

33<sup>rd</sup> Annual ISCEBS Employee Benefits

# Symposium

**Sponsorship Opportunities**

**Partner With Us in 2014**

**September 7-10, 2014**

**Arizona Biltmore | Phoenix, Arizona**

- 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.

PARTNERS IN EDUCATIONAL EXCELLENCE



**International Society**  
of Certified Employee Benefit Specialists

**International Foundation**  
OF EMPLOYEE BENEFIT PLANS



*Education | Research | Leadership*

## Symposium Sponsorship

Sponsorship is an integral part of the 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 find new products and services to keep ahead of the curve. The ISCEBS 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		■	■	
<b>Pre- and Postpromotion</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 10,000 CEBS graduates mailing list	■	■	■	■
<b>Advertising—Benefits Quarterly</b>				
Free—One cover and one inside ad, 50% off all repeating ads; 4-color	■			
Free—One cover or one inside ad; 4-color		■		
50% off any inside ad; 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—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 Tote Bags



Showcase your company by sponsoring the Monday morning opening session coupled with the tote bags. 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 tote bag, and a welcome letter from your organization inserted into the tote bag.

#### 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—\$12,500

##### Mobile App

Promote your company to conference attendees through their smartphone and tablets. More than two-thirds of the attendees download the app each year and have rated it a huge hit! Attendees can personalize their conference experience by downloading the app and saving their schedule, access social media, view the sponsor directory, get up-to-the-minute information, read speaker handouts, review things to see and do in Phoenix 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. Two complimentary full-conference registrations are included with this new sponsorship opportunity.

#### PACKAGE D—\$10,000

##### Health and Wellness Arena

This new feature is certain to be a hit with attendees. Use your imagination to offer anything from a mix of noninvasive health screenings (such as blood pressure, BMI and bone density testing), distribute health/wellness materials and/or offer a Pilates, yoga or group stretch class or even a massage station. Promote a "lead by example" healthy workplace for attendees. You'll receive a prominent location and signage in the registration area as well as two complimentary full-conference registrations.

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

# ISCEBS Symposium | September 7-10, 2014 | Phoenix, Arizona

## **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.

### **Wi-Fi—Registration Area and Guest Rooms—\$7,500**

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 their guest room.

### **NEW! Conversation Corner—\$6,500**

Introduced in 2013, this area quickly became a favorite place for attendees to gather. A quiet space with comfortable seating is provided allowing attendees to relax between sessions and meet up with others.

### **Welcome Reception—\$6,500**

Monday, September 8

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!

### **Symposium Flash Drives—\$6,500**

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

### **Luncheon Roundtables—\$5,500**

Monday, September 8

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 9

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.

### **Hotel Key Cards—\$5,500**

Here's a great way to unlock your message. Place your company name, logo and message at the fingertips of each attendee staying at the conference hotel.

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

Help the environment while promoting your company! Each attendee will receive a reusable water bottle which will have your company logo prominently displayed. Water coolers will be placed by the session rooms and the Registration area. A sponsor banner will display your company name and logo.

### **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.

### **Shipping Service—\$5,500**

Monday-Wednesday, September 8-10

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.

## **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.

### **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!

### **Continental Breakfasts—\$4,000 each day**

Monday-Tuesday, September 8-9

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, September 8-9

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.

### **NEW! Fun Run/Walk—\$3,500**

This activity has been a perennial favorite for many years. Provide these early risers with an incentive as they head out for some exercise before the sessions begin on Tuesday.

### **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 minireference 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.

# 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.

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

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

Please invoice.

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

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

VISA     MasterCard     American Express *(U.S. only)*     Discover

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

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

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

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

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 \_\_\_\_\_

E-mail \_\_\_\_\_

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

### Product/Service Description

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

### Logo Artwork

Please e-mail 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.)

# 2013 Symposium Sponsors

## PLATINUM

- Buck Consultants
- Fidelity Investments

## GOLD

- Aon Hewitt
- Benefit Outsourcing Solutions, Inc.
- Cigna
- ConnectYourCare
- EPIC Hearing Healthcare
- gatewayIQ
- ING U.S.
- Lockton Companies
- Milliman
- Putnam Investments
- Wells Fargo Insurance

## SILVER

- Aegis Risk LLC
- Arch Insurance Group
- Crawford Advisors, LLC
- Humana Pharmacy Solutions
- Merck
- PayFlex Systems USA, Inc.
- USI Insurance Services LLC

## BRONZE

- BenefitsLink.com
- Fiduciary Firewall Consulting, Inc.
- HR Certification Institute
- New England Workplace Therapies

Take Advantage of This Exclusive Marketing Opportunity

VISIT OUR WEBSITE AT [WWW.ISCEBS.ORG](http://WWW.ISCEBS.ORG)

# Future Symposium

August 23-26, 2015

Hyatt Regency Vancouver  
Vancouver, British Columbia



6M-114

# Attendee Companies (Partial Listing)

- Abbott Laboratories  
Aerojet  
Air Medical Group Holdings  
Alameda County Employees Retirement Assn  
Alberta Pacific Forest Industries Inc.  
Allergan Inc.  
Allied Pilots Association  
AlphaStaff  
Altacor Inc.  
American Benefits Council  
American Economic Planning Group  
American Greetings Corporation  
American Institutes for Research (AIR)  
American Public Media Group  
American Worker Plans  
AMF Bowling Centers Inc.  
Anadarko Petroleum Corporation  
Aramco Services Co  
Archdiocese of Seattle  
Arkansas Childrens Hospital  
Arrowpoint Capital Corporation  
Basic Energy Services  
Brinks Company  
Buffalo Carpenters Pension Fund  
Bureau of National Affairs  
Cache Creek Casino Resort  
Canyon Ranch  
Casper College  
Catalina Marketing Co  
Catholic Archdiocese Seattle  
Catholic Health Initiatives  
Catholic Health Partners  
CenterPoint Energy Inc.  
Chicago Teachers Pension Fund  
Childrens Medical Center of Dayton  
Chipotle Mexican Grill  
Christian Schools International  
Chugach Alaska Corporation  
City of Boca Raton  
City of Casper  
City of Mesquite  
City of Rockville  
City of San Jose  
Cleveland Clinic  
Club One Inc.  
Cold Spring Harbor Laboratory  
ConAgra Food Inc.  
Conifer  
County of Sonoma  
Covanta Energy Group  
CPS Energy  
Cuna Mutual Group  
Cytec Industries Inc.  
Delaware Valley Health Insurance Trust  
Denso Manufacturing Michigan Inc.  
Development Dimensions International  
Dickinson College  
E&J Gallo Winery  
East Bay Regional Park Dist  
Eckler Ltd.  
Electrical Industry Board  
Electronics for Imaging  
Ellie Mae Inc.  
Employee Benefit Research Institute  
Employees Retirement System of Texas  
EOI Service Company Inc.  
Equity Cooperative Livestock Sales Association  
Farella Braun & Martel LLP  
Farm Credit Foundations  
Federal Home Loan Bank of Dallas  
FirstPerson  
Float Mobile Learning  
Florida Power & Light Co  
Fortis Alberta Inc.  
Foster Farms  
Fraser Health Authority  
General Atomics  
General Board of Pension & Health Benefits  
Golub Corp/Price Chopper Supermarkets  
Goulston Technologies Inc.  
Graebel Companies Inc.  
Granite Management Ltd.  
Great River Energy  
Haggar Clothing Co  
Herman Miller Inc.  
High Liner Foods Inc.  
HighRoads  
Houston Firefighters Relief & Retirement Fund  
Hyatt Hotels Corporation  
Independent Colleges & University Benefits Association  
Indiana University Foundation  
InfoCision Management Corp  
InnovAge  
Inpro Corporation  
Institute for Integrated Healthcare  
Iroquois Pipeline Operating Co.  
IUE-CWA Pension Fund  
J&J Worldwide Services  
John G. Shedd Aquarium  
Kansas City Power & Light  
Kansas City Southern Railway  
KBR Inc.  
Kellogg Company  
Kraft Foods Inc.  
La Capitale Assurances et Gestion Du Patrimoine  
Land O'Lakes Inc.  
Lehigh Valley Dairies  
Lincoln Industries  
Los Angeles County Employees Retirement Association (LACERA) Management and Training Corp.  
Martin Marietta Materials Inc.  
Maxus Energy Corporation  
McDonalds Corporation  
Measured Progress  
Medtronic Inc.  
MEG Energy  
Messer Construction Company  
Midlands Choice Inc.  
Moffitt Cancer Center  
Municipal Employees Retirement System of Michigan  
Musicians Pension Fund of Canada  
National Academy of Sciences  
National Board of Medical Examiners  
National Railway Labor Conference  
Nestle USA  
Newmont Mining Corporation  
New York Air Brake Corporation  
Nexans Canada Inc.  
Nexen Petroleum USA Inc.  
North Dakota Public Employees Retirement System  
Northrop Grumman Corporation  
North West Company Inc.  
Northwest Hospital & Medical Center  
NRECA  
NSF International  
NYSNA Pension Plan  
Oak Ridge National Laboratories  
Ohio Education Association  
Ohio Police & Fire Pension Fund  
Ohio Public Employees Retirement System  
Ohio School Employer Retirement System  
Oiles America Corporation  
Ontario Secondary School Teachers Federation  
Orange County Container Group LLC  
Pedernales Electric Cooperative Inc.  
Police & Fire Retiree Medical Trust  
Port of New Orleans  
ProductivePerson.com  
Promega  
QuadMed  
Quaker Chemical Corporation  
Qualcomm  
Queens Health Systems  
Random House Inc.  
Research Foundation of SUNY  
Ricoh Electronics Inc.  
Rite Aid Corporation  
Robin Drug Corporation  
Roper Industries  
Ruud Lighting Inc.  
Rx Insight LLC  
San Antonio Police & Firefighters Dental & Optical Trust Fund  
San Antonio Water System  
Sandia National Laboratories  
SanMar Corporation  
Saudi Aramco  
Savers Inc.  
Servicecorp  
Severn Trent Services Inc.  
Shell Oil Company  
Sherwin Williams Co.  
Shoe Carnival Inc.  
Silicon Valley Employers Forum  
Sony Corporation of America  
Southern Company  
St. Charles Health System  
St. Jude Children's Research Hospital  
St. Jude Medical Inc.  
State of Louisiana Office of Group Benefits  
Sunrise Medical  
Superior Essex Inc.  
Symcor Inc.  
Target Corporation  
Teacher Retirement System of Texas  
Teachers Association of Anne Arundel County  
TE Connectivity  
Telephone & Data Systems Inc.  
Tesoro Companies Inc.  
Texas Association of Counties  
Texas Dow Employees Credit Union  
The Limited  
The Maryland Jockey Club  
The Woodbridge Group  
TICUA Benefit Consortium Inc.  
Timber Products Company  
T-Mobile USA  
Torys LLP  
Total Community Options  
Toys R Us  
Trammell Crow Residential  
Transit Employee Health & Welfare Fund  
Transomatic Corporation  
TRC Companies Inc.  
TS Trim Industries Inc.  
Tucson Electric Power Company  
UFCW National Health & Welfare Fund  
Unimin Corporation  
United Nations  
United Water  
Universal Forest Products  
University of California  
University of Texas MD Anderson Cancer Center  
Upper Grand District School Board  
US Steel Corporation  
Utah State Public Employees Health Program  
Valero Energy Corporation  
Valmont Industries Inc.  
VCU Health System  
Wal-Mart  
Warner Companies Inc.  
West Lake Chemical Corporation  
Write on Target Inc.  
Xerox  
Yahoo! Inc.

## How to Become a Sponsor

- 1** Select one or more of the sponsorship options on the enclosed form.
- 2** Scan and e-mail the completed Sponsorship Reservation form with the applicable fees to [iscebs@iscebs.org](mailto:iscebs@iscebs.org) or mail 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) 786-8670  
(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](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), 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 almost 50 chapters throughout the United States and Canada that provide continuing professional educational opportunities at the local level.