



## SPONSORSHIP OPPORTUNITIES

- Showcase your organization to a dedicated and diverse group of benefits and compensation professionals in the United States and Canada.
- Stand out among your competitors with visibility of your products and services.
- Elevate your products and services in front of key decision makers throughout the year via the web, email and print.
- Realize an immediate return on your investment when using your promotional dollars.

40TH ANNUAL  
**ISCEBS Employee Benefits**  
*Symposium*

September 19-22, 2021  
Hilton Minneapolis | Minneapolis, Minnesota

Exclusive marketing opportunities designed for you! Visit our website at [WWW.ISCEBS.ORG](http://WWW.ISCEBS.ORG).

PARTNERS IN EDUCATIONAL EXCELLENCE

## 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 over 500 benefits and compensation professionals from the United States and Canada, many having earned the prestigious Certified Employee Benefit Specialist® (CEBS®) designation. By sponsoring at 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 amount of dollar contributions.**

Chart of Rewards—Symposium	Platinum	Gold	Silver	Bronze
<b>Display Area for Promotional Literature/Giveaways*</b>				
Informational booth—backdrop only/ maximum ten feet wide/plus table	■			
Extra-large space to accommodate tabletop display	■	■		
Five square feet of display table space with custom sign	■	■	■	■
<b>Conference Registrations</b>				
Two <b>free</b> full-conference registrations	■			
One <b>free</b> full-conference registration		■	■	
Additional attendee(s) at the special guest rate	■	■	■	
<b>Pre- and Post-Symposium Promotion</b>				
Product directory—online and conference distribution	■	■	■	■
Recognition in CEBS and Society publications reaching thousands of benefits professionals	■	■	■	■
<b>On-Site Recognition</b>				
Sponsor badge recognition for all of your employees at the Symposium	■	■	■	■
Symposium program acknowledgment	■	■	■	■
Special signage and verbal recognition	■	■	■	■
Special signage/banners at sponsored event	■	■	■	■
Mobile app listing	■	■	■	■
<b>Mailing List Usage**</b>				
One-time use of the post-Symposium attendees mailing list	■	■	■	■
One-time use of the over 12,000 CEBS graduates mailing list	■	■	■	■
<b>Advertising—Benefits Quarterly</b>				
Two free ads—One cover and one inside ad; 50% off all repeating ads; 4-color	■	■		
One free inside ad; 50% off all repeating ads; 4-color			■	
<b>Priority Selection at Next Year's Symposium</b>	■	■	■	■

\*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 is no sponsor representative at the display tables or informational booths.

\*\*Pre-Symposium attendee mailings are not permitted. Print promotions only—Emails are not provided.

## Sponsorship Opportunities

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

**Includes TWO complimentary full-conference registrations!**

#### PACKAGE A—\$15,000

##### Kick Monday Off in Style!

Showcase your company by sponsoring the Monday morning opening session coupled with any gold-level item that you choose. In addition to all of the regular rewards, this premier sponsorship includes (1) welcome remarks and introduction of the keynote speaker by a representative of your company, (2) two complimentary full-conference registrations, and (3) your company's name and logo imprinted on the gold-level item you select.

#### 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. In addition to all of the regular rewards, this premier sponsorship includes (1) welcome remarks and introduction of the keynote speaker by a representative of your company, (2) two complimentary full-conference registrations and (3) your company's name and logo imprinted on the gold-level item you select.

#### 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. With this exposure to Symposium attendees, you're sure to stand out from the crowd. You'll receive a prominent location and signage in the registration area as well as two complimentary full-conference registrations.

# 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 the conference experience by downloading the app and saving their schedules. They can also access social media, view the sponsor directory, get up-to-the-minute information, read speaker handouts, review things to see and do in Minneapolis, 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 20**

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!

### **Water Bottle/Hydration Station—\$5,500\***

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

### **Program Binders—\$5,500**

Stay in front of Symposium attendees each day throughout the meeting as well as in years to come! Your company name and logo and a brief tagline can be affixed to the Symposium program binder, which contains educational materials and other valuable information.

### **Shipping Service—\$5,500\***

**Monday-Wednesday, September 20-22**

Attendees take back a wealth of printed resources to share with others or to keep for future reference. The shipping service provides a convenient way of getting this material home. Your company logo/artwork is printed on the front of the shipping cartons, and you have the option of having a personalized flier from your organization inserted into each carton. Here's an easy way to have your company name go home with attendees.

### **Luncheon Roundtables—\$5,500\***

**Monday, September 20**

The Monday luncheon roundtables have become a cherished tradition for many Symposium attendees. Each table is assigned a topic and a discussion leader. The roundtables are a valued learning experience and a great icebreaker.

### **Fellowship Recognition Luncheon—\$5,500\***

**Tuesday, September 21**

This special luncheon recognizes individual Society members for their commitment to professional development. It's an opportunity for your company to participate in this ceremonial luncheon through speaker and program contributions. Your company name will be prominently displayed on the luncheon program.

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

## **SILVER—FEATURED EVENTS AND ITEMS \$2,500 AND UP** Includes ONE complimentary full-conference registration!

Participate as a silver sponsor by selecting a featured item or making a cash contribution of \$2,500 to \$4,999.

### **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 is displayed on the back cover of this mini reference guide.

### **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!

### **Continental Breakfasts—\$3,500 each day\***

**Monday, September 20 or Tuesday, September 21**

The light breakfasts served each morning of the Symposium are highly appreciated by the attendees. This is a great opportunity for sponsor name recognition and visibility.

### **Refreshment Breaks—\$3,500 each day\***

**Monday, September 20 or Tuesday, September 21**

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

### **Notepads—\$3,500**

This opportunity allows you to put your company name and logo on the notepads given to each attendee. Here is another item that will be used long after the Symposium is over.

### **Pens—\$3,500**

Put your company name and logo in the hands of all Symposium attendees by sponsoring the pens handed out to all attendees.

### **Highlighters—\$3,500**

Put your company name and logo in the hands of all Symposium attendees by sponsoring the highlighters handed out to all attendees.

### **Post-It® Notes—\$3,500**

Attendees will appreciate this handy tool. It is a convenient way to identify important pages in the program book and other handouts. And you can keep attendees "posted" after the Symposium ends.

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

## **BRONZE—GENERAL SPONSORSHIPS \$1,500 AND UP**

Participate as a bronze sponsor through a cash contribution of \$1,500 to \$2,499. 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.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

40TH ANNUAL  
**ISCEBS Employee Benefits**  
*Symposium*

September 19-22, 2021  
Hilton Minneapolis  
Minneapolis, Minnesota



## GOLD LEVEL

### Two-Layer Cloth Face Masks—\$6,500

This essential hygiene product is made of a polyester outer layer and a cotton inside layer designed to protect attendees from dust, germs and infectious disease. With full-color edge-to-edge imprint, these safety masks with adjustable ear loops and nose bridge are ideal for maximum brand exposure. Each attendee will receive three face masks in three different colors—one for each day of the conference.



## SILVER LEVEL

### Personal Hand Sanitizers—\$4,000

Do your part to stop the spread of germs with this two oz. unscented clear sanitizer. Attendees will think of your company every time they use it. Contains 70% alcohol by volume. Full color decal available. FDA approved.



### Personal Sanitizing Wipes—\$4,000

Each attendee will receive their own pack of antibacterial wipes in a resealable container. Wipes measure 6" x 8". Meets FDA requirements. Full color personalization on top of lid.



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PARTNERS IN EDUCATIONAL EXCELLENCE

## 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 Laura Jeske, CEBS, at (262) 373-7674 or [lauraj@iscebs.org](mailto:lauraj@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](http://www.iscebs.org)

The International Society of Certified Employee Benefit Specialists is a not-for-profit educational association for those who 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.



## 2020 Symposium Sponsors

### PLATINUM

- Catapult Health
- Fidelity
- Mercer

### GOLD

- Buck
- Lockton Retirement Services
- The Prudential Insurance Company of America
- Voya Financial

### SILVER

- Aegis Risk LLC
- Benefit Advocates, Inc.
- HMS
- Mayo Clinic

### BRONZE

- BenefitsLink.com

*Note: Due to COVID-19, the 2020 Symposium was not held.*

## Attendee Companies (Partial Listing)

ACH Food Companies Inc.  
The Aerospace Corporation  
Agemark Senior Living  
Air Line Pilots Association  
Alaska Railroad Corporation  
Alberta School Employee Benefit Plan  
American Maritime Officers  
American Woodmark Corporation  
Appalachian State University  
Archdiocese of Seattle  
Arizona Federal Credit Union  
AstenJohnson Inc.  
Atlas Roofing Corporation  
Benefit Innovations LLP  
The Benefits Academy  
Board of Commissioners  
Port of New Orleans  
Brinker International  
Canada Bread Company  
Carpenter Funds Administrative Office  
Carroll County Government  
Casey's General Stores Inc.  
Catholic Relief Services  
The Center for Discovery  
Children's Hospital Association  
Choctaw Nation of Oklahoma  
Christian Schools International  
Cleveland Bakers & Teamsters Health and Welfare Fund  
Coast Benefit Professionals LLC  
Cold Spring Harbor Laboratory  
Columbia Forest Products  
Conagra Brands Inc.  
Consumer Medical  
Coushatta Casino Resort  
Cultural Institutions Retirement System  
Curtiss-Wright Corporation  
CVR Energy  
The Dayton Foundation  
Dayton Physicians Network  
Delaware Valley Municipal Management Association  
Delta Air Line Pilot Association  
Designer Shoe Warehouse (DSW)  
Dolby Laboratories Inc.  
Duke University  
Electronics for Imaging  
EMCOR Group Inc.  
Emerson Electric Company  
Employers Council Inc.  
Enterprise Holdings Inc.  
Ernst & Young LLP  
Farella Braun + Martel LLP  
Federal Deposit Insurance Corporation  
Federal Reserve Employee Benefits System  
Federal Retirement Thrift Investment Board  
FirstPerson Benefit Advisors  
Franciscan Alliance Inc.  
Fulton County Finance Department  
Fusion Medical Staffing LLC

Gateway Technical College  
GE Appliances, a Haier company  
Georgia State University  
Global Atlantic Financial  
Golden State Water Company  
Harford County Public Library  
Harvard University  
Haverty's Furniture  
Hays Companies  
Highmark Health  
Hollister Incorporated  
Honda Canada Inc.  
Hoosier Energy  
Housing Authority of New Orleans  
HUB International  
Hubbard Broadcasting Inc.  
Huntington Ingalls  
Huntsman International  
Hydro Extrusion USA LLC  
Indiana University  
Inpro Corporation  
International Medical Group  
IPG Photonics Corporation  
IUE-CWA Pension Fund  
Jackson Lewis  
Jones Management Consulting Inc.  
J. Smith Lanier  
Kala Pharmaceuticals  
Kansas State University  
Kidder Mathews  
Komatsu Mining Corporation  
Kraemer North America  
LACERA  
LAMMICO  
Land O' Lakes Inc.  
LIUNA Local 625  
Livingston International  
Los Alamos National Laboratory  
L.R. Webber Associates Inc.  
Maximus Rose Living Benefits Inc.  
McGuire Woods LLP  
McMaster University  
Medical College of Wisconsin  
Medical Mutual  
Medidata Solutions  
Memorial Hermann Health System  
Midcontinent Media  
Midwest Health Inc.  
Modern Woodmen of America  
Molina Healthcare Inc.  
Montana Association of Counties Health Care Trust  
Montridge Advisory Group Ltd.  
Moreton & Company  
Murphy USA Inc.  
National Academy of Sciences  
National Basketball Players Association  
Navitus Health Solutions LLC  
Nemours Children's Health System  
NFL Players Association  
Northwell Health  
Novi Community School District

NRECA  
NRG Energy Inc.  
NYSNA Pension Plan and Benefits Fund  
Oakland Schools  
Ohio Police and Fire Pension Fund  
Oil States International Inc.  
Operating Engineers Local 955  
Optania Solutions Inc.  
PBI Actuarial Consultants Ltd.  
Pedernales Electric Cooperative Inc.  
Phillips 66  
Pilkington North America Inc.  
Power Engineers  
Princeton University  
Prudent Benefits Administration Services Inc.  
Quantum Health  
RAND Corporation  
Road Commission for Oakland County  
Robert Morris University  
Roper Technologies Inc.  
Saint-Gobain Corporation  
SAK Construction LLC  
The Salvation Army  
Securian Financial Group Inc.  
Shaw Industries Group Inc.  
Shell Oil Company  
Sibson Consulting  
Simpson Housing LLP  
South Carolina Federal Credit Union  
Success Academy Charter School  
Suncor Energy  
Suntrust Bank  
Takumi Stamping Inc.  
Target Corporation  
Texas Association of Counties  
TIAA  
Torys LLP  
Toyota Motor North America  
Transamerica  
Trinity Health  
T. Rowe Price  
UAW Retiree Medical Benefits Trust  
UFCW National Health & Welfare Fund  
UMB Financial Corporation  
Unico Properties LLC  
Union Bank  
United Healthcare Global  
United Steelworkers  
Upper Peninsula Managed Care LLC  
USAA  
U.S. Nuclear Regulatory Commission  
U.S. Senate Federal Credit Union  
Walmart Inc.  
Wayne County Airport Authority  
Western & Southern Financial Group  
Western Financial Group Inc.  
Whiting Petroleum Corporation  
Willis Towers Watson  
Wipffi  
The Woodbridge Group  
Zachry Group

## Future Symposiums



**August 7-10, 2022**  
Sheraton Centre  
Toronto Hotel  
Toronto, Ontario



**August 20-23, 2023**  
The Westin Seattle  
Seattle, Washington

# Sponsorship Reservation

## Contact Person

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City and State/Province \_\_\_\_\_

ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please indicate your sponsorship participation. You can select a sponsorship starting at \$1,500 or a featured item at several participation levels. Featured items are exclusive opportunities and are honored on a date-received basis.

**Sponsorship Fee** *(please indicate level)* TOTAL \$ \_\_\_\_\_

**Platinum**  **Gold**  **Silver**  **Bronze**

**Platinum Packages and Featured Items** *(please indicate choice)*

\_\_\_\_\_  
\_\_\_\_\_

If selecting a continental breakfast or refreshment break sponsorship, please circle which day:  Monday  Tuesday

**Payment Info** *(Fees are reflected in U.S. funds.)*

Please invoice. Payment is due upon receipt.

Payment enclosed. Make check payable to **International Society**.

Check # \_\_\_\_\_ \$ \_\_\_\_\_

VISA  MasterCard  American Express  Discover

Credit card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Cardholder's name (print) \_\_\_\_\_

**Scan and email sponsorship reservation to [iscebs@iscebs.org](mailto:iscebs@iscebs.org), or mail to:**

ISCEBS, 18700 West Bluemound Road, Brookfield, WI 53045-2936

Phone (262) 786-8771 / Fax (262) 786-8670

## Sponsor Directory Listing

Same as above

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City and State/Province \_\_\_\_\_

ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website link \_\_\_\_\_

### Product/Service Description

Please email a brief description of your product or service for publication to [iscebs@iscebs.org](mailto:iscebs@iscebs.org).

### Logo Artwork

Please email artwork of your company logo to [iscebs@iscebs.org](mailto:iscebs@iscebs.org).

(The acceptable logo format is an Illustrator EPS file converted to outline.)