

Symposium Sponsorship

Sponsorship is an integral part of the ISCEBS Symposium, and your participation adds to the overall conference experience for attendees. Decision makers attend the conference not only for education and networking opportunities, but also to discover new products and services to keep them ahead of the curve. The Symposium attracts hundreds of benefits and compensation professionals from the United States and Canada, many having earned the prestigious Certified Employee Benefit Specialist® (CEBS®) designation. By sponsoring the Symposium, you gain unparalleled access to a targeted audience looking for solutions in the employee benefits field.

Sponsorship Rewards

Please note: Rewards are determined by the total dollar amount of contributions.

| Chart of Rewards—Symposium | Platinum | Gold | Silver | Bronze |
|---|----------|------|--------|--------|
| Display Area for Promotional Literature/Giveaways* | | | | |
| Informational booth—backdrop only/maximum ten feet wide/plus table | ■ | | | |
| Extra-large space to accommodate tabletop display with custom sign | ■ | ■ | | |
| Five square feet of display table space with custom sign | | | ■ | ■ |
| Conference Registrations | | | | |
| Two free full-conference registrations | ■ | | | |
| One free full-conference registration | | ■ | ■ | |
| Additional attendee(s) special rates | ■ | ■ | ■ | |
| Pre- and Post-Symposium Promotion | | | | |
| Product directory—online and conference distribution | ■ | ■ | ■ | ■ |
| Recognition in CEBS and Society publications that reach thousands of benefits professionals | ■ | ■ | ■ | ■ |
| On-Site Recognition | | | | |
| Sponsor badge recognition for all of your employees attending the Symposium | ■ | ■ | ■ | ■ |
| Symposium program acknowledgment | ■ | ■ | ■ | ■ |
| Special signage and verbal recognition | ■ | ■ | ■ | ■ |
| Special signage/banners at sponsored event | ■ | ■ | ■ | ■ |
| Mobile app listing | ■ | ■ | ■ | ■ |
| Email/Mailing List Usage** | | | | |
| Email promotion to attendees post-Symposium, coordinated by ISCEBS | ■ | ■ | ■ | |
| One-time use of the attendees mailing list post-Symposium, coordinated by ISCEBS | ■ | ■ | | |
| Advertising—Benefits Quarterly | | | | |
| Either one cover or two inside ads, 50% off all repeating ads, four-color | ■ | ■ | | |
| One inside ad included, 50% off all repeating ads, four-color | | | ■ | |
| Priority selection at next year's Symposium | ■ | ■ | ■ | ■ |

*The sponsor display area is open throughout the conference for attendees to peruse and pick up materials. This is not a trade show/exhibit hall; therefore, there are no sponsor representatives at the display tables or informational booths.

**Other pre-Symposium attendee mailings are not permitted.

Sponsorship Opportunities

PLATINUM—KEYNOTE SESSIONS AND FEATURED ITEMS \$10,000 AND UP

Includes TWO complimentary full-conference registrations!

PACKAGE A—\$15,000

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 and welcome attendees to the Symposium.

PACKAGE B—\$12,000

Jump-Start Tuesday Your Way!

Showcase your company by sponsoring the Tuesday morning opening session coupled with any gold-level item that you choose. Introduce the Tuesday morning keynote speaker—There's always a large crowd in attendance.

PACKAGE C—\$10,000

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. See insert for buy-up options.

BUY-UP OPTIONS—

Any sponsor is able to gain additional visibility and exposure to a select group of benefits professionals when selecting one of these options:

CEBS Graduates Listing—\$2,500

A one-time use of the contact list of over 15,000 CEBS graduates (mail or email), coordinated by ISCEBS.

Preconference Email—\$2,000

Let Symposium attendees know you'll be in Nashville! Email attendees before the event (no emails within seven days of the start), coordinated by ISCEBS.

Showstoppers to Shine at the Symposium

GOLD—Featured Events and Items \$5,000 and Up Includes ONE complimentary full-conference registration!

Participate as a gold sponsor by selecting a featured item or making a cash contribution of \$5,000 to \$9,999.

Attendee Tote Bags—\$8,000

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

Wi-Fi—Registration Area and Guest Rooms—\$6,500*

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

Mobile App—\$6,500*

Promote your company to conference attendees through their smartphones and tablets. More than two-thirds of the attendees download the app each year and have rated it a huge hit! Attendees can personalize their conference experience by using the app to save their schedules, view the sponsor directory, get up-to-the-minute information, read speaker handouts, review things to see and do in the local area, and stay connected with each other through the mobile app. 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.

Welcome Reception—\$6,500*

Monday, September 16

The welcome reception is open to all Symposium attendees and their guests. This is an excellent networking opportunity for attendees and an excellent marketing opportunity for you!

*In addition, this sponsorship includes a large sponsor banner with your company name/logo.

SILVER—Featured Events and Items \$3,000 and Up Includes ONE complimentary full-conference registration!

Participate as a silver sponsor by selecting a featured item or making a cash contribution of \$3,000 to \$4,999.

Charging Stations—\$4,500

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.

Name Badge Lanyards—\$4,500

Here is an excellent opportunity for prime visibility throughout the entire Symposium. Attendees appreciate this handy way to display their name badges. And no more marks or tears from pins and clips!

Snacks and Refreshment Breaks—

\$4,950 (a.m.) or \$4,700 (p.m.)*

Monday-Wednesday, September 16-18 (a.m.)

Monday-Tuesday, September 16-17 (p.m.)

Attendees find the snacks and refreshment breaks between sessions to be both refreshing and an excellent opportunity for networking. This is a great way for sponsors to promote their organizations.

Program at a Glance—\$4,500

This 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.

*In addition, this sponsorship includes a large sponsor banner with your company name/logo.

BRONZE—General Sponsorships \$2,000 and Up

Participate as a bronze sponsor through a cash contribution of \$2,000 to \$2,999. 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.

How to Become a Sponsor

- 1 Select one or more of the sponsorship options on the enclosed form.
- 2 Sponsorships are assigned on a date-received basis. The Society will attempt to honor all special requests by participating firms.
- 3 Sponsorships are not restricted to these opportunities. If you have a sponsorship idea you would like to present, please let us know.
- 4 Sponsorship questions may be directed to Society staff at (262) 786-8771 or iscebs@iscebs.org.

What Organizations Should Consider Sponsorship?

- Consulting firms
- Insurance companies/brokers
- Banks and trust companies
- Investment firms
- Pharmaceutical companies
- HMOs and PPOs
- Publishers
- Software vendors
- Third-party administrators
- Health care providers
- Utilization review/cost-containment companies
- EAPs/dependent care
- Workers' compensation
- Communications
- Wellness
- Mental health
- Accountants/CPA firms
- Law firms

About ISCEBS

www.iscebs.org

The International Society of Certified Employee Benefit Specialists is a nonprofit educational association for those who are pursuing or have earned the Certified Employee Benefit Specialist (CEBS), Group Benefits Associate (GBA), Retirement Plans Associate (RPA) or Compensation Management Specialist (CMS) designation. Since 1981, the Society has provided member services, including the Annual Employee Benefits Symposium, *Benefits Quarterly*, *NewsBriefs*, the online community and access to the largest resource of benefits information—the renowned International Foundation of Employee Benefit Plans Information Center. In addition, the Society has over 40 chapters throughout the United States and Canada that provide continuing professional educational opportunities at the local level.