



NEEBC

Strategic Sponsor and
Exhibiting Opportunities

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



who we are

The New England Employee Benefits Council's (NEEBC) 1,250+ members manage benefits for an estimated 2.5 million employees across the country. Our high-level professionals include corporate benefits and human resources professionals, benefits brokers, consultants and service providers. These individuals authorize, influence and execute major purchasing decisions for coverage such as health, wellness, retirement, financial security, dental, life, disability and voluntary benefits.

Our members' industries:

Our member companies span a number of industries and range from small businesses to large, including nationally recognized employers throughout New England.

The #1 reason members belong to NEEBC is to network in an environment of learning and inspiration with top professionals in the employee benefits field.



what we do

Engage. Educate. Enlighten.

Established over 35 years ago, NEEBC is a 501(c)(3) nonprofit organization located in Massachusetts that advances knowledge and education in employee benefits. We offer a full spectrum of programs throughout the year – from health care to retirement to wellness – that are designed to meet the needs of employee benefits professionals.

NEEBC is the premier educational forum in New England for employee benefits professionals to:

- Cultivate peer-to-peer best practices
- Exchange insights and foster ideas
- Become informed about new regulatory developments
- Learn the latest trends and advancements in employee benefits
- Engage with colleagues
- Develop new relationships

what can NEEBC 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 sponsors 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



THE NEEBC WEB SITE
GENERATES APPROXIMATELY

60,000
PAGE VIEWS
PER YEAR



NEARLY
14,000
UNIQUE USERS
VISITED THE NEEBC
WEB SITE IN THE LAST
12 MONTHS



EACH ISSUE OF NEEBC'S
NEWSLETTER REACHES

3,500
TARGETED
INDIVIDUALS

Recent NEEBC Supporters

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



MASSACHUSETTS



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.
SageView Advisory Group
The Segal Group
Unum
Vanguard

Annual Corporate Partnership Opportunities

As a year-round corporate partner, your business enjoys valuable recognition, promotion and marketing opportunities throughout the year. The annual partnership provides exceptional value and offers high visibility for organizations looking to elevate brand awareness with employee benefits professionals.

Annual Corporate Partnership Opportunities			
	Platinum	Gold	Silver
Cost	\$15,000	\$10,000	\$7,500
Value	\$21,500	\$16,000	\$9,800
*Corporate memberships	10	10	5
Introduction of a speaker at one of our two major conferences	✓		
Promotion at Benefits Fair & Trade Show, Best Practices Conference and Massachusetts Health Insurance Market Outlook; benefits include logo in pre-event marketing materials, promotion through social media before and after events, event signage with logo, recognition from podium, premier exhibit space, and nametag with sponsor ribbon	✓	✓	✓
Promotion at Golf Outing including logo in pre-event promotional materials and signage with logo at event	✓		
Opportunity to join the NEEBC programming committee	✓		
Opportunity to write articles for the NEEBC newsletter; articles promoted through social media channels and placed on the NEEBC web site as white papers	3 articles	2 articles	1 article
Continued social media promotion throughout the year on LinkedIn, Twitter and Facebook	✓	✓	✓
Annual web site sponsorship; company logo placed on NEEBC home page with sponsorship level	✓	✓	✓
Annual enhanced listing in the NEEBC Resource Directory with sponsorship level	✓	✓	✓
Thank you advertisement in the <i>Boston Business Journal</i>	✓	✓	✓

*Corporate Memberships

- Corporate members are entitled to all membership privileges, including free attendance at most programs. The Best Practices Conference, webinars and social events are excluded from this offer.
- Additional Organization members (those beyond the number included in the sponsorship package) will pay an additional organization member fee of \$110.
- Silver sponsors receive five corporate memberships; member rates are charged for programs.

Event Sponsorship Opportunities

Annual Benefits Fair & Trade Show Sponsorship Opportunities

The Annual Benefits Fair & Trade Show is the year's "must go to" event, attracting several hundred benefits professionals from New England to learn the latest benefit news and visit the region's most dynamic vendors.

	PLATINUM	GOLD	SILVER
Cost	\$5,000	\$2,000	\$1,000
Complimentary conference registrations	3	2	1
Reduced registration fee of \$175 per person	4	3	2
Company logo featured in print and web versions of promotional materials	✓		
Complimentary trade show booth	✓		
Preferred exhibitor space*	✓		
Company name on signage at the event	✓	✓	✓
Acknowledgement on the NEEBC website and in conference communications	✓	✓	✓
Recognition from the podium during conference	✓	✓	✓

Golf Outing Sponsorship Opportunities

The Golf Outing attracts all skill levels for a fun-filled day on the course in a scramble format. Lunch, cocktail hour and dinner provide additional opportunities to connect with colleagues and friends.

	DINNER (1)	LUNCH (2)	COCKTAIL HOUR (2)
Cost	\$3,500	\$1,500	\$750
One complimentary foursome	✓		
Recognition in the fall NEEBC Newsletter	✓	✓	✓
Acknowledgement on the NEEBC website and in promotional materials	✓	✓	✓
Company name on signage at the event	✓	✓	✓
Recognition during dinner at the Awards Ceremony	✓	✓	✓

Additional Sponsorship Options

- Tee Sponsors (18): Sponsor sign with company logo, \$125
- Closest to the Pin Sponsors (4): Sponsor sign with company logo, \$150

Best Practices Conference Sponsorship Opportunities

The Annual Best Practices Conference honors New England's "Best Benefits Practices" and has been a perennial favorite for nearly two decades. The conference attracts several hundred benefits professionals and features dynamic keynote speakers as well as presentations by the Best Practices winners.

	PLATINUM	GOLD	SILVER
Cost	\$5,000	\$2,000	\$1,000
Complimentary conference registrations	3		
Reduced registration fee of \$125 per person	3	2	1
Company logo featured in print and web versions of promotional materials	✓		
Complimentary resource table to display promotional materials; free registration for person staffing table	✓	✓	
Company name on signage at the event	✓	✓	✓
Distribute the brochure of your choice in the conference "Benefits Resource Kit"	✓	✓	✓
Acknowledgement on the NEEBC website and in conference communications	✓	✓	✓
Recognition from the podium during conference	✓	✓	✓

*Exhibitors who are also sponsors have priority placement. Exhibitor opportunities: \$1,550 Member, \$1,975 Non-Member

"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."

GLENN HASKELL, BENEFITS MANAGER, NEW BALANCE

Program and Additional Sponsorship Opportunities

As a program sponsor, you can spotlight your company's talent and offerings at targeted NEEBC 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 the event
- Nametag with sponsor ribbon

How To Series (5) \$1,000 EACH/\$3,000 SERIES

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

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.

Networking Nights (2) \$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 (3) \$1,000 EACH/\$2,500 SERIES

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

Wellness Programs (3) \$1,000 EACH/\$2,500 SERIES

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 (2) \$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

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.

To find out more about sponsorship opportunities with NEEBC, please contact Patty Houpt at 781.684.8700 or at patty@neebc.org. Visit us at neebc.org.

**Please sign me up for the following sponsorships
(please check below):**

ANNUAL CORPORATE PARTNERSHIP

- ☐ Platinum Annual Partner: \$15,000
- ☐ Gold Annual Partner: \$10,000
- ☐ Silver Annual Partner: \$7,500

BENEFITS FAIR AND TRADE SHOW

- ☐ Platinum Sponsor: \$5,000
- ☐ Gold Sponsor: \$2,000
- ☐ Silver Sponsor: \$1,000
- ☐ Exhibitor Only: \$1,550 Member, \$1,975 Non-Member

BEST PRACTICES CONFERENCE

- ☐ Platinum Sponsor: \$5,000
- ☐ Gold Sponsor: \$2,000
- ☐ Silver Sponsor: \$1,000

GOLF OUTING

- ☐ Dinner Sponsor: \$3,500 (limited to one)
- ☐ Lunch Sponsor: \$1,500 (limited to two)
- ☐ Cocktail Hour Sponsor: \$750 (limited to two)
- ☐ Tee Sponsors (18): \$125
- ☐ Closest to the Pin Sponsors (4): \$150

PROGRAM SPONSORSHIPS

- ☐ How To Series (5): \$1,000 each/\$3,000 series
- ☐ Massachusetts Health Insurance Market Outlook: \$1,000
- ☐ Networking Nights (2): \$1,000 each
- ☐ Strategic Retirement Solutions (3): \$1,000 each/\$2,500 series
- ☐ Wellness Programs (3): \$1,000 each/\$2,500 series
- ☐ Women in Benefits Networking Luncheons (2): \$1,000 each

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- ☐ Enhanced Resource Directory Listing: \$399

*"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."*

SUSAN MCGOWAN, ASSOCIATE
DIRECTOR, BENEFITS, BIOGEN

PLEASE COMPLETE THE FORM BELOW AND RETURN IT TO THE NEEBC OFFICE.

Name: _____

Title: _____

Company: _____

Phone Number: _____

Email: _____

240 Bear Hill Road, Suite 102, Waltham, MA 02451

Phone: 781-684-8700 Email: admin@neebc.org FAX: 781-684-9200

TOTAL AMOUNT

☐ Check Enclosed

☐ Invoice Me

\$ _____

Thank you for your support.



**NEW ENGLAND
Employee Benefits Council**

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Waltham, MA 02451
781.684.8700
www.neebc.org



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