



NEEBC

Corporate Partnership Guide

2019



Pre-Anniversary Edition

Gain thoughtfully integrated visibility with top decision makers in New England's employee benefits industry as we gear up to celebrate NEEBC's 40th Anniversary in 2020.

The Pre-Anniversary Invitation

Preparations are already underway for celebrating NEEBC's 40th Anniversary in 2020. And now is your opportunity to get a jump start on our new partnership opportunities that are sure to 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.”

Corporate Partnership Opportunities (year 'round visibility)

Benefits	Titanium	Platinum	Gold	Silver
 Mission-Based Remarks to conference audience; Option to Present Scholarship	•			
 Exclusive Greeters welcome attendees and assist with check-In	•			
 20th Anniversary VIP Lounge where attendees relax, meet with peers, enjoy beverages and Wi-Fi at Best Practices Conference	ABC Co 20th Anniversary Lounge			
 Introduce Speaker at a major conference	Intro Keynote	Intro Session		
 Opportunity to Attend Program Committee planning session (in person or conference call)	•	•		
 Thank You Ad featuring Mission-based quote from sponsor; logo in <i>The Boston Globe</i>	Corporate Mission & Titanium Logo	Platinum Logo	Gold Logo	Silver Logo
 Printed Materials at Major Conferences including Health Insurance Market Outlook; Employee Benefits Summit & Tradeshow; Washington Update; Best Practices Conference	Welcome, Mission Quote & Titanium Logo	Mission Quote Platinum Logo	Gold Logo	Silver Logo
 Signage to include large signs at registration, conference and exhibitor area.	Titanium Logo (Exclusive Stage)	Platinum Logo	Gold Logo	Silver Logo
 Exhibit Space at Two Conferences including Employee Benefits Summit & Tradeshow plus Annual Best Practices Conference	First Selection	Premier	Prominent	Featured
 Name Badges for Partners including call-out ribbon	•	•	•	•
 Recognition at Swinging for Scholarships Golf Outing to raise money for NEEBC's annual scholarship fund	Corporate Quote or Call Out plus Titanium Logo	Platinum Logo	Gold Logo	Silver Logo
 Thoughtful integration in NEEBC Newsletters with short articles, photos, captions and content-driven call outs	Corporate Profile, 3 Articles with Photos & Captions	3 Articles with Photos & Captions	2 Articles with Photos & Captions	1 Article with Photos & Captions
 Recognition in Social Media including Facebook, LinkedIn & Twitter (quarterly)	Tailored Campaign	3 Posts	2 Posts	1 Post
 Annual Membership such as ACP (Annual Corporate Membership) includes most pre-paid program fees	15 ACPs	10 ACPs	10 ACPs	5 Standards
 Website Recognition featuring logo, link, enhanced listing Resource Directory plus newsletter articles in place for year	Plus home page call out	•	•	•
INVESTMENT	\$25,000	\$15,000	\$10,000	\$7,500

Only one Titanium sponsorship available; also receives first right to refusal for following year.



SUSAN MCGOWAN, DIRECTOR OF GLOBAL
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.



Other Supporters

Allianz	JellyVision
Altus Dental	KGA, Inc.
Care.com	Liberty Mutual
Colonial Life	Marsh & McLennan Agency, LLC
Columbia Management	MassMutual Executive Benefits
Delta Dental of MA	Minnesota Life
Fallon Health	Minuteman Health
Fidelity Investments	New York Life
GuideSpark, Inc.	Pfizer
Harvard Pilgrim Health Care	Pioneer Investments
Health Advocate	Premier Diagnostic Services, Inc.
HealthFitness	The Segal Group
HomeBenefitIQ	Unum
HUB International	Vanguard
Humana	

Together With Our Sponsors

We have given away over \$185,000 to benefits professionals since 1990 to promote professional growth and development of the employee benefits industry in New England. We have created a robust Mentoring Program to coach and develop the next generation of professionals. Over 75 rising professionals have completed the program to date.

NEEBC 2019 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 2019 Corporate Partnership Order Form

Contact Information

Name: _____

Job Title: _____

Organization: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email address: _____

Payment Information

Order Total \$ _____

Please Send Invoice To:

- Above contact
- Other contact name: _____ Title: _____ Email: _____

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, 561 Virginia Road, Suite 217, Concord, MA 01742.

This form may be faxed to: 781.684.9200.

Questions?

Call 781.684.8700 or email: patty@neebc.org.

NEEBC, 561 Virginia Road, Suite 217, Concord, MA 01742



Our Mission

The New England Employee Benefits Council is the region's leading provider of employee benefits education, resources and networking opportunities.

Together With Our Sponsors

We have given away over \$185,000 to benefits professionals since 1990 to promote professional growth and development of the employee benefits industry in New England.

We have created a robust Mentoring Program to coach and develop the next generation of professionals. Over 75 rising professionals have completed the program to date.

Count On NEEBC To

Educate and Inform. We provide our members with timely, relevant, in-depth programs that highlight regulations, changes, strategies, trends and innovations in the complex and challenging field of employee benefits.

Facilitate Development and Growth. We help our members succeed and advance through the exchange of information and ideas and by providing valuable resources to help them become industry experts and thought leaders.

Foster Connections. Our members become part of an established community of employee benefits professionals and develop key relationships that help them advance and thrive in their profession.



561 Virginia Road, Suite 217, Concord, MA 01742 • 781.684.8700 • www.neebc.org



www.facebook.com/Neebc



twitter.com/neebc



www.linkedin.com