

# 2nd Annual Voluntary Benefits & Limited Medical Conference

*A Part of the Employer Healthcare Congress*

**EMPLOYER HEALTHCARE CONGRESS**

The Leader In Employer Focused Healthcare Conferences

September 20th-22nd, 2010

Los Angeles, CA

**800<sup>+</sup>**

ATTENDEES

**50<sup>+</sup>**

EXHIBITORS

**200<sup>+</sup>**

SPONSORED EMPLOYERS

**3,000<sup>+</sup>**

NETWORKING MEETINGS

"+" = up to

## Conference Highlights

- Over 1,000 Large Employers Invited
- Up To 5,000 Limited Medical, Voluntary Benefit & Worksite Agents Invited
- The Leading Top Limited Medical & Voluntary Benefit Insurance Carriers
- Top Worksite Insurance Carriers
- Networking Sessions with One-on-One Pre-arranged Meetings
- 50 Expert Speakers
- Advanced Educational Sessions



**VoluntaryBenefitsMagazine.com**  
**VBA Voluntary Benefits Association**

2nd Annual Voluntary Benefits & Limited Medical Conference

[www.VoluntaryBenefitsConference.com](http://www.VoluntaryBenefitsConference.com)

[Info@VoluntaryBenefitsConference.com](mailto:Info@VoluntaryBenefitsConference.com)

561.204.3676

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## EDUCATION & NETWORKING

The Voluntary Benefits & Limited Medical Conference will have a major focus on intense networking opportunities and providing the opportunity for attendees to network and find business partners.

It is our goal to connect you to all the players in the marketplace and to accomplish in two days what may take you a year or more to accomplish.

**"The event was a great networking opportunity. I found that I was able to connect with old friends and make new ones!"**

- Jim Mattison  
Vice President, Voluntary Benefits  
Marsh Global Consumer

## VISITORS/ATTENDEES YOU CAN EXPECT TO MEET

- Top Voluntary Benefits Insurance Carriers
- Top Limited Medical Insurance Carriers
- Health Insurance Agents
- Managing General Agents (MGA's)
- Employers
- Consultants
- Worksite Insurance Carriers
- Enrollment Firms
- Vendors with Solutions

## Testimonials

**"The Voluntary Benefits & Limited Medical Conference was a great opportunity to meet with others in the industry and discuss successes as well as future goals for our programs. This conference was well thought out and with experts from a broad spectrum of vendors, consultants and employers. Thank you for a wonderful experience."**

- Colleen DePadua  
Manager of Group Insurance  
Black & Decker

**"The Voluntary Benefits & Limited Medical Conference was a great experience for me. The networking meetings provided an excellent opportunity to have in depth conversations about key products/benefits and the presentations provided great insights into limited medical and voluntary benefits."**

- Christy Goldberg  
Manager, U.S. Restaurant Benefits & Compensation  
McDonald's U.S.A., LLC

**"I found the Voluntary Benefits Conference to be well worth the time scheduled to attend. It provided me the opportunity to meet many carriers at one location and to hear from my peers in the voluntary markets what their challenges and successes were, along with their perception of the market going forward."**

- Keith A Swigart  
Vice President, Voluntary Products  
Willis

**"The conference gave me a good opportunity to look at different ways voluntary benefits and limited medical can be integrated into our core business. I came away with some new ideas around how to utilize these products to solve issues that many of our clients are facing in the current economy."**

- Tiffany Stiller  
Vice President, Carrier Relations  
BenefitMall

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## 2010 Employer Healthcare Congress

Four Leading Healthcare Conferences

**ONE LOCATION**

**One Exhibit Hall, 4x the Traffic**

Shared Exhibit Hall, Networking Lunches & Networking Receptions

**Voluntary Benefits & Limited Medical Conference**

**Self Funding Employer Healthcare & Workers Compensation Conference**

**Corporate Wellness Conference**

**Expatriate and Travel Insurance Conference**

**Voluntary Benefits**  
& Limited Medical Conference

**Self Funding Employer**  
Healthcare & Workers Compensation Conference

**Corporate Wellness**  
Conference

**Expatriate and Travel**  
INSURANCE CONFERENCE

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## **Sponsorship Opportunities**

### **DIAMOND SPONSORSHIP \$30,000 (\$86,000 Value)**

- **Exclusive Diamond and Top Sponsor of the Voluntary Benefits and Limited Medical Conference (\$20,000 Value)**  
Signage and recognition of Sole Diamond Sponsor of Voluntary Benefits & Limited Medical Conference. Also, includes Joint Sponsorship of Employer Healthcare Congress cocktail hour with introductions to major premium opportunities/networking. The Employer Healthcare Congress is one of the largest healthcare conferences in the country with 4 conferences, The Voluntary Benefits and Limited Medical Conference, Corporate Wellness Conference, Self Insurance Conference, and Expatriate and Travel Insurance Conference.  
[www.employerhealthcarecongress.com](http://www.employerhealthcarecongress.com)
- **Joint Sponsor of Employer Healthcare Congress Networking Lunch (\$10,000 Value)**  
Signage and recognition of Sole Diamond Sponsor of Voluntary Benefits & Limited Medical Conference and Joint Sponsorship of Employer Healthcare Congress luncheon with introductions to major premium opportunities/networking.
- **Banner/Sign Placement throughout Conference (\$5,000 Value)**  
We will place banner stands in key locations throughout registration area and session rooms to build brand awareness and allow more opportunities for networking.
- **30 Minute Session**  
Allows to speak on a session within the conference with content approved by Voluntary Benefits & Limited Medical Conference
- **LEADS (Priceless)**  
We will send emails to each attendee prior to the conference to submit their cases directly to you. At the conference you will then have the opportunity to meet with these people in your own private networking meeting space. We will continue to send you leads during and after the conference for quotes.
- **Private Networking Meeting Space (\$5,000 Value)**
- **Guaranteed One-on-One Private Networking Meetings (Priceless)**  
We will preschedule one-on-one networking meetings with agents, consultants and employers to discuss specific cases and opportunities
- **Company Logo Listed as Diamond Sponsor and Diamond Sponsor Listing on "Who's Who" Directory (\$8,000 Value)**  
Your company logo will be on our conference website linked to your website and also used in electronic promotions emailed to attendees and prospective attendees. We are creating one of the largest databases containing "Who's Who" in the Voluntary Benefits, Limited Medical & Worksite Industry. Your Company will be given a diamond sponsor listing on the Who's Who Directory on our website which includes your logo and corporate profile, plus all contact information. This helps to achieve higher rankings on search engines by building links. You will also receive a two page ad in the Who's Who Directory that will be posted online.
- **Conference Attendee Participant Mailing List including "Opted In" Emails (\$5,000 Value)**
- **Two Exhibit Booths in Prime Location (\$15,000 Value)**
- **Five Conference Registrations (\$2,500 Value)**
- **Emails and Newsletters Sent Before and After the Conference (\$2,500 Value)**  
We will create and send on your behalf an email (content may be created by your company or our organization) to thousands of Voluntary Benefits, Limited Medical, & Worksite US Health Insurance Agents, Consulting Firms and Employers regarding your organization and your insurance plans.
- **Exclusive Logo on Attendee Conference Badges (\$1,500 Value)**
- **One of Four Sponsor Logos on Employer Healthcare Congress Registration Bags (\$1,000 Value)**
- **Two Page Advertisement in Conference Program including Corporate Profile (\$4,500 Value)**
- **Group Private Mailing Sent out after the Conference to all Attendees (\$1,000 Value)**  
We will mail out a one pagebrochure to all conference attendees
- **Brochure Room Drop (\$1,500 Value)**  
We will provide a copy of your brochure to be placed in each attendees room that is staying at the conference venue.
- **Brochure Placement in Attendee Bags (\$3,000 Value)**
- **Blog and Press Releases (\$3,000 Value)**  
We will announce on our conference blog your sponsorship and release free online press releases about your sponsorship to Google News and thousands of other online news and internet sites. Get free branding and publicity.
- **Verbal acknowledgement of generous sponsorship at conference opening and closing**

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## PLATINUM SPONSORSHIP \$15,000 (\$55,000 Value)

- **Joint Sponsor of Employer Healthcare Congress Networking Lunch (\$10,000 Value)**  
Signage and recognition of Platinum Sponsor of Voluntary Benefits & Limited Medical Conference and Joint Sponsorship of Employer Healthcare Congress luncheon with introductions to major premium opportunities/networking. The Employer Healthcare Congress is one of the largest healthcare conferences in the country with 4 conferences, The Voluntary Benefits and Limited Medical Conference, Corporate Wellness Conference, Self Insurance Conference, and Expatriate and Travel Insurance Conference. [www.employerhealthcarecongress.com](http://www.employerhealthcarecongress.com)
- **Banner/Sign Placement throughout Conference (\$5,000 Value)**  
We will place banner stands in key locations throughout registration area and session rooms to build brand awareness and allow more opportunities for networking.
- **15 Minute Session**  
Allows to speak on a session within the conference with content approved by Voluntary Benefits & Limited Medical Conference
- **LEADS (Priceless)**  
We will send emails to each attendee prior to the conference to submit their cases directly to you. At the conference you will then have the opportunity to meet with these people in your own private networking meeting space. We will continue to send you leads during and after the conference for quotes.
- **Private Networking Meeting Space (\$5,000 Value)**
- **Guaranteed One-on-One Private Networking Meetings (Priceless)**  
We will preschedule one-on-one networking meetings with agents, consultants and employers to discuss specific cases and opportunities
- **Company Logo Listed as Platinum Sponsor and Platinum Sponsor Listing on "Who's Who" Directory (\$5,000 Value)**  
Your company logo will be on our conference website linked to your website and also used in electronic promotions emailed to attendees and prospective attendees. We are creating one of the largest databases containing "Who's Who" in the Voluntary Benefits, Limited Medical & Worksite Industry. Your Company will be given a platinum sponsor listing on the Who's Who Directory on our website which includes your logo and corporate profile, plus all contact information. This helps to achieve higher rankings on search engines by building links. You will also receive a one page ad in the Who's Who Directory that will be posted online.
- **Conference Attendee Participant Mailing List including "Opted In" Emails (\$5,000 Value)**
- **Exhibit Booth in Prime Location (\$7,500 Value)**
- **Four Conference Registrations (\$2,000 Value)**
- **Emails and Newsletters Sent Before and After the Conference (\$2,500 Value)**  
We will create and send on your behalf an email (content may be created by your company or our organization) to thousands of Voluntary Benefits, Limited Medical, and Worksite US Health Insurance Agents, Consulting Firms and Employers regarding your organization and your insurance plans.
- **Two Page Advertisement in Conference Program including Corporate Profile (\$4,500 Value)**
- **Group Private Mailing Sent out after the Conference to all Attendees (\$1,000 Value)**  
We will mail out a one page brochure to all conference attendees
- **Brochure Room Drop (\$1,500 Value)**  
We will provide a copy of your brochure to be placed in each attendees room that is staying at the conference venue.
- **Brochure Placement in Attendee Bags (\$3,000 Value)**
- **Blog and Press Releases(\$3,000 Value)**  
We will announce on our conference blog your sponsorship and release free online Press Releases about your sponsorship to Google News and thousands of other online news and internet sites. Get Free Branding and Publicity.
- **Verbal acknowledgement of generous sponsorship at conference opening and closing**

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Sponsorship Opportunities



## **GOLD SPONSORSHIP \$7,500 (\$32,000 Value)**

- **Banner/Sign Placement throughout Conference (\$5,000 Value)**

We will place banner stands in key locations throughout registration area and session rooms to build brand awareness and allow more opportunities for networking.

- **Private Networking Meeting Space (\$5,000 Value)**

- **Guaranteed One-on-One Private Networking Meetings (Priceless)**

We will preschedule one-on-one networking meetings with agents, consultants and employers to discuss specific cases and opportunities

- **LEADS (Priceless)**

We will send emails to each attendee prior to the conference to submit their cases directly to you. At the conference you will then have the opportunity to meet with these people in your own private networking meeting space. We will continue to send you leads during and after the conference for quotes.

- **Conference Attendee Participant Mailing List including "Opted In" Emails (\$5,000 Value)**

- **Exhibit Booth (\$3,500 Value)**

- **Company Logo Listed as Gold Sponsor and Gold Sponsor Listing on "Who's Who" Directory (\$2,500 Value)**

Your company logo will be on our conference website linked to your website. We are creating one of the largest databases containing "Who's Who" in the Voluntary Benefits/Limited Medical/Worksite Industry. Your Company will be given a gold sponsor listing on the Who's Who Directory on our website which includes your logo plus all contact information. This helps to achieve higher rankings on search engines by building links. You will also receive a 1/2 page ad in the Who's Who Directory that will be posted online.

- **Three Conference Registrations (\$1,500 Value)**

- **Group Private Mailing Sent out after the Conference to all Attendees (\$1,000 Value)**

We will mail out a one page brochure to all conference attendees in a separate envelope with other key sponsors.

- **Brochure Placement in Attendee Bags (\$3,000 Value)**

- **One Page Advertisement in Conference Program including Corporate Profile (\$2,500 Value)**

- **Blog and Press Releases(\$3,000 Value)**

We will announce on our conference blog your sponsorship. In addition, Receive free online Press Releases about your sponsorship to Google News and thousands of other online news and internet sites. Get Free Branding and Publicity.

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## **SILVER SPONSORSHIP \$5,000 (\$26,500 Value)**

- **Banner/Sign Placement throughout Conference (\$5,000 Value)**  
We will place banner stands in key locations throughout registration area and session rooms to build brand awareness and allow more opportunities for networking.
- **Private Networking Meeting Space (\$5,000 Value)**
- **Guaranteed One-on-One Private Networking Meetings (Priceless)**  
We will preschedule one-on-one networking meetings with agents, consultants and employers to discuss specific cases and opportunities
- **LEADS (Priceless)**  
We will send emails to each attendee prior to the conference to submit their cases directly to you. At the conference you will then have the opportunity to meet with these people in your own private networking meeting space. We will continue to send you leads during and after the conference for quotes.
- **Conference Attendee Participant Mailing List (\$5,000 Value)**
- **Exhibit Booth (\$3,500 Value)**
- **Two Conference Registrations (\$1,000 Value)**
- **Group Private Mailing Sent out after the Conference to all Attendees (\$1,000 Value)**  
We will mail out a one page brochure to all conference attendees
- **Company Logo Listed as Silver Sponsor and Silver Sponsor Listing on "Who's Who" Directory (\$1,500 Value)**  
Your company logo will be on our conference website linked to your website. We are creating one of the largest databases containing "Who's Who" in the Voluntary Benefits/Limited Medical/Worksite Industry. Your Company will be given a silver sponsor listing on the Who's Who Directory on our website which includes your logo plus all contact information. This helps to achieve higher rankings on search engines by building links. You will also receive a 1/4 page ad in the Who's Who Directory that will be posted online.
- **Half Page Advertisement in Conference Program including Corporate Profile (\$1,500 Value)**
- **Electronic Brochure Emailed to Attendees (\$1,000 Value)**
- **Blog and Press Releases(\$3,000 Value)**  
We will announce on our conference blog your sponsorship. In addition, Receive free online Press Release about your sponsorship to Google News and thousands of other online news and internet sites. Get Free Branding and Publicity.

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## **Exhibitor \$3,500**

### **Benefits of Exhibiting:**

- **Exhibit Booth (\$3,500 Value)**  
Exhibit at the Voluntary Benefits & Limited Medical Conference and receive maximum exposure with intense networking opportunities with agents and employers that specialize in mini medical, limited medical, voluntary benefits and worksite plans.
- **Two Conference Registrations (\$1,000 Value)**
- **Corporate Profile in Conference Program (\$500 Value)**

## **Silver Table Top Exhibitor \$5,000**

### **Benefits of Exhibiting:**

- **Table Top (\$2,000 Value)**  
Exhibit at the Voluntary Benefits & Limited Medical Conference and receive maximum exposure with intense networking opportunities with agents and employers that specialize in mini medical, limited medical, voluntary benefits and worksite plans.
- **Two Conference Registrations (\$1000 Value)**
- **Logo Placement in Key Locations throughout Conference**
- **LEADS (Priceless)**  
We will send emails to each attendee prior to the conference to submit their cases directly to you. At the conference you will then have the opportunity to meet with these people in your own private networking meeting space. We will continue to send you leads during and after the conference for quotes.
- **Half Page Advertisement in Conference Program including Corporate Profile (\$1,500 Value)**

## **Table Top Exhibitor \$2,000**

### **Benefits of Exhibiting:**

- **Table Top (\$2,000 Value)**  
Exhibit at the Voluntary Benefits & Limited Medical Conference and receive maximum exposure with intense networking opportunities with agents and employers that specialize in mini medical, limited medical, voluntary benefits and worksite plans.
- **One Conference Registration (\$500 Value)**
- **Corporate Profile in Conference Program (\$500 Value)**

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## OTHER SPONSORSHIP OPTIONS

- **Sponsor of Cocktail Reception \$20,000**  
Signage and recognition of sponsor of cocktail hour with introductions to major premium opportunities/networking.
  - **Sponsorship of Networking Lunch \$10,000**
  - **Internet Kiosk \$7,500**  
Sponsor the internet and help attendees stay connected by providing access to email while attending the Conference. Additional benefits include your logo as part of the screensaver on the internet kiosk computers so that all attendees will see your logo even when computers are not in use. All computers will be set to the home page of the sponsoring organization.
  - **Massage Relaxation Lounge \$6,000**  
Reduce tension for attendees by allowing them to relax in chairs and receive massages. Permission from the Sponsor with a voucher/ticket can be created, so the Sponsor's booth must be visited first, if chosen, to build booth traffic.
  - **Private Mailing Sent out after the Conference to all Attendees \$5,000 + costs of mailing**  
We will mail out a one page brochure to all conference attendees.
  - **Keynote Speaker Session \$5,000**  
As a keynote speaker, you will open the conference. You will have a total time of twenty minutes to speak.
  - **Hotel Key Card \$4,500**  
Be the sponsor of the Hotel Key Cards that attendees will receive upon checking in at the Hyatt Regency Century Plaza. Only Your logo will be placed on the key cards for maximum exposure! Be the first sponsors guests see every time they check into their room.
  - **Sponsor of 5 Employers \$4,000**  
Sponsor of 5 Employers - Sponsor 5 top employers and receive "branding" for doing this as well as guaranteed meetings with the employers.
  - **Sponsor of the Networking Room \$3,000**  
Be the official sponsor of the networking room, which will be the dedicated room for all of the one on one networking meetings that will take place at the conference. Your logo will be displayed on the conference website prior to the conference, on signage outside of the room and in the conference brochure so that all attendees will know that your organization is a sponsor.
  - **Sponsor of Registration \$3,000**  
Be the official sponsor of registration and have your Banner be the first sight for all conference attendees. You will be provided two banner stands that will be predominantly placed to give you the brand recognition that you deserve before the conference begins. Be the first sight that attendees see!
  - **Sponsor of Conference Program \$3,000**  
The official conference program includes all of the events, session information, speakers, exhibitor, and sponsor directories. This will be distributed to all attendees. It is the most widely used tool both onsite and after the event. Your organization will be recognized as the sponsor of the Conference Program. You will also receive a one page advertisement on the inside cover.
  - **Brochure Placement in Attendee Bags \$3,000**
  - **Company Listing on "Who's Who" Directory**  
We are creating one of the largest databases containing "Who's Who" in the Voluntary Benefits/Limited Medical/Worksite Industry. This will be provided on our website.
- Please choose from the following Website options:**
- Full page ad \$3,000.00
  - 1/2 page ad \$2,000.00
  - 1/4 page ad \$1,000.00
  - Company Listing with Logo \$500.00
  - Company Listing \$250.00

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- **Sponsor of Continental Breakfast \$2,500**

- **Sponsor of Speaker Gifts \$2,000**

Be the official sponsor of the speaker gifts and we will announce it in the conference brochure and during the speaker awards.

- **Sponsor of Photography \$2,000**

Be the official sponsor of the photographer taking official congress pictures of the high level executives coming to the conference. Your organization will be recognized as the sponsor, during the event and after when pictures are sent to some of the attendees. Sponsor will also receive all of the photographs taken.

- **Sponsor of the Exhibit Hall \$2,000**

Be the official sponsor of the Exhibit Hall which will feature exhibitors from some of the largest players in the industry. Your logo will be displayed on the conference website prior to the conference, on signage outside of the exhibit hall, and in the conference brochure so that all attendees will know your organization is the sponsor for the room. You can also provide two banner stands to be placed outside the exhibit hall for additional recognition.

- **One Page Advertisement in Conference Program \$2,000**

- **Hotel Key Card \$1500**

Be the sponsor of the Hotel Key Cards that attendees will receive upon checking in at the Hyatt Regency Century Plaza. Your logo along with 3 other logos will be placed on the key cards for maximum exposure! Be the first sponsors guests see every time they check into their room.

- **Brochure Room Drop \$1,500**

We will provide a copy of your brochure to be placed in each attendees room that is staying at the conference venue.

- **Sponsor of an Employer \$1,000**

Sponsor a top employer and receive "branding" for doing this as well as a guaranteed meeting with the employer.

- **Half Page Advertisement in Conference Program \$1,000**

- **Brochures Placed on Table Outside Exhibit Hall \$500**

Brand your organization by having your brochures displayed on a table outside of the exhibit hall. The table will be placed in an area for maximum foot traffic. You will provide your brochure ahead of time to be placed on the table. Conference staff will ensure that your brochures are always on the table for as many copies as you have provided until they have all been distributed.

\*\*\* For those companies who wish to exhibit or sponsor at the Voluntary Benefits and Limited Medical Conference who are in the Medical Tourism industry or International Healthcare industry the price for Exhibit Booth and Sponsorship Fees are as follows:

Exhibit Booth - \$9,000

Tabletop Exhibit Booth - \$6,000

Silver Sponsorship - \$15,000

Gold Sponsorship, \$22,500

Platinum Sponsorship - \$45,000

Diamond Sponsorship - \$90,000

Price differential is due to conference exhibitors and sponsors intended to be industry participants in those active industries.

For cost of other sponsorships or add-ons please contact us.

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