



EHUG 2012 • Louisville KY

MARRIOTT LOUISVILLE DOWNTOWN

May 9-11 2012



Batter Up! Please join us at the 2012 Ebix Health User Group [EHUG] conference, taking place Wednesday, May 9 through Friday, May 11, 2012. This year we're swinging for the fences and heading to the Marriott Louisville Downtown for an all-star lineup of LuminX, FACTS and EbixBenergy educational sessions. As an exhibitor and/or sponsor, you'll have many homerun opportunities to meet and network with a super-targeted group of users. There are currently **80 administrators using LuminX**, **30 organizations working with FACTS** and more than **500 insurance brokers and 5,000 employers on board with EbixBenergy**. In 2011, over 90 executives, operational and technical attendees representing 40 different TPAs, carriers or self-funded companies attended this meeting.



FINDING YOUR SWEET SPOT

EXHIBITS: The 2012 exhibit hall is the perfect playing field. You and a limited number of companies (a maximum of 30) will be housed in the same area as the food events. That means every breakfast, lunch, break and reception is another chance for you to reach out and talk face to face with key prospects.

SPONSORSHIP: There are several levels of sponsorship opportunities featuring memorable and useful take-away items that keep your company name at the forefront of a prospect's mind once the 2012 EHUG season is over.

2012 OPPORTUNITIES AT DISCOUNTED PRICES: We froze the user group exhibitor fee at the 2011 price and cut sponsorship fees! Your company gets the same amazing value of reaching a qualified, highly targeted audience without added cost.

Please review the EHUG Sponsorship/Exhibitor Agreement details and let us know how you want to participate as soon as possible (and no later than Friday, March 9, 2012). The cost is \$3,750 for a 10' X 10' booth space and two exhibitor badges. We are also offering additional marketing opportunities to further promote your company. Please note that these options are on a first-come, first-to-have basis and they do sell out.

As past attendees will attest, the value of the Ebix Health User Group Conference comes from sharing real-world experiences and insights. All of the players — executives, operations and technical folks — benefit from the breakout sessions and your participation. At the EHUG meeting, attendees have access to best-of-breed tips and tools. They learn ways to leverage LuminX, FACTS and EbixBenergy, and exchange ideas with fellow users. Your participation and the chance to learn about your offering will round out this valuable conference.



Sponsorship and Exhibitor Benefits

- ★ Exhibit space designed to spotlight your offerings in a high-traffic environment
- ★ Logo and recognition in conference program
- ★ Sponsor logo on back of attendee T-shirt
- ★ Sponsor ribbon for company's attendees
- ★ Special recognition announcement during conference
- ★ Company's brochure/handout in conference attendee bag (due Monday, May 9, 2012)
- ★ Access to general sessions
- ★ Access to all networking events, including the Thursday night party

Best regards,

LEWIS LEBRUN | President, Ebix Health User Group

EXHIBITOR DEADLINE: FRIDAY, MARCH 9, 2012

SPONSORSHIP/EXHIBITOR FORM



Company/Exhibitor Name: _____

Exhibitor Contact Name: _____

Address: _____

City: _____ | State: _____ | Zip: _____

Phone: _____ | Fax: _____

Email: _____

EHUG SPONSORSHIP/EXHIBITORS: GRAND SLAM MARKETING OPPORTUNITIES

<input checked="" type="checkbox"/> check your choice	<input type="checkbox"/> PLATINUM SPONSOR \$15,000	<input type="checkbox"/> GOLD SPONSOR \$8,500	<input type="checkbox"/> SILVER SPONSOR \$7,000	<input type="checkbox"/> EXHIBIT ONLY \$3,750
Event Sponsor	Choice of one: • Opening Exhibit Hall Reception Sponsor • Thursday Night Event Sponsor <i>Take Me Out to the Ball Game: Louisville Bats vs. Lehigh Valley Iron Pigs</i>	N/A	N/A	N/A
T-Shirt Sponsor	Company logo on top section back of T-shirt	Company logo on middle section back of T-shirt	Company logo on bottom section back of T-shirt	N/A
Meal Sponsor		Lunch Sponsor (2 available)	Breakfast Sponsor (3 available)	N/A
Premium Item Sponsor	Choice of one: • Conference laptop sleeve • Conference stainless steel water bottle	Choice of one: • Louisville Bats baseball cap • Hard-cover notebook with pen • Conference jump drive	Choice of one: • Name badge lanyard • Touch screen stylus/pen • Koozie cup holder	N/A
If there is something else you would like to sponsor, please contact Natalie Burnside (natalie@ehugroup.com) for additional premium item options.				
Exhibit Hall	(1) 10' X 10' booth space	(1) 10' X 10' booth space	(1) 10' X 10' booth space	(1) 10' X 10' booth space
Complimentary Registrations	(4) Complimentary exhibitor registrations; limit of (1) additional badge may be purchased for \$400	(3) Complimentary exhibitor registrations; limit of (1) additional badge may be purchased for \$400	(3) Complimentary exhibitor registrations; limit of (1) additional badge may be purchased for \$400	(2) Complimentary exhibitor registrations; limit of (1) additional badge may be purchased for \$400
Conference Program Advertising	(1) Full-page ad, (7.5" X 10") back cover of conference program	(1) Full-page ad (7.5" X 10") in conference program	(1) Half-page ad (7.5" X 4.75") in conference program	N/A
Bag Drop	(1) piece	(1) piece	(1) piece	(1) piece
Web Exposure	(3) month insertion for banner ad on EHUG user group Website; Hyperlink to your company Website from the EHUG Conference sponsors page	(2) month insertion for banner ad on EHUG user group Website; Hyperlink to your company Website from the EHUG Conference sponsors page	(1) month insertion for banner ad on EHUG user group Website; Hyperlink to your company Website from the EHUG Conference sponsors page	Listing on EHUG user group Website
e-Newsletter Vendor Feature	(1) time listing of your 50-word company description and color logo featured in monthly electronic publication, including link back to your Website	(1) time listing of your 50-word company description and color logo featured in monthly electronic publication, including link back to your Website	N/A	N/A
Attendee List	Pre- and post-show lists	Pre- and post-show lists	Pre- and post-show lists	Post-show list
Onsite Recognition	Logo and name on PowerPoint slides and signage	Logo and name on PowerPoint slides and signage	Logo and name on PowerPoint slides and signage	Logo and name on PowerPoint slides and signage

TOTAL AMOUNT DUE: _____

PAYMENT INFORMATION

Make check payable to: Ebix Health User Group • Tax ID: 25-1887458 | Mail to: Ebix Health User Group • 317 Tiffany Court • Gibsonia, PA 15044 | Fax to: Natalie Burnside • 866.501.4037 | Email to: natalie@ehugroup.com

Credit Cards Payments:

Account Number: _____ Expiration Date: _____

Name on Card: _____

Billing Address: _____

City: _____ State: _____ ZIP: _____

PROMOTIONAL INFORMATION

For inclusion in the Conference Program, please forward the following information via email to Natalie Burnside (natalie@ehugroup.com) by **MONDAY, April 2, 2012**.

- A 50-word description of the products/services your organization provides

- Your color logo as a high resolution (300dpi), JPEG or PNG or vector art EPS file (Adobe Illustrator)
- Your advertisement for the conference program (if it is included in your selected sponsorship) as a high-resolution PDF file (refer to dimension requirements listed in above chart)

SPONSORSHIP/EXHIBITOR AGREEMENT

Sponsorship reservations are made on a first-come, first-serve basis on the date your Sponsorship/Exhibitor Agreement is received. Forms will not be processed unless accompanied by payment in full.

By signing below, I acknowledge I have read and agree to the terms outlined above.

Name

Date

SPONSORSHIP/EXHIBITOR AGREEMENT



1. WHO MAY EXHIBIT/PARTICIPATE

The exhibition is only for those entities offering products, equipment, and services, which are related to the Insurance and Self-Insurance Industries. EHUG shall have the sole right to determine the eligibility of exhibits, including, but not limited to: companies, products, systems, services, booth graphics, printed matter distributed at the conference, souvenirs, giveaways, costumes and booth personnel attire, and all other exposition features and activities.

2. COST OF EXHIBIT SPACE

The cost of the Exhibit Space is Three Thousand Seven Hundred Fifty Dollars (\$3,750). Included in the cost of an exhibit space rental, in addition to the space itself, are: recognition of sponsorship at the cocktail party to be held Wednesday evening (time to be determined), one (1) draped six foot table, two (2) chairs and one (1) wastebasket.

3. SUBLEASING/SPACE SHARING

Exhibitor shall not allow any other corporation, person, or other entity, whether co owned or not to use the space allotted to the Exhibitor, nor shall the Exhibitor display products or services not normally sold by the Exhibitor.

4. LOCATION/DESIGNATION OF EXHIBIT SPACE

Exhibit space will be assigned to Exhibitors by EHUG on a priority or first-come, first-served basis, and as much in accord with the Exhibitor's wishes as is reasonably and conveniently feasible. However, EHUG reserves the right to locate and/or relocate Exhibitor's assigned exhibit space and reclassify booth designations.

5. MARKETING MATERIAL

All marketing, advertising, signs, displays and decorations are subject to the Hilton Scottsdale Resort & Villas and EHUG approval. The Hotel will not permit the affixing of anything to the walls, ceilings or floors without prior Hotel approval.

6. PAYMENT FOR EXHIBIT SPACE

All applications must be accompanied by check or credit card information, in the appropriate amount, made payable to Ebix Health User Group. No application will be considered unless accompanied by payment. Applications and payment should be sent to: Ebix Health User Group, 317 Tiffany Court, Gibsonia, PA 15044.

7. CANCELLATION

An Exhibitor may cancel or withdraw from the exhibit program subject to the following conditions: (i) The Exhibitor shall file a written notice of intention to cancel or withdraw by Monday, January 31, 2012 to receive a full refund. (ii) If written notice is received between February 1, 2012 and March 1, 2012, EHUG will refund 50% of the exhibit booth fee. (iii) In the event Exhibitor cancels its participation, the exhibit space shall be returned to EHUG for resale. The Exhibitor may not resell the space and shall forfeit any and all rights of said space and any monies paid upon notice of cancellation. (iv) Should an Exhibitor, after notifying EHUG of its desire to cancel, subsequently decide to rescind such notice, a new contract and application must be submitted with all appropriate fees. No reinstatement shall be permitted and space will be provided on the basis of availability, if any. (v) No refunds will be made after March 1, 2012.

8. EXHIBIT HOURS

Exhibitor Set Up is scheduled for Tuesday, May 8, 2012, from 7pm to 10pm, and Wednesday, May 9, 2012 from 7am to 11am. The Exhibits will be open on Wednesday, May 9, 2012, during all scheduled food and breaks functions from 12pm to 9pm, and on Thursday, May 10, 2012, during all scheduled food and break functions from 7am to 4pm. Exhibit Tear Down is scheduled for Thursday, May 10, 2012 from 4pm to 10pm. It is agreed that no Exhibitor will break down or move out his exhibit prior to the official close of the exhibits, as designated by EHUG. Exhibit booths must be staffed at all times during posted exhibit hours. A final schedule will be provided to the Exhibitors prior to the conference. EHUG reserves the right to revise these dates and times as needed to accommodate agenda changes. No exhibit or portion thereof may be removed from the exhibit hall during the conference without written consent of EHUG. Any infraction may result in Exhibitor being prohibited from exhibiting at future conferences.

9. CONFLICTING EVENTS

In the interest of the success of the entire conference and exposition, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees or Exhibitors from the conference or exhibit hall during the official dates of the conference and exposition.

10. CONFERENCE PARTICIPATION

Exhibitors are permitted to attend all User Group Conference general sessions, food functions, receptions and other social/vendor-related events. Exhibitors are asked to refrain from asking questions or offering comments during open forums/question and answer portions of the general sessions. Exhibitors are *not permitted* to attend any break-out sessions.

11. SHIPPING AND RECEIVING

There is limited storage space available at the Louisville Downtown Marriott. The Service Contractor will furnish shipping details and costs.

12. DAMAGES

If the premises are defaced or damaged by any act of negligence by any Exhibitor, its agents, or guests, the Exhibitor will pay for any and all expenses incurred by damages to physical property, caused by Exhibitors, riggers, haulers or other contractors engaged for the purpose of moving exhibits and equipment into and out of the building. All damages will be billed at replacement cost.

13. SAFETY, FIRE AND HEALTH REGULATIONS

Exhibitors shall assume and bear full responsibility for the compliance with any and all local, city and state safety, fire and health laws, ordinances and regulations regarding the installation and operation of the exhibit.

14. LIABILITY

EHUG does not guarantee Exhibitors against loss, damage or theft of any kind. Exhibitors shall indemnify and hold harmless EHUG, Acclamation Systems Incorporated, the Hilton Scottsdale Resort & Villas and the Service Contractor from any cause or claim whatever, made by or against any person, including but not limited to claims by or against employees, agents, or assigns, or by or against third persons. The Hotel further recommends that laptops and other expensive equipment not be left in the Exhibit Hall unattended.

15. ADA

The Exhibitor accepts responsibility for ensuring access to its exhibits by the disabled, and is solely liable to the disabled under the ADA, and any other applicable disability law, for any failure to provide the disabled access to the Exhibitor's exhibits.

16. CONDUCT AND RESTRICTIONS

EHUG reserves the right to restrict exhibits which, because of noise, odors, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with, the character of the exposition as a whole. This reservation includes persons, things, conduct or printed materials. EHUG reserves the right to alter or close any exhibit, which does not conform to the provisions of this contract. No refund shall be due under such circumstances. EHUG also reserves the right to exclude any non-conforming party from exhibiting at any future EHUG conferences or to give lowest priority for future exhibit space. These actions do not constitute exclusive remedies; and EHUG may avail itself of any remedy in law or equity in addition to these actions.

17. INSURANCE

Individual insurance coverage shall be the responsibility of the individual Exhibitor. This Application is made and entered into by and between EHUG and the entity and persons named in this application/contract (hereinafter, Exhibitor), on the date set forth. The undersigned agrees that this Application is effective only upon its acceptance by EHUG.

I, the undersigned, have read all of the attached "Official Exposition Provisions and Regulations" and will abide by the same.

OFFICIAL EXHIBITION PROVISIONS AND REGULATIONS

This Agreement is made and entered into by and between Ebix Health User Group (EHUG) and the entity and persons named in this Agreement (hereinafter, Exhibitor), on the date set forth.

Authorized Sponsorship/Exhibitor Representative (Print)

Authorized Sponsorship/Exhibitor Representative (Signature)

Title

Date

2012 Ebix Health User Group Conference
May 9-11, 2012
Louisville Downtown Marriott, Louisville, KY

SPONSORSHIP/EXHIBITOR CONFERENCE REGISTRATION

Complimentary registrations are outlined in the Sponsorship/Exhibitor chart on the previous page. In addition, you may register one additional person for \$400. To register your team for their exhibitor badges, please go to: www.regonline.com/EHUG2012 and complete the form.

HOTEL RESERVATIONS

Please note, you must make your hotel reservations through the EHUG registration site. Individual hotel reservations will not be accepted by the hotel. All reservations must be guaranteed and accompanied by a first night, non-refundable room deposit via a major credit card. All reservations must be cancelled at least 72 hours prior to scheduled arrival to avoid a late cancellation charge. Check in: 4 PM. Check out: noon. **THE DEADLINE TO SECURE YOUR HOTEL RESERVATION IS FRIDAY, APRIL 13, 2012.**