



»»» SPONSORSHIP

www.siaa.org OPPORTUNITIES 800.851.7789



33RD
ANNUAL
NATIONAL

EDUCATIONAL
CONFERENCE

& EXPO

OCTOBER 21-23, 2013
SHERATON CHICAGO HOTEL & TOWERS



ALL SPONSORS WILL RECEIVE THE FOLLOWING PRIMARY BENEFITS PACKAGE:

- › Listing, including contact information and 50-word description of products and services, included in the conference program distributed to all conference attendees
- › Company brochures displayed in the registration area on the sponsors' table
- › Listing on SIIA's website in the National Conference Sponsors Section
- › For exhibiting companies, a promotional table-top sign that can be displayed in your exhibit booth
- › Sponsorship ribbon for your company's registration badges
- › Opportunity to issue a pre and post conference promotional mailing to attendees (Sponsor responsible for processing and postage fees)
- › For Sponsors (\$2,500+)
 - Full conference registrations for all employees from your company at a highly discounted rate
- › Eligible to host official conference hospitality suite

Title Sponsor

In addition to the primary benefits package, Title Sponsor will receive: **\$50,000**

- Company logo on the front of the event brochures mailed to more than 10,000 prospective conference attendees promoting the conference
- Complimentary exhibit space
- Company logo on entrance unit of the exhibit hall promoting Title Sponsor
- Logo with link on all "blast" email communications with regards to the National Conference
- One complimentary full page, full color ad in the conference program distributed to all conference attendees
- One complimentary full page, full color ad in The Self-Insurer Magazine for 12 months, beginning with the issue of your choice running for 12 consecutive months
- One complimentary banner ad on the SIIA homepage website, www.siiia.org for 12 months with link to your website
- 10 complimentary Full Conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees
- One complimentary pre-conference mailing to attendees (including all postage & processing fees)
- One complimentary post-conference mailing to attendees (including all postage & processing fees)

Premier Sponsor

In addition to the primary benefits package, Premier Sponsor will receive: **\$25,000**

- Company logo on entrance unit of the exhibit hall promoting Premier Sponsor
- Logo with link on all "blast" email communications with regards to the National Conference
- One complimentary full page, full color ad in the conference program distributed to all conference attendees
- 50% discount off exhibit fees for 2013 National Conference
- Five complimentary Full Conference registrations
- 50% discount off registration fees for any employees in addition to the five complimentary
- 50% discount off advertising in The Self-Insurer Magazine for 12 consecutive months in 2013–2014
- 50% discount off advertising in The Directory (2014 Edition)
- Company materials/brochures included in the tote bags given to all conference attendees
- One complimentary pre-conference mailing to attendees (including all postage & processing fees)
- One complimentary post-conference mailing to attendees (including all postage & processing fees)

Presidential Level

SIIA's Conference Bash \$15,000

If you know anything about SIIA you will know about the wild & sometimes crazy conference parties. This year will be no exception.

- Sponsors will receive signage at the event
- Company logo included on all pre-party promotions
- Full page ad promoting party in the conference program (all sponsors included)
- One 24" x 36" vertical sign to be displayed in the exhibit booth (quadrant specific)
- Directional signage displayed on the day of the event promoting event and sponsors (all sponsors included)

Name Badge Holder \$12,000

Your logo will be featured on the name badge holder given out and worn by conference attendees upon registration check-in.

- Company logo on name badge holders
- 2 complimentary full conference registrations
- Company materials/brochure included in the conference tote bag
- One complimentary full page, black & white ad to run in the Official Conference Program

Cyber Café CALL FOR DETAILS

Sponsor the Cyber Café and help attendees stay connected by providing critical access to email while at SIIA's National Conference & Expo. In addition to the primary sponsorship benefits, this package includes:

- One complimentary full page, full color ad in the conference program distributed to all conference attendees
- Three complimentary Full Conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees
- Call for additional details.

Official Conference Program \$11,000

The Official Conference Program includes all of the events, session information, faculty, exhibitor and sponsor directories to be featured at the 33rd annual event. The spiral bound publication is distributed to all attendees and is the most widely used tool both onsite, as well as after the event. In addition to the primary benefits package, this sponsorship includes:

- Company logo on the front cover of the official conference program
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- Two complimentary Full Conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees

Conference Notepads & Pens \$4,000

Have your company name and logo imprinted on the conference notepads & pens that will be placed at every seat for each of the educational workshops throughout the conference. Notepads & pens will be produced by SIIA. In addition to the primary benefits package, this sponsorship includes:

- Company logo on the notepads & pens placed at every seat for each educational session throughout the conference
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- Two complimentary Full Conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees

Hotel Key Cards \$ SOLD

Every time an attendee reaches for their hotel key card, they'll see your company name and logo prominently displayed! If you're an exhibitor, create a theme and carry it from the hotel key card to your exhibit booth. In addition to the primary benefits package, this sponsorship includes:

- Company artwork on the front of the hotel key cards used by every conference registrant staying at the host hotel (Sponsor responsible for all production costs in addition to sponsorship fee.)
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- Two complimentary Full Conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees

Director Level

Educational Track Sponsor \$5,000

Become the exclusive Title Sponsor for one of the Educational Tracks (Healthcare, Alternative ~~SOLD~~ Transfer, International, or Worker ~~SOLD~~ Education) at SIIA's National Conference. Your package includes:

- Signage at all sponsored educational sessions with your company logo
- Listing in the conference program that is distributed to all attendees upon check-in highlighting your company as the Educational Track Title Sponsor (example: Workers' Compensation Sessions presented by <<your company name>>)
- Company logo posted on the track specific home page of the SIIA website
- Company logo included in all blast email communications about the National Conference when related to the sponsored track

Evening Receptions in Exhibit Hall \$5,000 per reception

The evening receptions are the best attended events of our annual conference. Held in the exhibit hall, these receptions provide an excellent opportunity to gain exposure for your company while attendees enjoy a cocktail or appetizer. In addition to the primary benefits, this package includes:

- Signage with your company logo displayed at 10 food & beverage stations located throughout the exhibit hall
- One complimentary full page, full color ad in the conference program distributed to all conference attendees
- Three complimentary Full Conference registrations
- Company materials/brochures included in the tote bags given to all conference attendees
- For added visibility, send us drink cups, napkins, koozies, etc. emblazoned with your company logo for attendees to use during the event

EXHIBIT HALL LUNCHEONS \$4,500 per luncheon

These luncheons gather all attendees together in the exhibit hall, which will ensure your company high visibility. In addition to the primary benefits package, this sponsorship includes:

- Signage with your company logo displayed at 10 food & beverage stations located throughout the exhibit hall
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- One complimentary Full Conference registration
- Company materials/brochures included in the tote bags distributed to all conference attendees
- For added visibility, send us drink cups, napkins, koozies, etc. emblazoned with your company logo for attendees to use during the event

EXHIBIT HALL AISLE SIGNS **\$4,500**

Have your logo featured on all aisle signs displayed in the exhibit hall. Aisle signs can be seen from every location on the show floor and are used by all attendees to navigate their way through the exhibit hall. In addition to the primary benefits package, this sponsorship includes:

- Company logo on all aisle signs displayed in the exhibit hall
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- One complimentary Full Conference registration
- Company materials/brochures included in the tote bags given to all conference attendees

Logo on Conference Tote Bag**\$4,25** **SOLD** logo

Have your company logo carried home on the tote bags that are distributed as a souvenir to all conference attendees as well as more than 130 exhibiting companies. In addition to the primary benefits package, this sponsorship includes:

- Company logo on the registration tote bags distributed to all conference attendees
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- One complimentary Full Conference registration
- Company materials/brochures included in the tote bags given to all conference attendees

Registration Area Counters **\$4,000**

Have your logo featured on all counters used in the registration area for attendee and exhibitor check-in. Every attendee will see your logo upon arrival to retrieve their badge and conference materials. The registration area also serves as information central during the entire conference. In addition to the primary benefits package, this sponsorship includes:

- Company logo on each registration counter
- One complimentary full page, black and white ad in the conference program distributed to all conference attendees
- One complimentary Full Conference registration
- Company materials/brochures included in the tote bags given to all conference attendees

Lanyards**SOLD**

Have your company logo worn by hundreds of conference attendees by putting your name and logo on the lanyards. (Sponsor responsible for providing lanyards. SIIA will send specs 60 days prior to event.)

SUPPORTER LEVEL**Session Planning Guide** **\$3,750**

The session planning guide will list titles and times of all educational session and will be mailed in advance to all full conference registrants so they can plan their time at the conference. Your logo and website will be included in this guide along with a booth number if you are an exhibiting company.

Conference Newsletter **\$3,500**

Your company logo will appear on the daily newsletter distributed to all attendee rooms each morning of the conference. The conference newsletter is an important communication tool that provides attendees with the most up-to-date information on the daily schedule of events, as well as highlights of past conference activities.

Directional Signage **\$3,500**

Have your company logo printed on all "directional" signage guiding conference attendees to the registration desk, educational sessions and the exhibit hall. Signage will be posted during conference hours throughout the conference. Also included is a half page black and white ad to run in the official conference program.

SCHEDULE OF EVENTS POCKET GUIDE**SOLD**

Your company logo to be included on the Schedule of Events pocket guide, a concise listing of session titles, times and locations offered each day. Its convenient size and easy-to-read format make it one of the most valuable tools for attendees to use while at the conference.

Keynote Address**SOLD**

The Keynote Address is the first, and one of the best attended, sessions offered in the educational line-up. Sponsorship includes your company brochures/promo items placed on each attendee's seat for the Keynote Address and your logo run as Keynote Address sponsor on all communications promoting the session. In addition your logo will be present on the screens during session seating.

Communication Sponsor**SOLD**

Company logo included on all blast email communications with regards to the 2013 National Conference. Over 100,000 impressions over the marketing period of the conference.

Continental Breakfast **\$2,500 per breakfast**

Sponsoring a continental breakfast is a great way to start the day. All breakfasts are held in the foyer outside of the conference meeting rooms and provide an excellent opportunity to get attendees thinking about your organization first thing in the morning! This sponsorship includes signage with your company logo displayed during the sponsored breakfast. For added visibility, send us drink cups, napkins, koozies, etc. emblazoned with your company logo for attendees to use during the sponsored event.

Refreshment Break **\$1,500 per break**

Be the sole sponsor of a mid-morning and/or afternoon refreshment break held outside the foyer of the conference meeting rooms. This sponsorship includes signage with your company logo displayed during the sponsored break. For added visibility, send us drink cups, napkins, koozies, etc. emblazoned with your company logo for attendees to use during the sponsored event.

ADDITIONAL OPPORTUNITIES**Brochure in Conference Tote Bag** **\$1,750**

Make sure that every attendee has your company's information. Have your brochure or promotional item placed in the conference tote bag distributed to each conference registrant.

Door Drop **\$750 per drop+ hotel fees**

Leave your information where it can't be missed! Have your brochures/materials delivered to each attendee's room at the host hotel by hotel staff on the day of your choice. This is a great way to ensure every attendee receives information on your organization.

SIIA's National Educational Conference & Expo's Official Program will include all of the events, session information, and exhibitor and sponsor directories to be featured at the 33rd annual event. The spiral bound publication will be distributed to all attendees as part of the onsite registration materials.

Don't miss this exclusive opportunity to target ALL conference participants before, during and after the event by advertising in this important medium!

PLEASE RESERVE:

The following ads are four color, premium placement:

- Outside Back Cover (exclusive) \$2,500
- Inside Front Cover (exclusive) **SOLD**
- Inside Back Cover (exclusive) \$1,750
- Tabbed Section Dividers – Full Page (6 available)..... \$1,500

The following ads are black & white, standard placement throughout the program:

- Full Page Ad \$850
- Half Page Ad \$600

Prices are net

Space Reservation Deadline..... August 8
 Artwork Due..... August 19

AD SPECIFICATIONS:

- Outside Back Cover 8.5" (w) x 11" (h)
 Full Color, Full Bleeds Accepted
- Inside Front Cover 8.5" (w) x 11" (h)
 Full Color, Full Bleeds Accepted
- Inside Back Cover 8.5" (w) x 11" (h)
 Full Color, Full Bleeds Accepted
- Tabbed Section Dividers - Full Page 8.5" (w) x 11" (h)
 Full Color, .5" Margin on ALL Text & Images
- Full Page 8.5" (w) x 11" (h)
 Black & White, .5" Margin on ALL Text & Images
- Half Page Horizontal 8.5" (w) x 5.5" (h)
 Black & White, .5" Margin on ALL Text & Images
- Preferred Format High Resolution PDF

Please email artwork to jmiller@siaa.org

Contact Name _____ Title _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 E-mail _____ Website _____

Please reserve the following: _____

Payment Information:

Total Amount Due \$ _____

- Enclosed is my check made payable to SIIA in U.S. funds.
- Please charge the following:



Credit Card Number _____ VAL Code _____
(MC/VISA/Discover - 3 digits on card back – Amex - 4 digits on card front)

Card in the Name of _____ Exp. Date ____ / ____ / ____

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____ Date ____ / ____ / ____

Agreement: Advertising Reservations are made on a first-come, first-serve basis based on the date your Reservation Form is received. Reservation Forms will not be processed unless accompanied by payment in full. Cancellations: All Advertising Fees are non-refundable. By signing below, you acknowledge you have read and agree to the terms outlined above.

Authorized Representative

Name _____ Title _____
 Signature _____ Date ____ / ____ / ____

Please Mail Completed Contract and Payment To:

SIIA • P.O. Box 1237 • Simpsonville, SC 29681 • Telephone (800) 851-7789 • Fax (864) 962-2483

33RD ANNUAL NATIONAL EDUCATIONAL CONFERENCE & EXPO

Contact Name _____ Title _____
 Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 E-mail _____ Website _____

PLEASE RESERVE THE FOLLOWING SPONSORSHIP OPPORTUNITIES:

- Title Sponsor\$50,000
- Premier Sponsor\$25,000

Presidential Level:

- SIIA's Conference Bash.....\$15,000
- Name Badge Holder.....\$ **SOLD**
- Cyber Café..... Call for Details
- Official Conference Program **SOLD**
- Conference Notepads & Pens **SOLD**
- Hotel Key Cards..... **SOLD**

Director Level:

- Educational Track Sponsor (circle one).....\$5,000
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- Welcome Reception (Mon.) **SOLD**
- Evening Reception (Tues.)\$5,000
- Exhibit Hall Luncheon (Tues.)\$4,500
- Exhibit Hall Luncheon (Wed.)\$4,500
- Exhibit Hall Aisle Signs\$4,500
- Logo on Conference Tote Bag **SOLD**
- Registration Area Counters\$4,000

- Lanyards **SOLD**

SUPPORTER Level:

- Conference Newsletter\$3,500
- Directional Signage.....\$3,500
- Session Planning Guide.....\$3,250
- Schedule of Events Pocket Guide **SOLD**
- Keynote Address..... **SOLD**
- Communication Sponsor..... **SOLD**
- Continental Breakfast (Tues.)\$2,500
- Continental Breakfast (Wed.)\$2,500
- AM Refreshment Break (Tues.).....\$1,500
- AM Refreshment Break (Wed.)\$1,500
- PM Refreshment Break (Tues.)\$1,500
- PM Refreshment Break (Wed.)\$1,500

ADDITIONAL OPPORTUNITIES:

- Brochure in Tote Bag\$1,750
- Door Drop.....\$750

Payment Information: Total Amount Due \$ _____

Enclosed is my check made payable to SIIA in U.S. funds.

Please charge the following:



Visa



Mastercard



American Express



Discover

Credit Card Number _____

Card in the Name of _____

Exp. Date ___ / ___ / ___ VAL Code _____
(MC/VISA/Discover - 3 digits on card back - Amex - 4 digits on card front)

Billing Address _____

City _____ State _____ Zip _____

Authorized Signature _____

Date ___ / ___ / ___

Agreement: Sponsorship Reservations are made on a first-come, first-serve basis based on the date your Reservation Form is received. Reservation Forms will not be processed unless accompanied by payment in full. Cancellations: All Sponsorship Fees are non-refundable. By signing below, you acknowledge you have read and agree to the terms outlined above.

AUTHORIZED REPRESENTATIVE

Name _____

Title _____

Signature _____

Date ___ / ___ / ___

For additional information, please call 800.851.7789

Please Mail Completed Contract and Payment To:

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