

2018 LAAHU ANNUAL CONFERENCE

FIELD DAY - SPONSORSHIP OPPORTUNITIES - APRIL 11-12, 2018



Location: Los Angeles Convention Center

Ready, Set, Go!

Sponsor, Exhibit, Network, Educate, and
Encourage Teamwork & Healthy Competition

BONUS Two Day Event! (Including an Exclusive Marketplace mixer on day one)

Tentative Agenda is attached!

Located in Downtown Los Angeles at the Los Angeles Convention Center, we're set to attract well over 500 attendees. Speaker requests are out to high-profile, sure-to-draw speakers that will once again make this the premier networking and educational gathering of insurance professionals in Southern California. **This year's event is a "Field Day" theme. Casual athletic wear, team sports attire, and fun!** This year's Event is over two days, So more Exhibitor time. We are also Inviting PIHRA (Professionals in Human Resources) to attend, as well as other Associations. We are expecting a great attendance, and Kick off Networking event in the Exhibitor Hall on day one.

LAAHU's 2018 FIELD DAY Conference Sponsorship Opportunities

(1) Gold Medalist Sponsor \$10,000

ADVERTISING

- Company logo on all Annual Conference marketing materials
- Advertising banner on the front page of LAAHU website for 1 year
- Introduction of keynote speaker
- 5 minute presentation or video
- Promote 4 of your company events via email to LAAHU members
- Logo on Audio Visual loop during Keynote transition time

LAAHU EXHIBITOR BOOTH PACKAGE

- Double booth (2 tables) +4 exhibitor registrations
- 6 complimentary registrations
- 10% discount for additional attendees (names and payment must be made at least 1 week before event)
- LAAHU TIMES E-NEWSLETTER
- E- Newsletter - Front-page advertisement – All Annual Conference issues

(1) Silver Medal Sponsor \$7,500

ADVERTISING

- Company logo on all Annual Conference marketing materials
- Advertising banner on the front page of LAAHU website for 9 months
- Promote 3 of your company events via email to LAAHU members
- Logo on Audio Visual loop during Keynote transition time
- Introduction of 2 CE Speaker/Courses of Your Choice

LAAHU EXHIBITOR BOOTH PACKAGE

- Double booth (2 tables) +4 exhibitor registrations
- 4 complimentary registrations
- 10% discount for additional attendees (names and payment must be made at least 1 week before event)
- LAAHU TIMES E-NEWSLETTER
- E- Newsletter - Front-page advertisement – All Annual Conference issues

(1) Bronze Medal Sponsor \$6,000

ADVERTISING

- Company logo on all Annual Conference marketing materials
- Advertising banner on the front page of LAAHU website for 6 months
- Promote 2 of your company events via email to LAAHU members
- Logo on Audio Visual loop during Keynote transition time
- Introduction of 1 CE Speaker/Course of Your Choice

LAAHU EXHIBITOR BOOTH PACKAGE

- Single booth (table) +2 exhibitor registrations
- 3 complimentary registrations
- 10% discount for additional attendees (names and payment must be made at least 1 week before event)

Name Badge Sponsor**\$5,000**

ADVERTISING

- Your staff can volunteer at registration desk day 1 & 2, wearing your company logo'd apparel (max 5 volunteers)
- Your company logo on name badges
- Company logo on all Annual Conference Day marketing material
- Advertising banner on the front page of LAAHU website for 4 months
- Logo on Audio Visual loop during Keynote transition time
- Promote 1 of your company events via email to LAAHU members

LAAHU EXHIBITOR BOOTH PACKAGE

- Single booth (1 table) +2 exhibitor registrations
- 2 complimentary registrations
- E- Newsletter - Front-page advertisement – All Annual Conference issues

Lanyard Sponsor**\$ 4,000**

ADVERTISING

- We will use the lanyard you provide and hand out at registration table
- Company logo on all Annual Conference Day marketing material
- Advertising banner on the front page of LAAHU website for 3 months
- Logo on Audio Visual loop during Keynote transition time
- LAAHU EXHIBITOR BOOTH PACKAGE
- Single booth (1 table) +2 exhibitor registrations
- 2 complimentary registrations

Bag Sponsor**\$ 4,500**

ADVERTISING

- We will use the bag you provide and hand those out at registration table
- Company logo on all Annual Conference Day marketing material
- Advertising banner on the front page of LAAHU website for 3 months
- Logo on Audio Visual loop during Keynote transition time
- LAAHU EXHIBITOR BOOTH PACKAGE
- Single booth (1 table) +2 exhibitor registrations
- 2 complimentary registrations

Marketplace Mixer Vanguard Events Sponsor (4 maximum) \$4000

ADVERTISING

- Special Recognition at the "Marketplace Mixer"
- Recognition on signage at the Vanguard Event
- 1 minute commercial at Vanguard Event
- LAAHU EXHIBITOR BOOTH PACKAGE
- Single booth (1 table) +2 exhibitor registrations
- Drinks Tickets to hand out at the Mixer Event.

Lunch Sponsor (3 total) \$4000

ADVERTISING

- Company logo on all Annual Conference Day marketing material
- Logo on Audio Visual loop during Keynote transition time
- Recognition on signage at the event
- LAAHU EXHIBITOR BOOTH PACKAGE
- Single booth (1 table) +2 exhibitor registrations
- 2 complimentary registrations

Breakfast Sponsor (3 total) \$4,000

Advertising/Booth Benefits

- Logo on Audio Visual loop during Keynote transition time
- Recognition on signage at the event
- 2 complimentary registrations
- Single Booth (1) Table +2 exhibitor registrations

Other Sponsorships - Note that the following sponsorships do not include a Booth

Exhibit Hall "Bingo" Card \$1750

Advertising

- Your name on the Exhibitor Bingo Card
- Recognition on signage at the event
- Logo on Audio Visual loop during Keynote transition time
- 2 complimentary Registrations

Audio Visual Sponsor \$1,500

Advertising

- Recognition on signage at the event
- Logo on Audio Visual loop during Keynote transition time
- 2 complimentary Registrations

Programs Sponsor (2) \$1,500

Advertising

- Logo on Audio Visual loop during Keynote transition time
- Recognition on signage at the event
- 2 complimentary Registrations

Education Sponsor \$1,500

Advertising

- Sign Sponsor
- Recognition on signage at the event
- 2 complimentary Registrations

Speaker Sponsor (2) \$1,500

Advertising

- Recognition on signage at the event
- 2 complimentary Registrations

Water Sponsor (2) \$1,500

Advertising

- Recognition on signage at the event
- 2 complimentary Registrations

Raffle Prize Ticket Sponsor (1) \$1,500

Advertising

- Recognition on signage at the event
- Announce winner of raffle prize
- 2 complimentary Registrations

Coffee Sponsor - (2) \$1,500

Advertising

- Recognition on signage at the event
- 2 complimentary Registrations

Snack Sponsor - (2) \$1,500

Advertising

- Recognition on signage at the event
- 2 complimentary Registrations

Dessert Sponsor - (2) \$1,500

Advertising

- Recognition on signage at the event
- 2 complimentary Registrations

LAAHU Annual Sponsorships

The ANNUAL SPONSORSHIPS allow you to participate in all LAAHU 'events' at a substantial discount, provides special marketing & advertising opportunities, invite guests to member meetings and more. Plus - this will set your annual commitment to LAAHU once per year - which will help to keep your budget intact - and it keeps us from coming back to you throughout the year for additional sponsorships. (Choice priority given to our ANNUAL sponsors.) Some of the Annual Sponsorships also Include a Booth or a Discounted Booth at our Annual Conference.

LAAHU ANNUAL SPONSORSHIP OPPORTUNITIES	Diamond	Ruby	Emerald	Pearl	Friends of LAAHU
Company Logo on ALL Member Meeting Material Includes: Regular Member Meetings, Annual Symposium, and Vanguard	X	X	X	X	X
Advertising banner on the front page of LAAHU website	1 Year	6 Months	3 Months		
Promote YOUR events to LAAHU Membership	4/year	2/year	1/year		
Annual Symposium Exhibitor Booth Package	Double Booth (2 tables)	Double Booth (2 tables)	One Booth (1 table)	One Booth (1 table)	50% Off UDAY Booth
First choice in booth location at Annual Symposium	X				
Complimentary Annual Symposium Registrations	6	4	2	2	2
10% Discount for additional registrations	X	X	X		
Advertisement in LAAHU Newsletter <small>(must be created by you and provided to info@laahu.org by deadline)</small>	Full Page	1/2 Page	1/4 Page	Logo Only	
First choice of specified Category Sponsor at Annual Symposium (Tie determined by earliest to submit sponsor application)***	1st Priority	2nd Priority	3rd Priority	4th Priority	
2 Complimentary attendees at in person member meetings	X	X	X	X	X
Discount on exhibiting at additional events in the year	40%	35%	30%	20%	10%
SPONSORSHIP	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500

RENEWS THE MONTH OF PURCHASE

Annual Sponsorships include ONE Annual Symposium regardless of when purchased.

***Note: Categories for Uday are listed in following pages, must be selected by December 1 to hold choice

SPONSORSHIP APPLICATION

Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Contact E-Mail _____ Web Site _____
Contact Name _____ Title _____
Signature _____ Date _____

BOOTH OPTIONS: \$750.00 per booth - paid by March 16, 2018 - After March 17, 2018 - price is \$850.00
You can also add Mixer Drinks tickets for the 4-6pm mixer - Cost is \$500.00 for 50 tickets.

SPONSORSHIP TYPE/ NAME: _____
BOOTH QUANTITY & AMOUNT: _____
MIXER DRINK TICKETS: _____

TOTAL FEES ENCLOSED: _____

PLEASE EMAIL HIGH RES LOGO TO INFO@LAAHU.ORG

METHOD OF PAYMENT: Check VISA MasterCard AMEX

Card # _____ Exp. Date _____

Name (as it appears on card) _____ Signature _____

Billing Address (if different from above) _____

A confirmation will be e-mailed to you.

Return this contract with your credit card information or check payable to:

Los Angeles Association of Health Underwriters
2520 Venture Oaks Way, Suite 150 • Sacramento, California 95833
1.800.676.1628 – phone • 916.924.7323 – fax
www.laahu.org • natalie@camgmt.com (please do not email back contract)

Anticipated Agenda:

April 11, 2018

7:00 am – 1:00 pm	Exhibitor Set Up
2:00 pm – 3:00 pm	Opening Welcome/Keynote
3:00 pm – 4:00 pm	Keynote Speaker/CE
4:00 pm – 6:00 pm	Exhibitors "Welcome" Cocktails and Appetizers (No Host Bar)

April 12, 2018

8:30 am – 9:45 am	Breakfast with Exhibitors
10:00 am – 3:00 pm	Program
3:00 pm	Close

The event is being planned to span over a two day period, with day one starting later to keep time in traffic to a minimum, and day 2 will end earlier, again, with the intention of minimizing time in traffic for everyone.

The Event will consist of a keynote speakers, up to the minute legislative information, and an afternoon Mixer event that will be held in our exhibition hall, and give sponsors/exhibitors ample amount of time to generate buzz in regards to products and services. Product demos featuring technology and hands on training will be encouraged - and the afternoon will conclude with on-site with drinks and appetizers. That evening, Our Vanguard Council is planning an event that will be fun and invite healthy competition!

Day two will include education, panel discussions, lunch with our exhibiting partners, exhibitor time, speakers, and breakout sessions. This day is being designed to meet the educational needs of Large & Small Group brokers and consultants, and those specializing in IFP, Covered California, Medicare and those in the HR/Employee Benefit Profession. We will end the event at 3:00, allowing exhibitors to breakdown exhibits at 2:00 pm.