

30TH Anniversary
ISCEBS Employee Benefits

Symposium

October 2-5, 2011
Grand Hyatt • San Antonio, Texas



Sponsorship Opportunities

Partner With Us in 2011

- Promote 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.
- Keep your products and services in front of key decision makers throughout the year via the web.
- Use your promotional dollars and realize an immediate return on your investment.

SPONSORED BY



International Society
of Certified Employee Benefit Specialists

ENDORSED BY

International Foundation
EDUCATION • BENEFITS • COMPENSATION



2010 Symposium Sponsors

Platinum—\$10,000 and Up

- Fidelity Investments
- Hewitt Associates

Gold—\$5,000 and Up

- Aon Consulting
- CIGNA International Expatriate Benefits
- ING
- John Hancock
- Lockton Companies, LLC
- Manulife Financial
- Zurich

Silver—\$2,500 and Up

- Aegis Risk LLC
- Alliant Credit Union
- Automatic Data Processing
- Benefit Advocates
- Findley Davies, Inc.
- Norfolk Mobility Benefits
- Renaissance Dental
- Wells Fargo Insurance Services

Bronze—\$1,500 and Up

- Healthstat, Inc.
- Mosse & Mosse Associates
- National Association of Health Underwriters (NAHU)
- Prescription Solutions
- Self-Funding Actuarial Services, Inc.

Take Advantage of This Exclusive
Marketing Opportunity

VISIT OUR WEB SITE AT
WWW.ISCEBS.ORG



PDF-111

Attendee Companies (Partial Listing)

ACI Worldwide	City of Detroit General Retirement System	Multnomah County
Adaptec Inc	Clariant Corporation	Navajo Nation Employee Benefits
ADP	Clearwater Paper Corporation	New York Presbyterian Hospital
Aegis Risk LLC	Clearwater Writing Inc	Nexen Petroleum USA Inc
Aerospace Corporation	Coachella Valley Water District	Northrop Grumman Corporation
Aetna Inc	Cold Spring Harbor Laboratory	Northwest Hospital & Medical Center
Affiliated Computer Services	Colonial Pipeline Company	NRECA
Airconditioning & Refrig Ind Jt Trust Funds	Colorado Springs Utilities	NYSUT
Air Line Pilots Association Intl	Columbia County Board of Commissioners	Oracle Corporation
Akibia Inc	Compass Consulting & Benefits	Orbitz Worldwide Inc
Alliant Credit Union	ConAgra Foods Inc	Organizational Architecture Inc
Allied Pilots Association	ConocoPhillips	Owens Illinois Inc
AlphaStaff Inc	Cousineau McGuire Chartered	Parkdale Mills Inc
AMC Entertainment Inc	Covanta Energy	Pedernales Electric Cooperative
American Electric Power	Cytec Industries Inc	Pfizer Inc
American Federation of Musicians & Employers Pension Fund	Darden Inc	Polymer Group Inc
American Public Media Group	Denso Manufacturing Michigan	Port Authority of NY & NJ
AmeriVeri CR	Development Dimensions Intl	Potash Corporation
AMF Bowling Centers Inc	DOD CPMS	Purdue Pharma LP
Anadarko Petroleum Corporation	Dolby Laboratories Inc	Qualcomm
Andersen Corporation	DS Waters of America Inc	Random House Inc
Anthem Blue Cross & Blue Shield	Duke Energy	Research Foundation of SUNY
Aon Consulting Inc	E&J Gallo Winery	Roush Fenway Racing LLC
Aramark	Eckler Ltd	Ruud Lighting Inc
Aramco Services Company	Employee Benefit Research Institute	SAIC-Frederick Inc
Archdiocese of Seattle	EOI Service Company Inc	Sammons Corporation
Archer Daniels Midland Company	Epson Portland Inc	San Mar Corporation
Arch Insurance Group	Federal Deposit Insurance Corporation	Savannah River Nuclear Solutions
Archstone Communities LLC	FedEx Corporation	SCANA Corporation
Army & Air Force Exchange Service	FIS Global	Shell Oil Company
Arrowpoint Capital Corporation	Fletcher Allen Health Care	Shoe Carnival Inc
ASR Corporation	Flint Energy Services	Solenture Inc
AstenJohnson Inc	Fippo Construction Company Inc	Solvay North America
ASTM International	Freddie Mac	Southern California Edison
Atlantic Media Company	Genentech	Southern Company
AZ Public Service Company	General Atomics	Spirent Communications
Baker & Daniels LLP	Graebel Companies Inc	Subaru of Indiana Automotive Inc
Balsler Group	Grain Corp Malt	SW Ohio Educational Purchasing Council
Barros International Ltd	Haggar Clothing Company	Tanner Health System
BB&T	H J Heinz	Target Corporation
BCE Corporate Services Inc	Hooters of America Inc	The Limited
BE Aerospace Inc	Hy-Vee Inc	The Reading Hospital & Medical Center
Beecher Carlson	Ibbotson Associates Inc	The Scouler Company
Benchmark Decisions Ltd	Informatica Corporation	The Stop & Shop Supermarket Co
Benefit Controls of the Carolinas	InforMed LLC	Tops Markets LLC
BenefitsContinuum	Infosys BPO Limited	Torys LLP
Bertelsmann Inc	ING	Total Wine & More
Blake Cassels & Graydon	Innovative Compensation & Benefits Concepts	Toys R Us
Blue & Company LLC	International Cruise & Excursions	Transparent Borders LLC
BlueCross & BlueShield Association	Intertek	Tree of Life Inc
Bolton Partners	Irvine Company	Trion Group Inc
BP&A LLC	Jack in the Box Inc	TriSure Corporation
BPS&M LLC	JM Eagle	TS Trim Industries Inc
A Wells Fargo Company	Joy Global Inc	Unified Grocers Insurance Services
Bridgeport Benefits Inc	Kendle International Inc	United Nations
BrightScope Inc	Kettering Health Network	Universal Forest Products
Brinks Company	Knauf Insulation	University of Delaware
Buffets Inc	L-3 Communications Integrated System	University of Minnesota
Bukaty Companies	Laboratory Corporation of America	University of Notre Dame
Bunzl Distribution USA Inc	Land O'Lakes Inc	University of Texas System
Businessolver	Macquarie Holdings (USA) Inc	Office of Employee Benefits
CA Inc	MailSouth Inc	University of Virginia
Capitol Anesthesiology Association	McDonalds Corporation	Upper Grand District School Board
Cargill Inc	Mercer	UT Battelle LLC
Catholic Archdiocese Seattle	Messer Construction Company	Utility Services Associates Inc
Catholic Mutual	Michigan State Medical Society	Volvo Construction Equipment NA
CCC Group Inc	Midlands Choice Inc	Wake Forest University
Cedar Lake Lodge Inc	Missouri Local Government Employees Retirement	Baptist Medical Center
Central Pennsylvania Teamsters Pension Fund	MIT	Walt Disney Parks & Resorts
Charter Communications	Moffitt Cancer Center	Waters Corporation
Chilton & Medley PLC		Wellmark Blue Cross and Blue Shield
Christian Schools International		Wells Dairy Inc
Chugach Alaska Corporation		Wellspan Health
		Yokohama Tire Corporation

Symposium Sponsorship

You're invited to showcase your company's products and services to a diverse group of key decision makers. The ISCEBS Symposium attracts over 600 benefits and compensation professionals from the United States and Canada, many having earned the prestigious Certified Employee Benefit Specialist (CEBS) designation.

Sponsorship Rewards

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

Chart of Rewards—Symposium	Platinum	Gold	Silver	Bronze
Display Area for Promotional Literature/Giveaways*				
Informational booth—backdrop only/ maximum ten feet wide/plus table	■			
Extra large space to accommodate tabletop display	■	■		
Five square feet of display table space with custom sign	■	■	■	■
Conference Registrations				
Two free full-conference registrations	■			
One free full-conference registration		■	■	
Pre- and Post-Promotion				
Product directory—online and conference distribution	■	■	■	■
Recognition in CEBS and Society publications reaching thousands of benefits professionals	■	■	■	■
On-Site Recognition				
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	■	■	■	■
Mailing List Usage**				
One-time use of the post-Symposium attendees mailing list	■	■	■	■
One-time use of the over 9,000 CEBS graduates mailing list	■	■	■	■
Advertising—Benefits Quarterly				
One full-page ad—free	■	■		
25% discount on one advertisement	■	■	■	
Priority Selection at Next Year's Symposium	■	■	■	■

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

**Pre-Symposium attendee mailings are not permitted. Print promotions only, e-mails are not provided

Sponsorship Opportunities

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

Includes two complimentary full-conference registrations!

PACKAGE A—\$20,000

Monday Opening Session and Attendee Backpacks

Showcase your company by sponsoring the Monday morning opening session coupled with the backpacks. 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 conference backpack, and a welcome letter from your organization inserted into the backpack.



PACKAGE B—\$15,000

Tuesday Opening Session and Symposium T-Shirt

Keep your organization in the limelight during and after the Symposium by sponsoring the Tuesday opening session coupled with the commemorative T-shirt! 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 identification artistically monogrammed on the T-shirt.



PACKAGE C—\$10,000

Wednesday Opening Session With Breakfast and Refreshments

This premier package offers a unique opportunity to showcase your company first thing in the morning through the close of the Symposium! In addition to all of the regular rewards, it includes (1) welcome remarks and introduction of the keynote speaker by a representative of your company, (2) two complimentary full-conference registrations, and (3) company recognition and visibility at the breakfast and during the refreshment break. Take advantage of this Wednesday total sponsorship package.



Note: Platinum packages can be customized with other featured items to fit your marketing preferences.

Future Symposium

August 5-8, 2012

Hilton San Francisco Union Square
San Francisco, California

ISCEBS Symposium | October 2-5, 2011 | San Antonio, Texas

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.

SHIPPING SERVICE—\$7,500

Monday-Wednesday, October 3-5

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, including a personal message from your organization inserted into each carton. Here's an easy way to have your company name go home with attendees.

WELCOME RECEPTION—\$6,500

Monday, October 3

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!

FELLOWSHIP RECOGNITION LUNCHEON—\$6,500

Tuesday, October 4

This special luncheon recognizes those 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.

CYBER ZONE—\$7,500

Sunday-Wednesday, October 2-5

Here's a chance to have your company prominently featured in the registration area. In the Cyber Zone, Symposium attendees can have Internet access all during the conference. You can use the screen saver for a personalized greeting and design your own promotional opportunity via a direct link to your company Web site.

LUNCHEON ROUNDTABLES—\$5,500

Monday, October 3

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.

SYMPOSIUM CD-ROM—\$5,500

The CD-ROM contains the session outlines and handouts, and is distributed on site to all Symposium attendees. A personalized cover, opening advertisement and a direct link to your company Web site are all part of this sponsorship. This is advertising and visibility long after the Symposium is over.

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, logo and a brief tag line can be affixed to the Symposium program binder, which contains the educational materials and other valuable information.

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.

CONTINENTAL BREAKFASTS—\$4,000 EACH DAY

Monday-Tuesday, October 3-4

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—\$4,000 EACH DAY

Monday-Tuesday, October 3-4

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.

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 badge. And no more marks and tears from pins and clips!

LUGGAGE TAGS—\$4,500

Attendees will appreciate this handy travel piece that keeps their identification secret yet gives your company name and logo miles of visibility!

SESSION QUESTION CARDS—\$3,500

Now you can be in front of attendees during each educational session. Question cards are included in the program kits and are used at each session. They can be personalized with your logo, Web site, etc. At the end of the Symposium, there should be no "question" as to who you are!

MESSAGE CENTER—\$3,500

Sponsor name and logo will appear on the Symposium message center and message pads. This valuable service helps you get your message across as attendees get their messages.

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 HIGHLIGHTERS—\$3,500

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

POST-IT® NOTES—\$3,500

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

PROGRAM AT A GLANCE—\$3,500

This popular reference guide is given to each attendee, and includes the time and location of the Symposium sessions as well as the calendar of special activities. Your company name is displayed on the front cover as well as in a personalized advertisement on the back cover of this mini reference guide.

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.

How to Become a Sponsor

- 1** Select one or more of the sponsorship options on the enclosed form.
- 2** Return the completed Sponsorship Reservation form with the applicable fees to:
International Society of
Certified Employee Benefit Specialists
Attn.: Sandy Becker, CEBS
P.O. Box 209
Brookfield, WI 53008-0209
Phone: (262) 786-8771
Fax: (262) 786-8650
E-mail: iscebs@iscebs.org
(fees are reflected in U.S. funds.)
- 3** Sponsorships are assigned on a date-received basis. The Society will attempt to honor all special requests by participating firms.
- 4** Sponsorships are not restricted to these opportunities. If you have a sponsorship idea you would like to present, please let us know.

What Organizations Should Consider Sponsorship?

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

About ISCEBS

www.iscebs.org

The International Society of Certified Employee Benefit Specialists is a not-for-profit educational association for those who have earned the Certified Employee Benefit Specialist (CEBS), Compensation Management Specialist (CMS), Group Benefits Associate (GBA) or Retirement Plans Associate (RPA) 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 International Foundation of Employee Benefit Plans' renowned Information Center. In addition, the Society has over 50 chapters throughout the United States and Canada that provide continuing professional educational opportunities at the local level.

Sponsorship Reservation

Contact Person

Name _____

Title _____

Company _____

Address _____

City and State/Province _____

ZIP/Postal code _____

Phone _____ Fax _____

E-mail _____

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.

TOTAL Dollar Amount

Sponsorship Fee *(please indicate level)*

\$ _____

Platinum

Gold

Silver

Bronze

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

If selecting continental breakfast or refreshment sponsorship, please circle day(s): Monday Tuesday

Payment enclosed.

Please invoice.

Fees are reflected in U.S. funds. • Call the Society office if you wish to use a credit card.

Mail or fax sponsorship reservation to:

ISCEBS—P.O. Box 209, Brookfield, WI 53008-0209

Phone (262) 786-8771 / Fax (262) 786-8650

E-mail iscebs@iscebs.org

Sponsor Directory Listing

Same as above

Name _____

Title _____

Company _____

Address _____

City and State/Province _____

ZIP/Postal code _____

Phone _____ Fax _____

E-mail _____

Web site link _____

Product/Service Description

Please e-mail a brief description of your product or service for publication to iscebs@iscebs.org.

Logo Artwork

Please e-mail artwork of your company logo to iscebs@iscebs.org.

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