



WHERE NOTHING'S IMPOSSIBLE

Now Make Magic Happen!



2015 SPONSORSHIP & BRANDING OPPORTUNITIES

SEPTEMBER 27 - 30, 2015
ORLANDO, FLORIDA

Make Magic Happen



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“The event has been phenomenal. This has been the absolute best conference I’ve been to in my entire career. Period.”

- Marlon Coutee JR., Wellness Coordinator, Bluegreen Corporation

The Employer Healthcare & Benefits Congress is a Vigorous and passionate industry change leader that builds a powerful event fueled by insight, education, vision and strong resources. The 2015 Congress will feature more than 2,500 industry leaders including HR professionals, brokers, agents, government officials, 100+ Speakers, and an expanded interactive exhibit hall.

WHO WE ARE

EHBC'S MISSION IS SIMPLE...

We bring together industry leaders in Healthcare & Insurance to exchange ideas, share best practices, examine the latest trends and establish relationship that help them reach their goals.

OUR FOCUS IS ON WHAT MATTERS

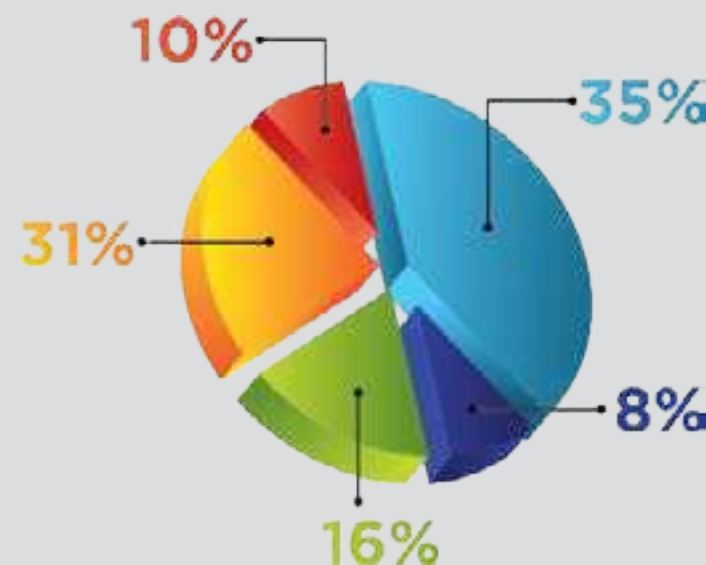
Through Innovative exhibitors and sponsors, sought after speakers and facilitators, education and certification, and private VIP events that foster true collaboration, we offer the best opportunities available to raise your brand awareness.

WE BRING DECISION MAKERS

EHBC Hosts up to 2500 industry leaders including the largest gathering of Qualified Buyers of Healthcare Programs for 4 days of serious networking opportunities and to acquire knowledge through forums and workshops.

- ✓ Presidents & CEOs
- ✓ Vice Presidents
- ✓ Medical Directors
- ✓ Directors of Benefits
- ✓ Director of Human Resources
- ✓ Chief Marketing Officers
- ✓ Chief Administrative Officers
- ✓ Chief Financial Officers

EXPECTED ATTENDEES



Human Resource Executives
Human Resource Directors
Benefit Managers |
Wellness Managers

Agents | Brokers |
Consultants

CEOs | CFOs | C-Suites

TPAs | MGUs

Insurance Companies | Health Plans
| Service Providers

SOCIAL MEDIAS LARGEST INFLUENCER IN HEALTHCARE AND BENEFITS

The EHBC connects with 200,000+ HR Professionals and 500,000+ stakeholders in all major healthcare and benefits social media groups including:

- ✓ Healthcare Reform
- ✓ Corporate Wellness
- ✓ Self-funding, Voluntary Benefits
- ✓ Global Benefits
- ✓ Healthcare Technology
- ✓ Corporate Fitness and Nutrition

“It's important to learn what's new in the industry, to network with other professionals and to discover vendors that I would not be able to on my own. I feel that being here brings those people to me, and often I find things I didn't know I was looking for.”

*- MaryBeth Boehnlein, Total Rewards Design Manager,
Global Wellness*



Make Magic
Happen



MORE VIP ACCESS THAN EVER!

*Employers | HR Professionals | Agents |
Brokers | Consultants.*

Up to 1,000 hosted Employer & Broker VIPs will join the Employer Healthcare & Benefits Congress in Orlando, Florida.

Hosted VIPs access our social media platform to schedule their required, one-on-one meetings in the exhibit hall with exhibitors and sponsors at their booths

Employer & Broker VIPs gain full access into all conference tracks and can customize the agenda with content relevant to your workplace. Knowledge in the niche industries specific to your role is critical to making you a valuable player in the field. Attend sessions focused on cutting edge, innovative case studies from peers, colleagues, thought leaders and industry experts. Select content relevant to your workplace, including National Healthcare Reform, Health Insurance Exchanges, Corporate Wellness, Voluntary Benefits, Self-Funding and Global Benefits

“ *The Employer VIP Program is incredible! We not only get to attend some of the best sessions of the year, but we are also treated like a true VIP. We get invitations to special events and round table discussions where we can not only learn about new programs but also collaborate and share ideas with our HR peers. As a second time attendee, I can tell you this is the one event you can't afford to miss! With tight budgets the Employer VIP program provides me an opportunity that I would not have had otherwise.* ”

- **STEPHANIE AYALA**, Benefits & Wellness Manager, Petco Animal Supplies, Inc.

Make Magic Happen



Certified Healthcare Reform Specialist®



Certified Corporate Wellness Specialist®



Certified Voluntary Benefits Specialist®



Self Insurance Certified Specialist®



Certified Corporate Nutrition Professional®



Certified Corporate Fitness Professional®



NATIONALLY ACCLAIMED CERTIFICATION PROGRAMS

The Employer Healthcare & Benefits Congress Offers Several Specials Certification Programs that are aimed at improving your education and providing the competitive edge you've been looking for!

“Certification is credibility, hands-down. In the marketplace, you're gauged against competitors in your field based on your ability to deliver a product and knowledge of your field, which certification verifies.”

- John Gayetsky, CEO, Multier Wellness

“Having a CHRS designation means that people know that I'm up-to-date. It means that you have credentials behind your background. I like to say that I'm known in my industry, but when they see the CHRS designation, they know that I am on top of the latest developments.”

- Michael Lujan, President, Limelight



SPONSORSHIP & EXHIBITION PACKAGES

“We were interested in this conference and being a sponsor because of the different opportunities for networking. We reviewed the attendance list from previous years and this was the quality and caliber of people we want to meet.”

BETHANY CARLSON,
STRATEGY SPECIALIST, TAILWIND

DIAMOND SPONSORSHIP \$30,000 (\$95,000 VALUE)

RECOGNITION OF DIAMOND LEVEL AND TOP SPONSOR OF THE EMPLOYER HEALTHCARE & BENEFITS CONGRESS	\$20,000 VALUE
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Verbal acknowledgement of generous sponsorship at congress opening and closing.

TWO 10X10 EXHIBIT BOOTHS IN PRIME LOCATION	\$30,000 VALUE
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JOINT SPONSOR OF EMPLOYER HEALTHCARE & BENEFITS CONGRESS NETWORKING LUNCH	\$10,000 VALUE
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BENEFIT BINGO	\$5,000 VALUE
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Congress delegates such as insurance companies, employers, agents and consultants will be able to play to win exhibit hall giveaways; including cash prizes and latest tech gifts. In order for delegates to be eligible to win prizes they must get a stamp on their “benefits bingo” card at participating exhibitor booths.

30 MINUTE SESSION	ADDED VALUE
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Allows to speak on a session within a Congress track with content approved by Employer Healthcare & Benefits Congress.

GUARANTEED ONE-ON-ONE NETWORKING MEETINGS*	ADDED VALUE
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PRE AND POST CONGRESS PARTICIPANT MAILING LIST	\$5,000 VALUE
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Sponsors will be provided a mailing list of all the attendees at the congress to follow up via mail for marketing purposes. The list will include name, company, and address (please note that due to privacy laws e-mail addresses cannot be provided.)

*BASED UPON SPONSORSHIP LEVEL AND EXHIBITOR TERMS AND CONDITIONS.

DIAMOND SPONSORSHIP \$30,000 (\$95,000 VALUE)

TWO PAGE ADVERTISEMENT IN CONGRESS ePROGRAM	\$2,000 VALUE
SIX FULL ACCESS CONGRESS REGISTRATIONS	\$4,475 VALUE
eBLAST We will email electronic copies of your brochure to attendees prior to congress start date	\$3,000 VALUE
BLOG AND PRESS RELEASE We will announce on our blog your sponsorship and distribute free online press releases about your sponsorship to Google News and thousands of other online news sites. Get free branding and publicity.	\$3,000 VALUE
CORPORATE PROFILE IN CONGRESS ePROGRAM (50 WORD MAXIMUM)	\$500 VALUE
30 FULL ACCESS CONGRESS REGISTRATIONS FOR CLIENT DISTRIBUTION*	ADDED VALUE
VIRTUAL BOOTH IN NETWORKING SOFTWARE	ADDED VALUE

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

PLATINUM SPONSORSHIP \$15,000 (\$74,000 VALUE)

TWO 10X10 EXHIBIT BOOTHS IN PRIME LOCATION

\$30,000 VALUE

BENEFIT BINGO

\$10,000 VALUE

Congress delegates such as insurance companies, employers, agents and consultants will be able to play to win exhibit hall giveaways; including cash prizes and latest tech gifts. In order for delegates to be eligible to win prizes they must get a stamp on their "benefits bingo" card at participating exhibitor booths.

15 MINUTE SESSION

\$5,000 VALUE

Allows to speak on a session within a Congress track with content approved by Employer Healthcare & Benefits Congress.

GUARANTEED ONE-ON-ONE NETWORKING MEETINGS*

ADDED VALUE

PRE AND POST CONGRESS PARTICIPANT MAILING LIST

ADDED VALUE

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TWO PAGE ADVERTISEMENT IN CONGRESS ePROGRAM

\$5,000 VALUE

*BASED UPON SPONSORSHIP LEVEL AND EXHIBITOR TERMS AND CONDITIONS.

PLATINUM SPONSORSHIP **\$15,000 (\$74,000 VALUE)**

5 FULL ACCESS CONGRESS REGISTRATIONS	\$4,475 VALUE
eBLAST We will email electronic copies of your brochure to attendees prior to congress start date	\$2,000 VALUE
BLOG AND PRESS RELEASE We will announce on our blog your sponsorship and distribute free online press releases about your sponsorship to Google News and thousands of other online news sites. Get free branding and publicity.	\$3,000 VALUE
CORPORATE PROFILE IN CONGRESS ePROGRAM (50 WORD MAXIMUM)	\$3,000 VALUE
20 FULL ACCESS CONGRESS REGISTRATIONS FOR CLIENT DISTRIBUTION*	\$500 VALUE
VIRTUAL BOOTH IN NETWORKING SOFTWARE	ADDED VALUE

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

GOLD ELITE SPONSORSHIP \$10,000 (\$56,000 VALUE)

TWO 10X10 EXHIBIT BOOTHS IN PRIME LOCATION

\$30,000 VALUE

BENEFIT BINGO

\$5,000 VALUE

Congress delegates such as insurance companies, employers, agents and consultants will be able to play to win exhibit hall giveaways; including cash prizes and latest tech gifts. In order for delegates to be eligible to win prizes they must get a stamp on their “benefits bingo” card at participating exhibitor booths.

GUARANTEED ONE-ON-ONE NETWORKING MEETINGS*

ADDED VALUE

PRE AND POST CONGRESS PARTICIPANT MAILING LIST

\$5,000 VALUE

Sponsors will be provided a mailing list of all the attendees at the congress to follow up via mail for marketing purposes. The list will include name, company, and address (please note that due to privacy laws e-mail addresses cannot be provided.)

ONE PAGE ADVERTISEMENT IN CONGRESS ePROGRAM

\$1,000 VALUE

FOUR FULL ACCESS CONGRESS REGISTRATIONS

\$3,580 VALUE

*BASED UPON SPONSORSHIP LEVEL AND EXHIBITOR TERMS AND CONDITIONS.

GOLD ELITE SPONSORSHIP \$10,000 (\$56,000 VALUE)

eBLAST

We will email electronic copies of your brochure to attendees prior to congress start date

\$3,000 VALUE

BLOG AND PRESS RELEASE

We will announce on our blog your sponsorship and distribute free online press releases about your sponsorship to Google News and thousands of other online news sites. Get free branding and publicity.

\$3,000 VALUE

CORPORATE PROFILE IN CONGRESS ePROGRAM (50 WORD MAXIMUM)

\$500 VALUE

15 FULL ACCESS CONGRESS REGISTRATIONS FOR CLIENT DISTRIBUTION*

ADDED VALUE

VIRTUAL BOOTH IN NETWORKING SOFTWARE

ADDED VALUE

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

GOLD SPONSORSHIP \$7,500 (\$45,000 VALUE)

10X10 EXHIBIT BOOTH IN PRIME LOCATION

\$15,000 VALUE

BENEFIT BINGO

\$5,000 VALUE

Congress delegates such as insurance companies, employers, agents and consultants will be able to play to win exhibit hall giveaways; including cash prizes and latest tech gifts. In order for delegates to be eligible to win prizes they must get a stamp on their “benefits bingo” card at participating exhibitor booths.

GUARANTEED ONE-ON-ONE NETWORKING MEETINGS*

ADDED VALUE

POST CONGRESS PARTICIPANT MAILING LIST

\$5,000 VALUE

Sponsors will be provided a mailing list of all the attendees at the congress to follow up via mail for marketing purposes. The list will include name, company, and address (please note that due to privacy laws e-mail addresses cannot be provided.)

ONE PAGE ADVERTISEMENT IN CONGRESS ePROGRAM

\$1,000 VALUE

FOUR FULL ACCESS CONGRESS REGISTRATIONS

\$3,580 VALUE

*BASED UPON SPONSORSHIP LEVEL AND EXHIBITOR TERMS AND CONDITIONS.

GOLD SPONSORSHIP \$7,500 (\$45,000 VALUE)

eBLAST-FEATURED SPONSOR

\$3,000 VALUE

We will include your organization as a featured sponsor and announce your participation on an assigned Congress email

BLOG AND PRESS RELEASE

\$3,000 VALUE

We will announce on our blog your sponsorship and distribute free online press releases about your sponsorship to Google News and thousands of other online news sites. Get free branding and publicity.

CORPORATE PROFILE IN CONGRESS ePROGRAM (50 WORD MAXIMUM)

\$500 VALUE

15 FULL ACCESS CONGRESS REGISTRATIONS FOR CLIENT DISTRIBUTION*

ADDED VALUE

VIRTUAL BOOTH IN NETWORKING SOFTWARE

ADDED VALUE

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

SILVER SPONSORSHIP \$5,000 (\$31,000 VALUE)

10X10 EXHIBIT BOOTH IN PRIME LOCATION

GUARANTEED ONE-ON-ONE NETWORKING MEETINGS*

ADDED VALUE

POST CONGRESS PARTICIPANT MAILING LIST

\$5,000 VALUE

Sponsors will be provided a mailing list of all the attendees at the congress to follow up via mail for marketing purposes. The list will include name, company, and address (please note that due to privacy laws e-mail addresses cannot be provided.)

HALF-PAGE ADVERTISEMENT IN CONGRESS ePROGRAM

\$500 VALUE

THREE FULL ACCESS CONGRESS REGISTRATIONS

\$2,685 VALUE

eBLAST-FEATURED SPONSOR

\$3,000 VALUE

We will include your organization as a featured sponsor and announce your participation on an assigned Congress email

BLOG AND PRESS RELEASE

\$3,000 VALUE

We will announce on our blog your sponsorship and distribute free online press releases about your sponsorship to Google News and thousands of other online news sites. Get free branding and publicity.

CORPORATE PROFILE IN CONGRESS ePROGRAM (50 WORD MAXIMUM)

\$500 VALUE

10 FULL ACCESS CONGRESS REGISTRATIONS FOR CLIENT DISTRIBUTION*

ADDED VALUE

VIRTUAL BOOTH IN NETWORKING SOFTWARE

ADDED VALUE

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

*BASED UPON SPONSORSHIP LEVEL AND EXHIBITOR TERMS AND CONDITIONS.

EXHIBITOR \$3,900 (\$5,000 VALUE)

10X10 EXHIBIT BOOTH IN PRIME LOCATION	\$3,500 VALUE
TWO FULL ACCESS CONGRESS REGISTRATIONS	\$1,400 VALUE
CORPORATE PROFILE IN CONGRESS ePROGRAM (50 WORD MAXIMUM)	\$500 VALUE
FIVE FULL ACCESS CONGRESS REGISTRATIONS FOR CLIENT DISTRIBUTION*	ADDED VALUE

INCREASE THE SPACE OF ANY EXHIBITION OR SPONSORSHIP

Booth Upgrade	Add on Value	Booth Upgrade	Add on Value
10 x 20	\$2,500	10x30	\$5,000
Networking Lounge Adjacent to your booth Includes your 10x20 booth upgrade, executive roundtable ad chairs, and additional signage that welcomes attendee engagement	\$3,000	20x20	\$7,500

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2015 MEDICAL TOURISM BOOTH OPTIONS

SLIGHT REVISIONS WILL BE MADE TO THE LOVE SEAT, CHAIRS, AND COFFEE TABLE.
ALL PACKAGES REFLECT FULL BOOTH CARPET

10x10 D1 standard view
with carpet
\$175.00



10x10 D2 furnished view
\$1,079.00



10x10 H1 package A
hardwall booth
with carpet
\$1,525.00



10x10 H2 package A
hardwall booth
with loveseat, chair
and cocktail table
\$3,365.00



2015 MEDICAL TOURISM BOOTH OPTIONS

10x20 D2 standard booth with seating and conference area

\$2,355.00



10x20 H1 package B hardwall booth with carpet

\$5,050.00



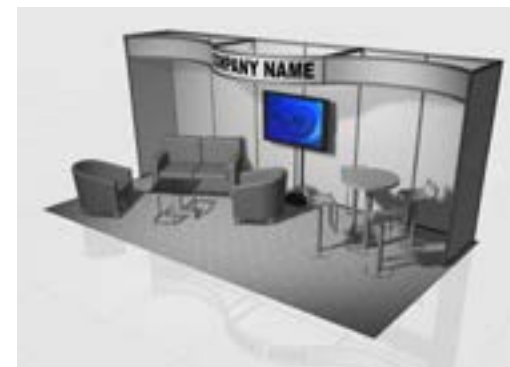
10x20 H2 package B hardwall booth with seating and conference area

\$7,075.00



10x20 H3 package B hardwall booth with seating, conference area and 40" monitor

\$7,800.00



*Electrical is not included in any of the booths.

*Graphic panels can be added \$395.00 each

*Graphic header can be added \$295.00 each

EXHIBIT HALL LAYOUT

- ✓ 200+ exhibitors & sponsors
- ✓ Exhibit hall receptions and entertainment
- ✓ Multiple giveaways to drive attendee engagement
- ✓ Interactive Wellness Market, Fitness Zone and activity stations

All 10x10 Exhibition Includes:

- ✓ Pipe and drape
- ✓ 6 FT table
- ✓ 2 chairs and 1 wastebasket
- ✓ I.D. signage with company name

*Carpeting and additional items may be required for purchase and available through exposition services. Please review 2015 Exhibitor Agreement for full exhibition terms and conditions.

Expand with:

- ✓ Private Business Lounge in your booth
- ✓ Additional exhibition space
- ✓ Custom package: exhibition, branding and speaking presence
- ✓ Upgraded package benefits: add benefit bingo, ad space or the post conference attendee list to your current package



- DIAMOND
- PLATINUM
- GOLD ELITE
- GOLD
- SILVER
- EXHIBITOR

THOUGHT LEADERSHIP OPPORTUNITIES

What are Speaking Opportunities?

Unique creative sponsorships that compliment your organizations marketing goals. Establish Thought Leadership, connect with prospective business partners and strategically showcase your brand.

Our educational agenda is developed based on research conducted by the EHBC, invitations to prospective speakers and from the hundreds of submissions through the Call for Speakers initiative. Based on the many number of accepted invitations and researched topics, the EHBC evaluates our agenda and sets aside a limited amount of educational sessions by service providers in the industry; Corporate Wellness, Voluntary Benefits, Self Funding, Healthcare Reform and Global Benefits.

These Educational spots appear on the main Congress Agenda, are designed to establish your organization as thought leaders and focus on education and insightful content. This opportunity is unique of its kind; you will have a session on the agenda and it will be promoted with all of the other educational tracks.

Your organization will have the credibility of being marketed as a speaker at the 2015 event and established as an educationally-driven leader in your industry. Your topic, panel, and PowerPoint presentation will be upheld to the Employer Healthcare & Benefits Congress standards defined in the Call for Speakers submissions, however receive benefits of smart branding that will subtly convey the features of you company and services.

- ✓ Official Partner of Conference Track..... Page 20
- ✓ Championed Educational UnderwriterPage 21
- ✓ Educational Underwriter..... Page 22
- ✓ “Power Session” Showcase PresentationPage 23
- ✓ Educational Underwriter of “Ask the Experts” SessionsPage24

“ I think my favorite part of the conference is the variety of speakers. The EHBC offers a broader perspective than other conference. You have the highest caliber of experts that are speaking here. I go to conferences all over the country, and some of them are only found here.”

- Michael Lujan, President, Limelight

OFFICIAL PARTNER OF CONFERENCE TRACK **\$15,000**

Highlight your brand as empowering education and career advancement for industry professionals. This is the opportunity to underwrite a conference track at the EHBC and Support Certifications in Healthcare Reform, Corporate Wellness, Voluntary Benefits, Self-Funding and Corporate Fitness and Nutrition.

- ✓ 10x10 Exhibit Booth
- ✓ Branded as an Educational Underwriter of EHBC Conference Track
- ✓ Opportunity to lead a 2 minute "Welcome of Conference Track" During First Scheduled Session
- ✓ Chairing of the Conference Track
- ✓ Logo included in all promotion of the conference track and certification (Both onsite and through the online learning platform)
- ✓ Webcast that will count as continuing education for the certification
- ✓ Logo Slide at beginning of all session presentations at event and on the online certification platform
- ✓ Logo Visibility on EHBC Agenda as Underwriting Conference Track
- ✓ Pre-Congress eBlast
- ✓ Post Congress Participation List
- ✓ Marketing Distribution in Session Rooms
- ✓ Two Full Access Congress Registrations
- ✓ Corporate Profile in eProgram
- ✓ 15 Full Access Congress Registrations for Client Distribution*

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS





CHAMPIONED EDUCATIONAL UNDERWRITER **\$15,000**

Take your educational session further with the EHBC. In 2015 we are premiering the opportunity to be an educational underwriter at an enhanced level; your session heightened with continuing education, video and replay on EHBC website. This enhanced session on the Congress Agenda will be available post event to host for business partners, as well as approved for continuing education. Align your brand with the most critical and comprehensive content in the industry.*

- ✓ Educational Sponsored Session on the 2015 EHBC Agenda
- ✓ Educational Sponsored Session Filmed during Scheduled Date/Time
- ✓ Congress Session Hosted as a Promoted Replay to EHBC Database
- ✓ Banner Placement in Session Room
- ✓ Brochure Distribution in Session Room
- ✓ Branded as a 2015 Speaker on the EHBC Website
- ✓ Branded as an Educational Underwriter with Sponsor Recognition
- ✓ Blog and Press Release for both Speaker and Educational Underwriter Participation
- ✓ Two Full Access Congress Registrations for Congress Attendees
- ✓ 20 Full Access Congress Registrations for Client Distribution*

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

*EHBC will work exclusively with sponsor to design CE-approved session. Continuing Education is available in the form of SPHR credit or CE for State license in a limited number of states. Please consult with Employer Healthcare Congress marketing for additional information on continuing education availability.

EDUCATIONAL UNDERWRITER \$7,500

Hold one of the sought-after sessions on the 2015 EHBC agenda. These sessions are available on a first come basis and held to the carefully implemented guidelines and criteria of the EHBC Call for Speakers. The opportunity to subtly brand your organization and establish credibility in the industry is just one of many benefits of this Branding Package.*

- ✓ 50 Minute Educational Sponsored Session on the 2015 EHBC agenda
- ✓ Banner Placement in Session Room
- ✓ Brochure Distribution in Session Room
- ✓ Branded as 2015 Speaker on the EHBC Website
- ✓ Branded as an Educational Underwriter with Sponsor Recognition
- ✓ Official EHBC logo as an Educational Underwriter of the 2015 Congress
- ✓ Blogs and Press Releases for Both Speaker and Educational Underwriter
- ✓ Participation
- ✓ One Full Access Congress Registration for Session Speaker
- ✓ One Full Access Congress Registration for Congress Attendee
- ✓ 15 Full Access Congress Registration for Client Distribution*

*Speaker Sponsor must agree to the EHBC "Speaker Agreement". Speaker Sponsor must have approval of PowerPoint Presentation and its content prior to conference dates. Additional terms and condition may apply and will be coordinated between the EHBC and the service provider agreeing to the sponsorship package. Guidelines and criteria can be found on the Call for Speakers Page at the Congress website.

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“POWER SESSION” SHOWCASE PRESENTATION **\$2,500**

In this evolving industry, knowledge is power and stepping outside the box is a must. The EHBC introduces the ultimate power session to highlight these fresh new concepts, strategies and technology solutions in our Sponsored Presentation Showcase. Sponsors receive a prime spot during Exhibit Hall hours to host an intensive, 15-minute “Power Session” to educate attendees and Employer VIPS on innovations and cutting edge strategies in employee benefits, wellness and healthcare. The goal of these sessions are to provide bursts of information on revolutionary ideas and trends in the space and plant the seed for creative approaches.

These intimate discussion sessions provide industry professionals the opportunity to brainstorm, have questions on a particular subject matter addressed and share their first hand experiences and challenges with their peers. As the sponsor or host of these highly interactive sessions, you will lend your expertise and together help attendees share goals, engage in collaborative problem solving and provide practical solutions that can be taken back and implemented at their organization.

We encourage incorporating demonstrations, hands-on or small group activities, roleplaying and other energy driven engagement methods.

- ✓ One 15 Minute Power Session for a Presentation of Your Choice in a Prime Location of the Exhibit Hall (All content must be reviewed and approved by our education leader)
- ✓ Power Session Showcase Presentations included on Congress Printed and Digital Agenda
- ✓ Power Session Showcase Presentations listed on Exhibit Hall Signage
- ✓ Branding as a Sponsor of the 2015 EHBC on Congress
- ✓ Blog and Press Release for Power Session Promotion
- ✓ One Full Access Congress Registration for Session Speaker

EDUCATIONAL UNDERWRITER OF “ASK THE EXPERTS” SESSIONS \$5,000-\$10,000

The EHBC has designed a unique opportunity for delegates to gain more face time with experts at the event and attend a session devoted to valuable discussion. The “Ask the Experts” sessions take place in the exhibit hall Power Session Showcase and allow professionals to ask questions, initiate open conversation and join their peers in gaining expert advice.

- ✓ Sponsor Your Own Expert Session or Underwrite an Existing Session
- ✓ Logo Visibility on Session Signage
- ✓ Brand Recognition on Session Communication
- ✓ Acknowledgement of Sponsorship Congress Digital Agenda
- ✓ Logo Visibility on EHBC Website
- ✓ Three Full Access Congress Registrations
- ✓ Sponsors of Expert Session receive
 - ◆ One Speaker on Panel
 - ◆ Collaboration of Ask the Experts Topics
- ✓ 15 Full Access Congress Registrations for Client Distribution*

* \$10,000 Value for Expert Session
\$5,000 Value to Underwrite Existing Session

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EXHIBIT HALL SPONSORSHIP & OPPORTUNITIES

- ✓ EHBC Registration Sponsorship Page 26
- ✓ Exhibit Hall Lounge Sponsorship..... Page 27
- ✓ Sponsor of Exhibit Hall Networking Luncheon Page 28
- ✓ Sponsor of Exhibit Hall Networking Cocktail Reception Page 29
- ✓ Sponsor of Exhibit Hall Networking Area Page 30

EHBC REGISTRATION SPONSORSHIP \$5,000 (\$22,000 VALUE)

Be the first company attendees see when they arrive at the EHBC! the sponsor of the Congress registration is the most lucrative sponsorship benefit an organization can invest in! All attendees check in at registration to pick up their name badges and information packets. Registration also acts as a hub for additional information that attendees can access throughout the day. Registration desks are open during the entire event and materials are set up all day. Your signage and logo will be visible long after attendees are registered.

- ✓ Custom Signage at Registration Desk with Company Logo **\$3,000 Value**
- ✓ Acknowledgement of Sponsorship in Congress Agenda **\$2,500 Value**
- ✓ Logo On registration Page of Employer Healthcare & Benefits Congress Website **\$1,500 Value**
- ✓ Full Page Advertisement in Congress eProgram **\$1,000 Value**
- ✓ Two Full Access Congress Registrations **\$1,798 Value**
- ✓ 10 Full Access Congress Registrations for Client Distribution* **\$8,990 Value**

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EXHIBIT HALL LOUNGE SPONSORSHIP \$12,500 (\$24,000 VALUE)

The EHBC Lounge becomes the hotspot of the EHBC Lounge when attendees want to kick back and relax. The Sponsor of the Exhibit hall Has the opportunity to provide convenience and comfort for all attendees and to network in an informal atmosphere. Provide attendees the rest they deserve and get excellent exposure right in the Exhibit Hall.

✓ Custom Signage by Employer Healthcare and Benefits Congress	\$3,000 Value
✓ Distribution of Company Brochure	\$3,000 Value
✓ Full Page Advertisement in Congress eProgram	\$1,000 Value
✓ Acknowledgment of Sponsorship in Congress Digital Agenda	\$2,500 Value
✓ Logo on Website as Official Sponsor of Employer Healthcare and Benefits Congress	\$1,500 Value
✓ Two Full Access Congress Registrations	\$1,789 Value
✓ 10 Full Access Congress Registrations for Client Distribution*	\$8,990 Value

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SPONSOR OF EXHIBIT HALL NETWORKING LUNCHEON

\$10,000 (\$30,000 VALUE)

Have your company recognized right in the Exhibit Hall during the scheduled Networking Lunch. Your company will have the visibility of all attendees, speakers, and VIPS who break for lunch. The Networking Lunch is included in the Congress Agenda and attended by the majority of EHBC participants. This is the perfect opportunity to engage industry professionals.

✓ Custom Signage in Exhibit Hall for Luncheon	\$3,000 Value
✓ Brochure Placement in Congress Bag	\$3,000 Value
✓ Verbal Acknowledgement in Exhibit Hall Announcements	Added Value
✓ Acknowledgement of Sponsorship in Congress Digital and Printed Agenda	\$2,500 Value
✓ Logo on Website as Official Sponsor of Employer Healthcare & Benefits Congress	\$1,500 Value
✓ Full Page Advertisement in Congress eProgram	\$1,000 Value
✓ Pre and Post Congress Participant Mailing List	\$10,000 Value
✓ Three Full Access Congress Registrations	\$4,495 Value
✓ Five Full Access Congress Registrations for Client Distribution	Added Value

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

SPONSOR OF EXHIBIT HALL NETWORKING COCKTAIL RECEPTION \$15,000 (\$79,000 VALUE)

Have your company recognized right in the Exhibit Hall during the scheduled Networking Cocktail Reception. The sponsor of the Networking Cocktail Reception will have the visibility of all attendees, speakers, and VIPS who join the festivities and the casual networking during the evening. The Networking Cocktail Reception is included in the Congress Agenda and attended by the majority of EHBC participants. The Networking Cocktail Reception is a casual and perfect opportunity to engage industry professionals.

✓ Hors D' Oevres and Cocktail Reception	\$35,000-40,000 Value
✓ Custom Signage in Exhibit Hall for Reception	\$3,000 Value
✓ Brochure Placement in Congress Bag	\$3,000 Value
✓ Acknowledgement of Sponsorship on Congress Digital and Printed Agenda	\$2,500 Value
✓ Logo on Website as Official Sponsor of Employer Healthcare & Benefits Congress	\$1,500 Value
✓ Full Page Advertisement in Congress eProgram	\$1,000 Value
✓ Pre and Post Congress Participant Mailing List	\$10,000 Value
✓ Three Full Access Congress Registrations	\$2,697 Value
✓ 15 Full Access Congress Registrations for Client Distribution*	\$13,485 Value
✓ Verbal Acknowledgment in Exhibit Hall Announcements	Added Value

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

SPONSOR OF EXHIBIT HALL NETWORKING AREA \$7,500

Empower networking and align your brand with strategic conversations. Gain premier visibility among target attendees scheduling their networking meetings right in the Exhibit Hall! As delegates meet for their pre-scheduled meetings, it will be your organization they remember as hosting the networking atmosphere.

- ✓ Signage in the Official Exhibit Hall Networking Area
- ✓ Visibility in Networking Software
- ✓ Verbal acknowledgement during Exhibit Hall Announcements
- ✓ Brand Recognition in Congress Announcements During Event
- ✓ Marketing Distribution in Networking Area
- ✓ Pre-Congress eBlast
- ✓ One-Page Advertisement in Congress eProgram
- ✓ Logo on Congress Website as Official Sponsor of EBC
- ✓ 15 Full Access Congress Registrations for Client Distribution*

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS





INTERACTIVE & ENGAGING IDEAS

- ✓ Sponsor of Invite-Only Networking Lunch or BreakfastPage .32
- ✓ Official Cell Phone Recharge Station in Exhibit Booth.....Page .33
- ✓ Sponsor of Networking Software & App.....Page .34
- ✓ Sponsor of Morning Boot Camp.....Page .35
- ✓ “Rise and Shine” Morning Yoga SponsorshipPage .35
- ✓ Fitness ZonePage .36
- ✓ Wellness MarketPage .37
- ✓ Shop Vendor of the EHBC Wellness Market.....Page .38
- ✓ Sponsor of Healthy Food Roundtable.....Page .39
- ✓ Additional Opportunities For Premier VisibilityPage 40

SPONSOR OF INVITE-ONLY NETWORKING LUNCH OR BREAKFAST \$20,000 (\$53,000 VALUE)

Become the sponsor of your own private networking event! The Private Networking Luncheon or Breakfast gives your company the opportunity to hand select Congress attendees you would like to network with! The Luncheon or Breakfast provides an informal, casual networking setting for attendees to step away from the Exhibit Hall and have an intimate lunch/breakfast with your organization. EHBC will take care of all the details. From providing you a company & attendee name/title selection list, to sending invitations and preparing lunch/breakfast logistics, this sponsorship is one of the most successful networking opportunities at the event.

✓ Luncheon or Breakfast For up to 20 Hand Selected Guests	\$12,500 value
✓ Reserved Seating at Luncheon or Breakfast with Invitees of Your Choice	Added value
✓ Opportunity for Company presentation/Verbal Introduction at Luncheon or Breakfast	\$5,000 value
✓ Personal Concierge for Menu and Food Selection, Invitee List, Event Logistics, etc.	\$2,500 value
✓ Personal Invitation to all Invitees with RSVP Information	\$2,500 value
✓ Eblasts Reminders to All Invitees	\$3,000 value
✓ Custom Signage at Luncheon or Breakfast	\$3,000 value
✓ Acknowledgement of Sponsorship on All Congress Digital Materials	\$2,500 value
✓ Acknowledgement of Sponsorship in Congress Digital Agenda	\$2,500 value
✓ Logo on Website as Official Sponsor of Employer Healthcare & Benefits Congress	\$1,500 value
✓ Full Page Advertisement in Congress eProgram	\$1,000 value
✓ Five Full Access Congress Registrations	\$4,495 value
✓ Product Display Space Available	Added value
✓ 20 Full Access Registrations for Client Distribution*	\$13,485 value

*CLIENT PASSES INCLUDED IN ALL SPONSORSHIP BENEFITS ARE FOR H.R./BENEFITS DIRECTORS AND LICENSED INSURANCE AGENTS/BROKERS

OFFICIAL CELL PHONE RECHARGE STATION IN EXHIBIT BOOTH \$12,500 (\$24,000 VALUE)

Network with attendees while they are waiting to charge their phone! Our unique recharge stations take 30 minutes for a full charge; think of the quality conversations and introductions you can make at your own exhibit booth in that charging time. Each charging station will have six panels to brand your logo and drive traffic. Throughout the event, the EHBC will promote the location of the cell phone charging station at your booth, guaranteeing nonstop traffic all Congress long.

- | | |
|---|-----------------------|
| ✓ One 10x20 Exhibit Booth | \$7,000 value |
| ✓ Three Full Access Congress Registrations | \$2,697 value |
| ✓ One Cell Phone Re-Charge Station with Six Display Spaces for Logo Display | \$10,000 value |
| ✓ Two bar Stools by Station | \$1,000 value |
| ✓ Full Page Advertisement in eProgram | \$1,000 value |
| ✓ Acknowledgement of Station Exhibit Booth in Congress Digital Agenda | \$2,500 value |
| ✓ Promotion of Station Exhibit Booth During Exhibit Hall Hour | Added value |

SPONSOR OF NETWORKING SOFTWARE & APP \$25,000

The EHBC is built on a platform of strategic and powerful networking. As the first industry event to introduce a proprietary software for attendees to schedule one-on-one meetings, we've allowed delegates and solution experts to secure valuable business connections. Take your brand further and power the online networking software, as well as the live app during Congress. You will experience recognition before, during and post event as participants keep the conversation going!

- ✓ 10x20 Exhibit Booth
- ✓ Banner Advertisement in Networking Platform
- ✓ Banner Advertisement in Platform Announcements to Congress Attendees
- ✓ Recognition as Sponsors of Employer Healthcare & Benefits Congress
- ✓ Logo Visibility on Online Application
- ✓ Logo on Congress Website as Official Sponsor of EHBC
- ✓ Signage at Networking Desk
- ✓ Signage in Networking Area in Exhibit Hall
- ✓ Marketing Distribution in Networking Area in Exhibit Hall
- ✓ Private Business Lounge for Networking Meetings
- ✓ Four Full Access Congress Registrations
- ✓ Brand Recognition in all Congress Announcements Regarding Wi-Fi and Internet Capabilities
- ✓ Two Page Advertisement in Congress eProgram
- ✓ Post Congress Participant List
- ✓ 25 Full Access Congress Registrations for Client Distribution*

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SPONSOR OF MORNING BOOT CAMP \$5,000 (\$30,000 VALUE)

Sponsor the morning activity that gets attendees empowered for the day ahead. The Sponsor of Morning Boot Camp is promoted on all Congress materials and a vital sponsor for the event. Attendees are excited to jumpstart their morning workout and will recognize your company as they mentally and physically prepare for their day ahead!

- ✓ Boot Camp Space **\$15,000** value
- ✓ Custom Signage at All Forums **\$3,000** value
Morning Boot Camp Listing in Digital Agenda Daily
- ✓ eBlast Reminders to All Congress Attendees **\$3,000** value
- ✓ Acknowledgement of Sponsorship in Congress Digital Agenda **\$2,500** value
- ✓ Logo on Website as Official Sponsor of EHBC **\$1,500** value
- ✓ Employer Healthcare & Benefits Congress Full Page Advertisement in Congress eProgram **\$1,000** value
- ✓ Two Full Access Congress Registrations **\$1,798** value
- ✓ Sales/Promotional Table Setup **Added** value

“RISE & SHINE” MORNING YOGA SPONSORSHIP \$5,000 (\$30,000 VALUE)

The attendees of the EHBC are active and vibrant professionals who recognize the importance of maintaining a healthy lifestyle. Business travel does not take them out of their routine and morning yoga is one of the most popular activities at the Congress! Attendees have the opportunity to reserve their space at yoga prior to Congress, providing great exposure for the morning yoga sponsor. Be the company our attendees recognize as a supporter of their health and wellness! Help them gear up for the long day ahead and they will remember you well after the Congress commences...

- ✓ Private Morning Yoga Listed in Congress Digital Agenda **\$10,000** value
- ✓ Custom Signage at Yoga Space **\$3,000** value
- ✓ Daily eBlast Reminders to All Congress Attendees **\$3,000** value
- ✓ Acknowledgement of Sponsorship on All Congress Digital Materials **\$2,500** value
- ✓ Logo on Website as Official Sponsor of the Employer Healthcare & Benefits Congress **\$1,500** value
- ✓ Full Page Advertisement in Congress eBrochure **\$1,000** value
- ✓ Two Full Access Congress Registrations **\$1,798** value
- ✓ Sales/Promotional Table Setup **Added** value

FITNESS ZONE \$5,000

Offers a uniquely interactive branding opportunity allowing industry experts a one-of-a-kind sponsorship. The 2,500 attendees of the EHBC are active, decision-making professionals, who recognize the importance of maintaining a healthy lifestyle. Attendees will engage in daily challenges experiencing YOUR equipment for a chance to win prizes for themselves and their company. We invite you to be one of our elite sponsors and astound the professionals attending this four day conference when they experience your product first hand in the Fitness Zone.

- | | |
|--|----------------------|
| ✓ 10x10 Exhibit Booth and Demo Area | \$3,500 Value |
| ✓ Congress Participant Mailing List | \$5,000 Value |
| ✓ E-Blast | \$3,000 Value |
| ✓ Three Full Access Congress Registrations | \$2,685 Value |
| ✓ Corporate Profile in eProgram | \$500 Value |
| ✓ 10 Full Access Congress Registrations for Client Distribution* | Added Value |

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WELLNESS MARKET

The Congress has developed a unique branding opportunity that creates an “out of the booth” experience for participants and allows industry service providers and solution experts a creative, one-of-a-kind sponsorship. The EHBC Wellness Market will allow attendees to walk into the market and visit specific vendors with wellness related products/services for their employees.

- ✓ Creative and Unique Way to Promote Wellness Products and Services
- ✓ Large Focus of the Exhibition and EHBC Promotion of the Market in Exhibit Hall
- ✓ Look and Feel of an Actual Market; Attendees Can Walk Freely in the Market Area and Replicate a “Shopping” Experience so That Shop Vendors Can Engage Attendees
- ✓ Premier Exposure Among C-Suites, Senior Level H.R Executives and Wellness Managers

SPONSORS AND SHOP VENDORS FOR THE MARKET:

- ✓ Corporate Wellness Providers
- ✓ Diet & Fitness Providers
- ✓ Wellness Online Platforms and Software Providers
- ✓ Wellness-Based Products and Apparel
- ✓ Healthy Food Providers
- ✓ Corporate Vending/Menu Solutions

SHOP VENDOR OF THE EHBC WELLNESS MARKET

\$2,500 (\$14,000 VALUE)

- ✓ Tabletop Display in Wellness Market **\$5,000** value
- ✓ One Full Access Congress Registration **\$895** value
- ✓ Logo on Exhibit Hall Signage **\$2,500** value
- ✓ Corporate Profile in Congress eProgram **\$500** value
- ✓ Acknowledgement of Wellness Market in Congress Digital and Printed Agenda **\$2,500** value
- ✓ Acknowledgement of Sponsorship in Congress Digital and Printed Agenda **\$2,500** value



SPONSOR OF HEALTHY FOOD ROUNDTABLE \$10,000

Become the exclusive sponsor of our invite-only Healthy Food Roundtable and have direct networking opportunities with leading HR Professionals and C-Suites committed to health and wellness in their workplace. Collaborate side-by-side with invited delegates and network with top prospects. The Healthy Food Roundtable is an exceptional forum of leading employers to collaborate on case studies, concepts and programs for implementing healthy foods and lifestyle into the workplace. Dialogue and discussion from the roundtable will be included in an educational white paper, championed by your organization.

- ✓ Logo Visibility on Roundtable Invitations
- ✓ Logo Visibility on Roundtable Signage
- ✓ Verbal Recognition in all Roundtable Attendee Correspondence
- ✓ Invitation for Your Organization at Roundtable
- ✓ Presentation Opportunity at Roundtable
- ✓ 10x10 Exhibit Booth
- ✓ Full Page Advertisement in eProgram
- ✓ Pre-Congress eBlast
- ✓ Post Congress Participant List
- ✓ Thank You Email to All Roundtable Participants
- ✓ Acknowledgement of Participation in Post-Roundtable Published White Paper and Survey
- ✓ Acknowledgement of Roundtable Support and Partnership in Post Congress
- ✓ Blog and Press Release
- ✓ 15 Full Access Congress Registrations for Client Distribution*

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Make Magic Happen



ADDITIONAL OPPORTUNITIES FOR PREMIER VISIBILITY

SELECT THE FOLLOWING SPONSORSHIPS OR ADD TO AN EXISTING PACKAGE

✓ Tote Bag Sponsorship	\$15,000
✓ Hotel Key Care Sponsorship	\$10,000
✓ Participant & Attendee Lanyard Sponsorship	\$7,500
✓ Premier Sponsorship of Cell Phone Re-Charge Station	\$7,500
✓ Sponsor of Speaker/Press Room	\$5,000
✓ Congress Pen Sponsorship	\$5,000
✓ Pre-Congress eBlast	\$5,000
✓ Post-Congress eBlast	\$5,000
✓ Full Page Advertisement in eProgram	\$1,000
✓ Half Page Advertisement in eProgram	\$500

ALL SPONSORSHIP INCLUDE THE FOLLOWING BENEFITS:

Two Full Access Congress Registrations

Full Page Advertisement in Congress eProgram

Logo on Congress Website as Official Sponsor of the Employer Healthcare & Benefits Congress

*Five Full Access Congress Registrations for Client Distribution**

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Orlando, Florida
September 27-30, 2015

2015 PARTICIPANT FORM | CREDIT CARD AUTHORIZATION

Name: _____ Position: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ E-mail: _____

Exhibit Booth and Sponsorship Fees are as follows

- | | | | | |
|---|---------|---|----------|--|
| <input type="checkbox"/> Exhibitor (Exhibit Booth Only) | \$3,900 | <input type="checkbox"/> Gold Elite Sponsorship | \$10,000 | <input type="checkbox"/> Other Amount: _____ |
| <input type="checkbox"/> Silver Sponsorship | \$5,000 | <input type="checkbox"/> Platinum Sponsorship | \$15,000 | |
| <input type="checkbox"/> Gold Sponsorship | \$7,500 | <input type="checkbox"/> Diamond Sponsorship | \$30,000 | |

Payment

Check Visa Mastercard Discover AMEX

Credit Card Information

Name: _____

Card Number: _____

Billing Address (if different from above)

Expiration Date: _____ Security Code: _____

City: _____ State: _____

I hereby allow Employer Healthcare Congress to charge my credit card \$_____ U.S. Dollars

Zip Code: _____ Country: _____

Signature: _____ Date: _____

Amount Paid: _____

Make Checks Payable To

Employer Healthcare Congress
4371 Northlake Blvd, Suite 331
Palm Beach Gardens, FL 33410

Please Send Back Form To

E-mail: Info@EmployerHealthcareCongress.com
Tel: (561) 792-4418
Fax: (866) 547-1639

Make Magic
Happen



CONTACT US!

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