



# NEEBC

Corporate Partner, Sponsor  
& Exhibitor Guide

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

## Invitation

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



# Recent NEEBC Supporters

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

**aetna**<sup>®</sup>



MASSACHUSETTS



## 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

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.”

# Program and Additional Sponsorship Opportunities

As a program sponsor, you can spotlight your company's talent and offerings at targeted NEEBC topic events. Program sponsors receive the following benefits:

- Company logo in pre-event marketing materials
- Sponsor promotion through social media before and after the program
- Signage with logo at event
- Recognition from the podium at the event
- Marketing table at event
- Nametag with sponsor ribbon

## "How To" Series \$1,000 EACH

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

## Massachusetts Health Insurance Market Outlook (February) \$1,000

Our annual, half-day Health Insurance Market Outlook attracts over 100 people who are engaged in a lively "meet the press" format that brings local and national health insurance carriers together to share insights on new benefit trends and forecasts. The format is designed to encourage different opinions, which helps employers keep their health and welfare offerings dynamic and competitive.

## NEEBC Networking Nights \$1,000 EACH

NEEBC partners with the Worksite Wellness Council of MA (WWCMA) for an evening of conversation, cocktails and networking, often in unique venues.

## Strategic Retirement Solutions \$1,000 EACH

Developed for experienced benefits professionals seeking in-depth knowledge of financial and retirement planning topics, these half-day programs cover hot topics, recent legislation, compliance, administration and design.

## Wellness Programs \$1,000 EACH

Get the latest research, practical advice and best practices on wellness programming from experts in the field. Keep current on trends, including incentives, technology and engagement strategies, that will improve employee health and the bottom line.

## Women in Benefits Networking Luncheons \$1,000 EACH

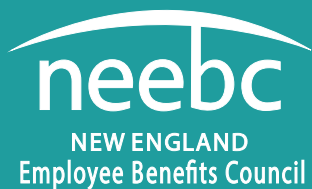
Enjoy lunch with female professionals in downtown Boston and learn strategies that will help empower and advance women in the workplace.

## Enhanced Resource Directory Listing \$399 MEMBER / \$600 NON-MEMBER

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.

# Corporate Partner, Sponsor & Exhibitor 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"/>
Employee Benefits Summit & Tradeshow		
Platinum	\$5,000	<input type="radio"/>
Gold	\$2,000	<input type="radio"/>
Silver	\$1,000	<input type="radio"/>
Exhibitor Only	\$1,550 member \$1,975 non-member	<input type="radio"/> <input type="radio"/>
Best Practices Conference		
Platinum (includes Exhibitor Table)	\$5,000	<input type="radio"/>
Gold (includes Exhibitor Table)	\$2,000	<input type="radio"/>
Silver	\$1,000	<input type="radio"/>
Monthly Programs		
How To Series	\$1,000 each	<input type="radio"/>
Massachusetts Health Insurance Market Outlook	\$1,000	<input type="radio"/>
Networking Nights	\$1,000 each	<input type="radio"/>
Strategic Retirement Solutions	\$1,000 each	<input type="radio"/>
Wellness Programs	\$1,000 each	<input type="radio"/>
Women in Benefits Networking Luncheons	\$1,000 each	<input type="radio"/>
Additional Sponsorship Opportunities		
Enhanced Resource Directory Listing	\$399 member \$600 non-member	<input type="radio"/> <input type="radio"/>
TOTAL		



240 Bear Hill Rd., Suite 102, Waltham, MA 02451  
781.684.8700 • [www.neebc.org](http://www.neebc.org)

# NEEBC 2017 Corporate Partner, Sponsor & Exhibitor 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  
[linda@neebc.org](mailto:linda@neebc.org).



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