



SBEN Regional Benefits Educational Forum - Birmingham

Birmingham, AL | February 27, 2020

Sponsorship Invitation

We are pleased to announce the Southeast Benefits Education Network Regional Benefits Forum on February 27, 2020. More than 50 leading benefits executives and their advisors/partners are expected to participate in the Forum.

SBEN is offering supporting organizations the opportunity to sponsor this premier educational event. This will be an ***outstanding opportunity for sponsors to build stronger relationships with employee benefits decision-makers*** and leaders through exceptional networking and business development opportunities for sponsors and attendees.

Staying up to date in the challenging world of employee benefits has never been more critical to the success of benefits professionals and their companies. Changes in regulations, technology, workforce and the economy continue to influence and change the way benefits are structured. The SBEN Regional Benefits Forum will be led by recognized employee benefits subject matter experts. **Sponsoring this Southeast Benefits Education Network Forum is one of the most cost-effective ways to gain exposure for the services and solutions that your organization provides.**

Sponsorship information is enclosed, including a Sponsorship Agreement, which we ask you to sign and return to SBEN via email (mchappell@sben.org) as soon as possible. The number of sponsoring companies is limited, so reserve your space today! **Sponsors will be accepted on a first come, first serve basis.** We look forward to your participation in what promises to be an outstanding educational and networking event.

Sincerely,
Marc Chappell
Executive Director

PS – We have a new exciting Premier Sponsorship Opportunity!



SBEN Sponsorship Opportunities

Option One: Premier Sponsor - Year-Round Opportunity: \$3,000

We are pleased to announce a special sponsorship opportunity, the SBEN Premier Sponsorship. This is a year-round opportunity to build stronger relationships with employee benefits decision-makers. **Value = \$4,000+**

Benefits:

All the benefits below are for the Annual Educational Conference, and **TWO** Regional Forums:

- 1 Complimentary Registration to Regional Forums
- 2 Complimentary Registrations to Annual Educational Conference
- 6-foot table top exhibit space at three events
- Access to the Attendee/Registration lists at all three events
- Logo/Brand recognition on the Forum and Conference website
- Logo/Brand recognition on the Forum and Conference promotional emails
- Logo/Brand recognition during the Forum and Conference events
- Ad in the Annual Educational Conference Event Guide

You will also receive:

- 2 Complimentary SBEN Memberships (\$550 Value)
- 1 Complimentary Registration the Holiday Educational and Social Event
- Logo/Brand recognition on all SBEN Press Releases
- Logo/Brand Recognition and link to website on the SBEN website
- Social Media Recognition throughout the year on SBEN's Twitter and Linked In accounts
- Ability to host an educational webinar

A savings of more than \$1,500!

Option Two: Sponsor Only the Birmingham Regional Forum, February 27: \$650

This event is expected to attract more than 50 professionals. This event starts with a reception the night before and then a full-day of education and networking opportunities in the beautiful heart of Birmingham.

Benefits:

- 1 Complimentary Forum Registration
- 6-foot table top exhibit space during the Forum
- Access to the Forum registration list
- Logo/Brand recognition on the Forum website
- Logo/Brand recognition on the Forum promotional emails
- Logo/Brand recognition during the Forum
- Logo/Brand recognition at a reserved table during the Forum



Sponsorship Agreement

The following describes the sponsorship agreement between Southeast Benefits Education Network (SBEN) and Sponsor:

Sponsor Name: _____

- SBEN will provide Sponsor conference attendee registration lists in excel format. Sponsor agrees to not disclose attendee registration lists to outside parties. **Sponsor agrees not to extend invitations or call meetings that would encourage absence during the posted hours of the conference.**
- SBEN will not incur additional expenses associated with this sponsorship except those required for the promotion and staging of the event.
- SBEN does not assume any responsibility for the protection and safety of sponsor displays, or the protection of property used in connection with the display from theft or damage by any cause.
- In the event of cancellation due to circumstances within its control, the liability of SBEN shall be limited to a refund of your sponsorship fee. In the event of cancellation by sponsor, no refunds will be given unless written notification is provided to SBEN 90 days prior to the conference.
- Sponsor agrees to defend, indemnify and hold harmless SBEN from and against all claims, actions, causes of action, or liabilities, including reasonable attorneys' fees, arising out of or resulting from any act undertaken or committed by Sponsor pursuant to the performance of its obligations under this agreement.
- SBEN will offer the corresponding benefits (listed on page two of this document) with the sponsorship(s) selected, once full-payment is received.
- Please note that with complimentary registrations, a form will be provided to the sponsor, and must be completed by the sponsor.

This shall constitute the entire agreement, and Sponsor agrees to abide and conform to these terms. In the event of fire, strikes or other uncontrollable circumstances, this agreement will not be binding.

Please indicate which sponsorship you are selecting:

- **Option One: Premier Sponsorship – Year-Round Opportunity (VALUED AT \$4,000+) - \$3,000**
- Option Two: Sponsor only the Birmingham Regional Forum, February 27 - \$650

Total for above sponsorship: _____

You agree to pay this amount *prior to February 27, 2020*.

Accepted By:

Sponsor's Authorized Representative

DATE

Please email complete both pages of the agreement and email to mchappell@sben.org



Sponsorship Agreement Continued

Contact Person

For questions regarding this sponsorship, SBEN should contact:

Name: _____

Title: _____

Phone: _____ Email: _____

Secondary Contact:

Name: _____

Title: _____

Phone: _____ Email: _____

Please confirm if your company would like to accept the included display table option:

- - Yes, we plan to use the display table as described in the sponsor agreement.
- - No, we would not like a display table.

Payment Method

Sponsorship Fee: \$ _____

Please indicate your method of payment.

- Check enclosed, payable to Southeast Benefits Education Network
- Credit card payment

Card Type: ▪ VISA ▪ MC ▪ AMEX CVV Code: _____

Card Number: _____ Exp. Date: _____

Name on Card (Please print): _____ Zip Code: _____

Signature: _____

Please complete both pages of this agreement and return to:

Southeast Benefits Education Network mchappell@sben.org

Questions? Call SBEN at 404-812-9132

Thank you.