



# 2019 Self-Insured Health Plan Executive Forum

March 18-20, 2019

The Westin Charlotte • Charlotte, NC

## Sponsorship & Advertising Information

If you're looking for a way to gain exposure with conference registrants and position your company as an industry leader, then add a sponsorship to your marketing plan. Becoming a sponsor is a cost-effective, targeted tool that can help your company accomplish its marketing and sales goals. SIIA's Self-Insured Health Plan Executive Forum (formerly known as TPA & MGU/Excess Insurer Executive Forum) delivers senior-level executives and offers sponsorships as low as \$500 for SIIA members.

### Sponsorship Opportunities:

*ALL Sponsors will receive the following benefits:*

- Promotional materials displayed on the Sponsor Table located near Registration
- Company listing including 50-word description of products and services in the Official Conference Program
- Sponsors of \$1,500 or more will receive full conference registrations at \$425
- Sponsor ribbon for company attendees
- Opportunity to participate in pre and/or post conference mailing to attendees for \$125 plus postage costs

*Note: Due to confidentiality reasons, SIIA does not provide attendees' full contact information...*

#### **Welcome Reception (Monday)..... SOLD**

- One complimentary exhibit space
- One complimentary full conference registration
- Signage at the event
- Full page b & w ad to run in the Official Conference Program distributed to all attendees upon registration check-in
- For added exposure, send us cups and napkins emblazoned with your company logo for use during the reception

#### **Evening Reception (Tuesday) ..... SOLD**

- One complimentary exhibit space
- One complimentary full conference registration
- Signage at the event
- Full page b & w ad to run in the Official Conference Program distributed to all attendees upon registration check-in
- For added exposure, send us cups and napkins emblazoned with your company logo for use during the reception

#### **Hosted Luncheon Sponsor (Tuesday) ..... SOLD**

- One complimentary full conference registration
- Signage at the event
- Full page b & w ad to run in the Official Conference Program distributed to all attendees upon registration check-in
- Opportunity to place company brochure/item on seats at luncheon (limit one item)

#### **Lanyards (provided by sponsor) ..... SOLD**

- Company name and logo prominently displayed on official conference lanyards worn by attendees (Sponsor is responsible for all production costs in addition to the sponsorship fee.)
- Full page b & w ad to run in the Official Conference Program distributed to all attendees upon registration check-in

#### **Hotel Key Cards (cards provided by sponsor) ..... SOLD**

- Company name and logo prominently displayed on hotel key cards given to each attendee upon check-in (Sponsor is responsible for all production costs in addition to the sponsorship fee. Graphics/content must be approved by SIIA and Hotel prior to production.)
- Full page b & w ad to run in the Official Conference Program distributed to all attendees upon check-in



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- Hotel Key Card Holder ..... SOLD**
  - Company produced graphics on the front of the hotel key card holders given out to each conference attendee upon check-in
  - Full page b & w ad to run in the Official Conference Program distributed to all attendees upon check-in
- Slido Sponsor ..... \$2,500**
  - Company logo in the rotation on the screen during general sessions that use polling
  - Full page b & w ad to run in the Official Conference Program distributed to all attendees upon check-in
- Conference Notepads ..... SOLD**
  - Company logo on the notepads placed at every seat for each of the educational sessions throughout the conference
- Registration Sponsor ..... \$1,750**
  - Company logo on the online registration page
  - Company logo on the registration confirmation page displayed when attendee registers via online form
  - Company logo on the confirmation email sent to all attendees after registration is complete
- NameSleuth App Sponsor ..... SOLD**
  - Company logo included in the app
  - For additional information about app visit [www.namesleuthapp.com](http://www.namesleuthapp.com)
- Communication Sponsor ..... \$1,500**
  - Company logo with link on all blast emails promoting the conference
- Floor Clings (\$500 with sponsorship of \$1,000 or more) ..... \$1,500**
  - Company logo on adhesive cling placed in the conference area.
- Directional Signage Sponsor ..... SOLD**
  - Company logo printed on all directional signage at the conference
- Registration Desk Sponsor ..... SOLD**
  - Company logo printed on signage at the registration desk
- Official Conference Program ..... SOLD**
  - Company logo printed on the cover of the Official Conference Program, which is distributed to all attendees upon registration check-in
- Attendee List Sponsor ..... SOLD**
  - Company logo printed on the cover page of the attendee list
- Continental Breakfast (Tuesday or Wednesday) ..... SOLD**
  - Signage at the sponsored breakfast
  - For added exposure, send us cups and napkins emblazoned with your company logo for use during the breakfast

## Advertising Opportunities:

- Outside Back Cover (live area 5.5" x 8.5", full color) ..... SOLD
- Inside Front Cover (live area 5.5" x 8.5", full color) ..... SOLD
- Inside Back Cover (live area 5.5" x 8.5", full color) ..... SOLD

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Artwork is due **February 1** and should be e-mailed to [jmiller@siaa.org](mailto:jmiller@siaa.org) in high-resolution PDF format. Premium placement ads can be in full-color, full-bleed.

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# Self-Insured Health Plan Executive Form Sponsor Reservation Form

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City, State Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

## ***Please Reserve:***

### **Sponsorship Opportunities:**

- Welcome Reception (Monday)..... SOLD
- Evening Reception (Tuesday) ..... SOLD
- Hosted Luncheon Sponsor (Tuesday) ..... SOLD
- Lanyards (sponsor to provide lanyards) ..... SOLD
- Hotel Key Cards (sponsor to provide cards) ..... SOLD
- Hotel Key Card Holder..... SOLD
- Slido Sponsor..... \$2,500
- Conference Notepads..... SOLD
- Registration Sponsor ..... \$1,750
- NameSleuth App Sponsor ..... SOLD
- Communication Sponsor ..... \$1,500
- Floor Clings (\$500 with sponsorship of \$1,000 or more) ..... \$1,500
- Directional Signage ..... SOLD
- Registration Desk Sponsor ..... SOLD
- Official Conference Program Logo ..... SOLD
- Attendee List Sponsor ..... SOLD
- Continental Breakfast:  Tuesday  Wednesday ..... SOLD

### **Advertising Opportunities:**

- Outside Back Cover..... SOLD
- Inside Front Cover ..... SOLD
- Inside Back Cover ..... SOLD

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## **Payment Information:**

**Total Sponsorship Amount** \_\_\_\_\_ + **Non-members add \$1,495 = Total Due \$** \_\_\_\_\_

Enclosed is my check made payable to SIIA in US Funds.

Please charge:  MC  Visa  American Express  Discover

Card No. \_\_\_\_\_ Card in the Name of \_\_\_\_\_

Billing Address (if different than above) \_\_\_\_\_

VAL Code (MC, Visa, Discover—last 3 digits on card back; AMEX—4 digits on card front) \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**Note:** Sponsorship and advertising reservations are made on a first-come, first-served 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 and advertising fees are non-refundable.

***Please return completed form with payment to:***

**SIIA • P.O. Box 1237 • Simpsonville, SC 29681 • Phone 800.851.7789 • Fax 864.962.2483**

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