



NEEBC

Corporate Partnership Guide

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

Partnership Invitation

NEEBC is pleased to offer you new partnership opportunities in 2017 that will strengthen and deepen your exposure to our audience.

We have our pulse on the hottest topics in employee benefits – from healthcare and retirement to wellness and engagement – and keep over 2,000 professionals informed with more than 35 premier, educational programs annually that highlight regulations, changes, strategies, trends and innovations.

We look forward to speaking with you and hearing more about your marketing objectives. And as always, we are happy to work with you to recommend the best channel to maximize your partnership dollars.

Patricia Houpt

Patricia Houpt
Executive Director

What NEEBC Can Do for You

Connect. Promote. Brand.

NEEBC's talented and tenured staff, together with seasoned executive volunteers from the benefits community, provide your marketing team with strategic ideas to help you connect to targeted industry professionals. Through the promotion of your company's thought leadership, product and/or service offerings, NEEBC can elevate your brand message and impact. Our partners benefit from:

- Direct access to key benefits decision makers
- Thought leadership opportunities
- One-on-one conversations, meetings and networking
- Opportunities to develop key relationships
- Becoming part of an established community of employee benefits professionals
- Promotional positioning and building awareness of current/new offerings




GLENN HASKELL, BENEFITS MANAGER AT NEW BALANCE, EXPLAINS WHY NEEBC MEMBERSHIP IS VITAL TO HIS SUCCESS:

“NEEBC is the ‘go to’ organization for professional development in employee benefits. They provide timely and high quality programs that cover the entire range of employee benefit issues from ACA to 401(k), and the networking opportunities are of great value. It is wonderful getting to know fellow benefit professionals who share the same challenges, and vendors who offer solutions and resources. If you are responsible for the administration of employee benefits, you need to be a member of NEEBC.”

2017 Corporate Partnership Opportunities

Benefits	Titanium	Platinum	Gold	Silver
NEW Welcome Center – Greet attendees at first-point-of-contact and assist with check-In	•			
NEW Title Sponsor of Conference VIP Lounge for attendees to relax, meet with peers, enjoy beverages and Wi-Fi at the Best Practices Conference	•			
NEW Hospitality Host for one conference Happy Hour reception • Annual Employee Benefits Summit & Tradeshow (Titanium) • Best Practices Conference (Platinum)	•	•		
Introduction of Speaker at a major conference	Intro Keynote	Intro Session		
Opportunity to Join Programming Committee to shape programming and share ideas	•	•		
NEW Opportunity to Present Scholarship at conference (additional fee)	•	•		
Recognition in Partner Thank You Ad in the <i>Boston Business Journal</i>	Titanium Logo & Tagline	Platinum Logo	Gold Logo	Silver Logo
Recognition in Printed Materials at Four Major Conferences • Health Insurance Market Outlook • Annual Employee Benefits Summit & Tradeshow • Washington Update • Best Practices Conference	Titanium Logo	Platinum Logo	Gold Logo	Silver Logo
NEW Expanded Signage to include entranceway banners and easels. Partners can display additional agreed upon signage.	Titanium Logo	Platinum Logo	Gold Logo	Silver Logo
Exhibit Space at Two Conferences • Annual Employee Benefits Summit & Tradeshow • Best Practices Conference	Premier	Prominent	Featured	Featured
Name Badges for Partners include call-out ribbon	•	•	•	•
NEW Promotion at “Swinging for Scholarships” – a golf outing to raise money for NEEBC’s annual scholarship fund	Titanium Logo	Platinum Logo	Gold Logo	Silver Logo
NEW Recognition in NEEBC Newsletters to include short articles, photos and captions and other thoughtfully integrated content	3 Articles & 3 Photos with Captions	3 Articles & 3 Photos with Captions	2 Articles & 2 Photos with Captions	1 Article & 1 Photo with Caption
Recognition in Social Media including Facebook, LinkedIn & Twitter (quarterly)	4 Posts	3 Posts	2 Posts	1 Post
Corporate Memberships Premier Membership includes most pre-paid program fees	15 (Premier)	10 (Premier)	10 (Premier)	5 (Regular)
Website Recognition to include logo, link, enhanced listing in Resource Directory plus newsletter articles featuring partners in place for one year	•	•	•	•
INVESTMENT	\$25,000	\$15,000	\$10,000	\$7,500



SUSAN MCGOWAN, ASSOCIATE DIRECTOR
OF BENEFITS AT BIOGEN, REFLECTS ON THE
IMPORTANCE OF NEEBC MEMBERSHIP FOR
THE BIOGEN TEAM:

“Year after year, our company’s membership with NEEBC proves to be a solid investment in our team’s success. Despite the rapidly changing field of employee benefits, NEEBC programming remains timely, relevant and deep.”

Recent NEEBC Supporters

Join companies such as those listed below, which represent “Best-in-Class” leaders in employee benefits innovation, programming, communication and execution.



Company Names

Allianz

Altus Dental

Care.com

Colonial Life

Columbia Management

Delta Dental of MA

Fallon Health

Fidelity Investments

GuideSpark, Inc.

Harvard Pilgrim Health Care

Health Advocate

HealthFitness

HomeBenefitIQ

HUB International

Humana

JellyVision

KGA, Inc.

Liberty Mutual

Marsh & McLennan Agency, LLC

MassMutual Executive Benefits

Minnesota Life

Minuteman Health

New York Life

Pfizer

Pioneer Investments

Premier Diagnostic Services, Inc.

The Segal Group

Unum

Vanguard

NEEBC 2017 Corporate Partnership Order Form

Annual Corporate Partnership		Circle Options
Titanium	\$25,000	<input type="radio"/>
Platinum	\$15,000	<input type="radio"/>
Gold	\$10,000	<input type="radio"/>
Silver	\$7,500	<input type="radio"/>

NEEBC 2017 Corporate Partnership Order Form

Contact Information

Name: _____

Job Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email address: _____

Payment Information

Order Total \$ _____

Payment by Check:

- My check for the amount of the above and made payable to NEEBC is included. Please mail your completed form with check to NEEBC, 240 Bear Hill Road, Suite 102, Waltham, MA 02451.

Payment by Credit Card:

- Please charge my card for the total listed above:

- MC Visa AmEx

Name on card: _____

Billing address (if different than above): _____

CC#: _____ Exp: _____

CW: _____ Signature: _____

This form may be faxed with payment to: 781.684.9200. Questions? Contact NEEBC at 781.684.8700 or patty@neebc.org.



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