-site" contact _____ Cell phone _____

44th Annual ISCEBS Employee Benefits Symposium | September 14-17, 2025

- Platinum • \$15,000**—Receive **two** complimentary conference registrations.
 - Package A (indicate gold item)
 - Package B (indicate gold item)
 - Package C (indicate gold item)
 - Package D (indicate gold and silver item)
 - Package E—Professional Photographer
 - Package F—Welcome Reception
- Gold • \$10,000**—Receive **one** complimentary conference registration.
 - Attendee Tote Bags
 - Conversation Corner
 - Mobile App
 - Monday Continental Breakfast
 - Monday Luncheon Roundtables
 - Monday Snack/Refreshment Breaks
- Gold • \$10,000 (continued)**
 - Tuesday Continental Breakfast
 - Tuesday Professional Recognition Luncheon
 - Tuesday Snack/Refreshment Breaks
 - Water Bottle/Hydration Station
 - Wednesday Continental Breakfast
 - Wi-Fi—Registration Area and Guest Rooms
- Silver • \$5,000**—Receive **one** \$500 discount off conference registration (\$1,495).
 - Charging Stations
 - Name Badge Lanyards
 - Pens
 - Program at a Glance
 - Highlighters
 - Notepads
 - Post-it® Notes
 - Wednesday Snack and Refreshment Break
- Bronze • \$2,500**

Note: All other sponsor representatives must pay the conference member registration fee. For registration assistance, please call (262) 786-8771.

I have read and signed the Sponsorship Terms and Conditions on page 12 and have included it with this application.

Sponsor Registration Deadline: August 1, 2025

Platinum—Two complimentary registrations Gold—One complimentary registration
 Silver—\$500 discount off one conference registration (\$1,495)

(1) Full first name _____ M.I. _____ Last name _____
 Title _____
 Address _____ Business Home
 City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____ Business Home Mobile
 Email (mandatory for hotel confirmation) _____
 VISA MasterCard Discover American Express \$ _____
 Credit card # _____ Exp. date _____
 Cardholder's name (print) _____

Conference registration (complimentary)
 Conference registration (member rate)
 Number of adults _____
 Arrival date _____
 Departure date _____

(2) Full first name _____ M.I. _____ Last name _____
 Title _____
 Address _____ Business Home
 City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____ Business Home Mobile
 Email (mandatory for hotel confirmation) _____
 VISA MasterCard Discover American Express \$ _____
 Credit card # _____ Exp. date _____
 Cardholder's name (print) _____

Conference registration (complimentary)
 Conference registration (member rate)
 Number of adults _____
 Arrival date _____
 Departure date _____

(3) Full first name _____ M.I. _____ Last name _____
 Title _____
 Address _____ Business Home
 City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____ Business Home Mobile
 Email (mandatory for hotel confirmation) _____
 VISA MasterCard Discover American Express \$ _____
 Credit card # _____ Exp. date _____
 Cardholder's name (print) _____

Conference registration (complimentary)
 Conference registration (member rate)
 Number of adults _____
 Arrival date _____
 Departure date _____

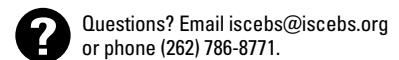
Hotel Reservation Deadline: August 5, 2025 (After this date, hotel rooms may not be available.)

Sponsorship Payment

Full payment in U.S. funds must accompany order. Make check payable to International Society.
 Check # _____ \$ _____
 VISA MasterCard Discover American Express
 Credit card # _____ Exp. date _____
 Cardholder's name (print) _____

Registration/Order Summary

Sponsorship \$ _____
 Registrations \$ _____
Total (U.S. funds) \$ _____



Sponsorship Terms and Conditions

Sponsor Program Management

Sponsorships are administered by and subject to the terms and conditions imposed by the International Society of Certified Employee Benefit Specialists, hereafter referred to as the International Society.

General

The International Society reserves the right to determine the eligibility of any Sponsor and reserves sole control over sponsorship, event and program policies. These conditions and guidelines are established for the mutual protection of the International Society and the Sponsors. Acceptance of the Sponsor Agreement does not constitute, in any way, an International Society endorsement or approval of the Sponsor's products or services. The International Society is merely agreeing to display a Sponsor's name at an event, subject to International Society policies and procedures, which may change from time to time. The International Society reserves the right to make changes to the terms, conditions and guidelines, as may be deemed to be in the best interest of International Society programs. All matters not specifically covered by these conditions and guidelines shall be subject to the decision of the International Society.

Contract for Sponsorship

The Sponsor Agreement, accompanied by the required payment, constitutes a contract for sponsorship at an event subject to the condition of acceptance by the International Society. Sponsorships are accepted on a first-come, first-served basis and must be applied for in writing. This contract may be terminated by the International Society in the event of strikes, labor disputes, acts of God or other circumstances beyond the control of the International Society, which may affect the event.

Terms of Payment

To secure a sponsorship, all Sponsor Agreements must be submitted with this signed contract.

Applications received after June 15, 2025 must be accompanied by payment in full.

FINAL PAYMENT—Balances are due by June 15, 2025. The Society reserves the right to resell the sponsorship if full payment is not received by June 15, 2025.

Cancellation Policy

An administrative fee of 25% of the total cost of the sponsorship(s) will be withheld for cancellations received in writing prior to August 1, 2025. No refunds will be granted after August 1, 2025.

Cancellation of sponsorship automatically cancels any complimentary or discounted registrations and hotel reservations. Sponsor personnel canceling on or after the opening of the conference forfeit all registration fees.

Sponsor Registration

Any sponsoring company planning to have more than the program-level allowance of representatives must purchase additional conference registrations at the member price. No company representatives may attend the conference or the event unless registered and they have paid the appropriate fees, regardless of the length of time they will be attending the event. Registrations received as rewards of sponsorship have no cash value.

Shipping

Sponsor agrees to ship, at its own expense and risk, approved collateral materials to be displayed. All sponsoring companies are responsible for the return of any display items/materials.

Conduct/Restrictions

The International Society reserves the right to revoke a sponsorship commitment at any time prior to or during the event if Sponsor fails to fully comply with the terms of this Agreement or it is determined by the International Society that the sponsorship will adversely impact the affected event or program.

The International Society reserves the right to approve, refuse and/or restrict the distribution of any promotional and/or giveaway items.

Approved collateral matter will be confined to the assigned display area.

- All signage and banners will be produced and located at the event site only as directed by the International Society staff.
- Event arrangements shall be handled by the International Society or the facility contracted by the International Society, and there shall be no expressed or implied warranties by the International Society relating to the sponsorship at the affected event or program.
- The Sponsor shall not conduct outside activities that are likely to take qualified attendees from the official and scheduled conference functions.
- Receptions, demonstrations or meetings may not be conducted during scheduled and published open hours of the conference.
- Sales/transactions or any form of order taking are prohibited during conference events by the participating Sponsor or anyone on its behalf.
- Badges—All personnel of the sponsoring firm will be required to wear the official conference badge issued by the International Society conference registration desk. Badges and registration materials will be distributed only to registered personnel. Sponsor personnel may not exchange, deface, mark or alter the badge in any manner.
- Any oral or written communication indicating or suggesting that the International Society endorses or approves of the Sponsor's products or services is prohibited and is grounds for expulsion from the event with no refund of fees to the Sponsor.

Solicitation

The spaces within the facility contracted by the International Society to conduct conference sessions shall be under the control of the International Society. Other types of activities are prohibited unless approved by the International Society.

Termination of Event

If the premises where the sponsorship is to take place are destroyed or damaged, or the conference fails to take place as scheduled or is relocated or interrupted or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by the International Society. In the event of such termination, the Sponsor waives any and all damages and claims for damages, and agrees that the sole liability for the International Society shall be to return to each participating organization the registration payment.

Standard Arbitration Clause

Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by binding arbitration in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in any court of competent jurisdiction.



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Please sign and include with sponsor application page. (Retain a copy for your files.)

Responsibility of the Sponsoring Firm

To be fully familiar with these rules and regulations, and to see that each member of the firm attending the conference as a registrant is familiar with these rules and regulations.

Sponsoring Organization: _____

Signature: _____

Print name: _____

Title: _____

Date: _____

Contact: Sally Kowalczyk | skowalczyk@iscebs.org | (262) 373-7667