



**ANNUAL BENEFITS FAIR AND TRADE SHOW – JUNE 6, 2012**

**Four Points by Sheraton Norwood Conference Center**

**SPONSOR AND EXHIBITOR INFORMATION**

Interested in gaining access to a large and diverse group of employee benefit buyers, representing New England's premier employers? We hope you will consider joining us as a sponsor and/or exhibitor at New England's foremost employee benefit event, NEEBC's **Annual Benefits Fair and Trade Show on Wednesday, June 6, 2012 at the Four Points by Sheraton Norwood Conference Center.**

Last year's **Benefits Fair** was a great success, featuring local and national speakers, attendees drawn from our region's leading employers, and a Trade Show with representatives from 60 providers of benefits-related services and products. If your organization offers products and/or services which impact employee benefits professionals, ***we invite you to join us as an exhibitor and/or sponsor for 2012.*** Again this year, we are pleased to offer unique *sponsorship opportunities* which will provide your organization with even greater exposure to New England's benefits professionals, ***including preferred exhibitor space*** on the day of the program. Each year, our goals are to provide topics of interest to a wide range of benefits and human resources practitioners and to create a high energy, dynamic conference. To ensure that this is a worthwhile business opportunity for you, the conference agenda will provide for significant trade show breaks and enticements, such as gift drawings and a cocktail reception, to encourage attendees to visit all of our exhibitors.

Detailed exhibitor and sponsor information is enclosed. **We urge you to reply right away, since the Trade Show typically sells out well in advance of the conference. Non-sponsor space will be assigned on a first-come, first-served basis.** If you have any questions, please give us a call at 781-684-8700.

**PLEASE READ ON**

## *Sponsorship and Trade Show Information*

### Trade Show Exhibitors

**\$1,550 NEEBC Members**

**\$1,975 Non-Members\***

Includes:

- day-of-the-event recognition on signage and in written material distributed to all attendees
- electrical outlet
- covered table with two chairs
- attendee listing
- attendance at conference sessions for two exhibitor reps (on a space available basis)
- one admission to luncheon reception/one box lunch for second exhibitor rep
- afternoon networking reception

\* *Individual membership is \$160 - call NEEBC at 781-684-8700 for information.*

### Sponsorship Opportunities

NEEBC sponsorship is an outstanding opportunity to showcase your company before the New England benefits community. Read on for a summary of significant opportunities to present your company as an industry leader through sponsorship of the 2012 Benefits Fair and Trade Show.

**Sponsors in all categories receive *preferred exhibitor space*, plus recognition for their contribution in the conference brochure,\*\* pre and post-conference issues of Benefits Extra, at the NEEBC website, and in signage on the day of the event.**

#### Lead Sponsor\* — \$10,000 or greater donation

- \* Company logo featured in both the print and web versions of the program brochure
- \* Company name on signage at the exhibit hall entrance
- \* Complimentary Trade Show booth
- \* Three complimentary conference registrations
- \* Reduced registration fee of \$175 for four persons from your organization (a savings of \$300 off the regular member rate!)
- \* Special recognition from the podium during the conference
- \* Sponsor ribbon

#### Gold Sponsor — \$5,000 to \$9,999 donation

- \* Company name on signage at the exhibit hall entrance
- \* Two complimentary conference registrations
- \* Reduced registration fee of \$175 for three persons from your organization (a savings of \$225 off the regular member rate!)
- \* Special recognition from the podium during the conference.
- \* Sponsor ribbon

**Silver Sponsor — \$1,000 to \$4,999 donation**

- \* Company name on signage at the exhibit hall entrance
- \* Recognition from the podium during the conference
- \* One complimentary conference registration
- \* Reduced registration fee of \$175 for two persons from your organization (a savings of \$150 off the regular member rate!)
- \* Sponsor ribbon

**Bronze Sponsor — \$500 to \$999 donation**

- \* Company name on signage at the exhibit hall entrance
- \* Recognition from the podium during the conference.
- \* Reduced registration fee of \$175 for one person from your organization (a savings of \$75 off the regular member rate!)
- \* Sponsor ribbon

*\*\* Due to printing deadlines, your registration form must be received by April 13 for inclusion in the print version of the program brochure.*

***REGISTRATION FORM BELOW***

**EXHIBITOR AND SPONSOR REGISTRATION FORM**  
**NEEBC 2012 BENEFITS FAIR AND TRADE SHOW, JUNE 6, 2012**

**FAX OR MAIL TO:** Linda Viens

Fax: 781-684-9200

(Questions? 781-684-8700)

New England Employee Benefits Council,

240 Bear Hill Rd., Suite 102, Waltham, MA 02451

- Please enroll me as **BOTH** an Exhibitor **and** \_\_\_\_\_ Sponsor (see categories) which includes a special reduced exhibitor rate of \$1,450 Member, \$1,875 Non-Member \$ \_\_\_\_\_
- Please enroll me as an Exhibitor only (\$1,550 Member, \$1,975 Non-Member) \$ \_\_\_\_\_
- Please enroll me as a \_\_\_\_\_ Sponsor only (see categories) \$ \_\_\_\_\_
- Total \$ \_\_\_\_\_

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Name \_\_\_\_\_ Company \_\_\_\_\_

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Title \_\_\_\_\_ Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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Telephone \_\_\_\_\_ Fax \_\_\_\_\_

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E-Mail \_\_\_\_\_ Web Site Address \_\_\_\_\_

**Payment Method:**

I have enclosed/will forward a check made payable to NEEBC

Please charge to the following credit card:

American Express                       VISA                       MasterCard

Credit Card Number \_\_\_\_\_

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

Signature \_\_\_\_\_

**Note: An exhibitor packet will be forwarded upon receipt of your payment and this completed form. Please also forward a brief description of your organization's products and/or services (25 words or fewer).**