

2014

NEEBC

Corporate Partnership Opportunities

Gain visibility with top decision
makers in New England's employee
benefits industry

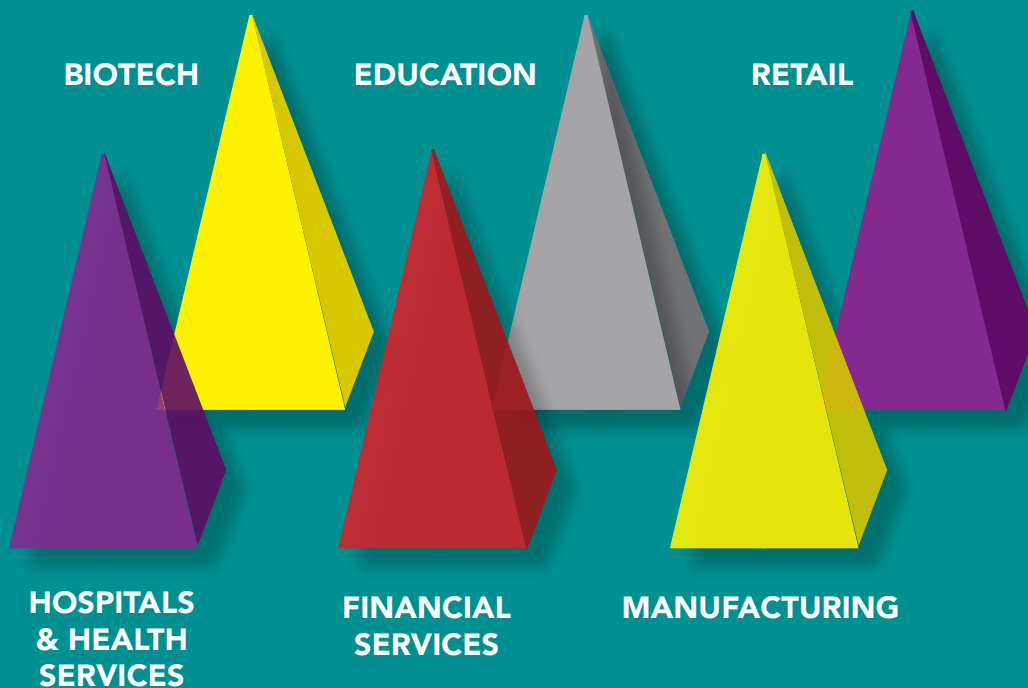


who we are

The New England Employee Benefits Council's (NEEBC) 1,250 members manage benefits for an estimated 2.5 million employees across the country. Our highly-educated members include corporate benefits and human resources professionals, benefits brokers and consultants, and benefit service providers. These individuals authorize or influence major purchasing decisions for coverage such as health, wellness, dental, life, disability, and voluntary benefits, as well as retirement and other financial security-related benefits.

Our members' industries:

Our member companies span a number of industries and range from small businesses to large, nationally recognized employers throughout New England, with the majority concentrated in the Greater Boston area.



what we do

Established more than 30 years ago, NEEBC is a 501(c)(3) nonprofit organization located in Waltham, Massachusetts, that advances knowledge and education in employee benefits. We develop a variety of programs throughout the year designed to meet the needs of a broad spectrum of employee benefits professionals.

NEEBC is the premier educational forum in New England for employee benefits professionals to:

- Exchange information and ideas
- Engage with peers
- Foster new relationships
- Become informed about new developments
- Cultivate best practices

what can NEEBC do for you?

We will work with you to effectively meet your marketing goals and enhance your visibility among our members.

- A corporate partnership with NEEBC provides direct access to key benefits decision makers and offers the ultimate opportunity to elevate awareness of your business to the primary buyers of your products and services.
- As an NEEBC sponsor, you will benefit from extended promotional efforts designed to help you:
 - Increase brand awareness
 - Strengthen existing relationships
 - Share information about a service or product
 - Develop new connections in the benefits industry



THE NEEBC WEB SITE
GENERATED APPROXIMATELY

60,000
PAGE VIEWS
IN THE LAST 12 MONTHS

NEARLY

13,000
UNIQUE USERS

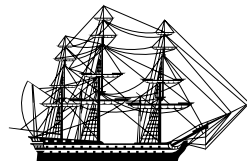
VISITED THE NEEBC
WEB SITE IN THE LAST
12 MONTHS



EACH ISSUE
OF NEEBC'S
NEWSLETTER REACHES

2,800
INDIVIDUALS

Recent NEEBC Supporters



Vanguard[®]

TUFTS  Health Plan




UnitedHealthcare

**altus
dental**[™]

Altus Dental Insurance Company, Inc.

Annual Corporate Partnership Opportunities

	Platinum	Gold	Silver
Cost	\$15,000	\$10,000	\$7,500
Value	\$21,500	\$16,000	\$9,800
Gold member privileges - see next page *	•	•	
Corporate membership			•
Logo included in pre-event marketing materials for annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Promotion through social media prior to annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Signage with logo at annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Recognition from podium at annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Premier exhibit space at annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Branded conference bag insert	•	•	•
Recognition through social media after annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Nametag with corporate sponsor ribbon at annual Benefits Fair/Trade Show and Best Practices Conference	•	•	•
Opportunity to write articles for the NEEBC newsletter; articles promoted through social media channels and placed on member/resources section of the NEEBC web site	3 articles	2 articles	1 article
Annual web site sponsorship; company logo placed on NEEBC home page with sponsorship level	•	•	•
Annual enhanced listing in the NEEBC Resource Directory with sponsorship level	•	•	•
Thank you advertisement in the <i>Boston Business Journal's</i> "Who's Who in Insurance and Benefits" with sponsorship level	•	•	•



***Organization Gold Level Membership** (limited to 10 organizations); annual fee \$3,850; a maximum of ten named Gold Level Organization Members (including the Organization Member) are entitled to all membership privileges, including free attendance at 2014 programs. (The Best Practices Conference, webinars and social events are excluded from this offer.) When not able to attend a program in person, the named Individual Gold Member will receive free copies of meeting material. (Note that due to speaker requests or production issues these items may not be available for all programs.) Additional Organization Members (those beyond the ten mentioned above) will pay an Additional Organization Member fee of \$100. All other employees of the organization are entitled to a 10% discount off the regular membership rate at NEEBC programs (social events excluded).



Single Program Sponsorship Opportunities

Benefits Fair and Trade Show, June 2014

NEEBC's Annual Benefits Fair and Trade Show attracts more than 300 attendees from employers across New England and is a premier opportunity to meet a large and diverse group of employee benefits buyers. Sponsors in all categories receive:

- Company name on signage at the event
- Acknowledgment on the NEEBC web site
- Recognition from the podium during the conference and in all conference communications
- Preferred exhibitor space

In addition, sponsorship at the following levels offers a range of associated benefits:

GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,000	BRONZE SPONSOR \$1,000
<ul style="list-style-type: none">• Three complimentary conference registrations plus reduced registration fee of \$175 per person for four persons• Company logo featured in print and web versions of the program brochure• Complimentary trade show booth	<ul style="list-style-type: none">• Two complimentary conference registrations plus reduced registration fee of \$175 per person for three persons	<ul style="list-style-type: none">• One complimentary conference registration plus reduced registration fee of \$175 per person for two persons

Best Practices Conference, December 2014

The annual Best Practices Conference honors New England's "Best Benefits Practices" and is in its 16th year. The conference draws a crowd of 200 and features dynamic keynote speakers as well as presentations by "Best Practices" winners who share their stories with conference attendees. All sponsors receive the following benefits:

- Listing in the program brochure and on the NEEBC website
- Recognition in written material and from the podium
- The opportunity to distribute the brochure of your choice through inclusion in the conference "benefits resources kit"
- Company name on signage
- Recognition in the winter issue of the NEEBC newsletter, "Benefits Extra"

Depending on the level of support, sponsors also receive the following benefits:

LEAD SPONSOR \$5,000 (LIMITED TO 1)	GOLD SPONSOR \$2,000 (LIMITED TO 11)	SILVER SPONSOR \$1,000
<ul style="list-style-type: none"> • Company logo displayed on print and website versions of the program brochure • Resource table to display promotional materials and free registration for person staffing table • Three complimentary conference registrations • Reduced registration fee of \$125 for three additional persons from your organization 	<ul style="list-style-type: none"> • Resource table to display promotional materials and free registration for person staffing table • Reduced registration fee of \$125 for two persons from your organization 	<ul style="list-style-type: none"> • Reduced registration fee of \$125 for one person from your organization

Golf Tournament, August 2014

NEEBC's annual golf tournament is the social event of the season with more than 90 members participating in a fun-filled day on the course. All sponsor names are listed on signs at the event and each sponsor is recognized from the podium for their support. Sponsorships at various levels come with additional benefits as outlined below.

GOLD SPONSOR FOR DINNER \$3,000 (LIMITED TO 1)	SILVER SPONSOR FOR LUNCH \$1,000 (LIMITED TO 2)	TEE SPONSORS (18) \$125
<ul style="list-style-type: none"> • Company recognition as a Gold Sponsor • One foursome of donor's choosing • Sponsor recognition in NEEBC newsletter 	<ul style="list-style-type: none"> • Company recognition as a Silver Sponsor • Sponsor recognition in NEEBC newsletter 	<ul style="list-style-type: none"> • Sponsor sign with company logo
		CLOSEST TO THE PIN SPONSORS (4) \$150
		<ul style="list-style-type: none"> • Sponsor sign with company logo

Workshops, Series & Programs

NEEBC's "Basics" Series, Strategic Connections Series, "How To" Workshops, Benefits Club Luncheons and Wellness Programs, all detailed below, include the following sponsor benefits:

- Company logo in pre-event marketing materials
- Sponsor promotion through social media prior to event
- Signage with logo at event
- Recognition from podium at event
- Marketing table at event
- Promotional item in conference materials/bag
- Recognition through social media after event

"Basics" Series — \$750 each

Designed for individuals new to the benefits field or more seasoned professionals looking for a refresher course, these full-day programs include the Basics of Employee Health & Welfare Plans, the Basics of Employee Retirement Plans and the Basics of Benefits Compliance.

"Strategic Connection" Series (3) — \$1,000 each/\$2,500 series

Developed for experienced benefits professionals seeking in-depth knowledge of benefits-related topics, this half-day program provides a better understanding of important benefit management concepts, as well as the technical knowledge to effectively evaluate options. Recent topics include Retirement Income and De-Risking Retirement Plans.

"How To" Workshops (5) — \$750 each

Aimed at benefit plan administrators and other professionals, these half-day workshops educate attendees on the technical aspects of administration and compliance for programs such as COBRA, HIPAA and FMLA.

Benefits Club Luncheons (7+) — \$500 each

Held approximately every six to eight weeks, these luncheons provide a forum for discussion of "hot breaking" employee benefit related issues, as well as technical subjects with limited audience appeal.

Wellness Programs (3) — \$1,000 each/\$2,500 series

With worksite wellness programs being offered by the majority of large businesses, these half-day programs deliver the latest research and practical advice on wellness programs. Recent events include Corporate Wellness – Measuring Success and Effective Wellness Programming on a Budget.

Special Programs — \$1,000 each

Our annual half-day Vendor Outlook is held in a lively “meet the press” format and brings together both local and national health insurance carriers who present updates on new benefits and plans. NEEBC members interact directly with the speakers in an animated debate about tactics and strategies.



Additional Sponsorship Opportunities

NEEBC offers additional opportunities to promote your business to the benefits community. Advertise your products or services to NEEBC members through our web site via banner ads or sign up for an enhanced listing in the NEEBC Resource Directory.

Web Ads (Limited to 5) — \$1,200 quarterly

- More than 1,500 click-throughs to sponsor web sites each year

Enhanced Resource Directory Listing — \$350 annually

- NEEBC’s Resource Directory provides the opportunity to promote your business and services on our web site. Enhanced listings include your company name, logo, contact name, address, phone, e-mail, web site and three category listings.

To find out more about sponsorship with the NEEBC, please contact Patty Houpt at 781.684.8700 or at patty@neebc.org.



**NEW ENGLAND
Employee Benefits Council**

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twitter.com/neebc



www.facebook.com/Neebc