

SPONSORSHIP AND EXHIBITOR PROSPECTUS

Group and Worksite Benefits Conference
May 3-4 2022 | Renaissance Boston Waterfront Hotel
Boston, Massachusetts



The Future of Work

The Group and Worksite Benefits Conference brings together executives and professionals responsible for the development, marketing and distribution of group and worksite/voluntary benefits, including Life, Disability, Critical Illness, Accident and other Supplemental Health products, Dental, Vision and Healthcare plans.

By securing a sponsorship or exhibitor booth at the Group and Worksite Benefits Conference, you are in an ideal position to generate leads, build brand awareness with target audiences and produce opportunities that extend well beyond the conference.

WHO ATTENDS

42%

Middle Management,
Team Leader, Supervisor

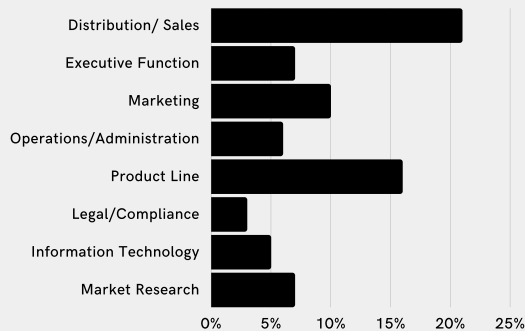
22%

Senior Management,
Department Head

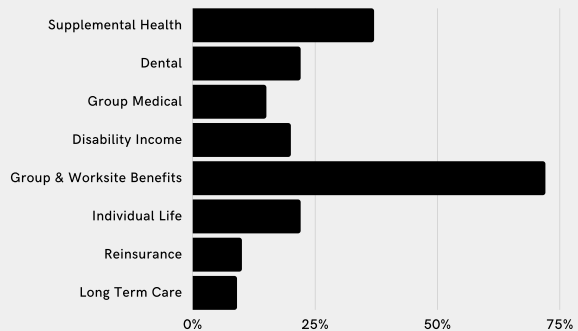
15%

CEO/President,
SC-Level Executive,
Business Line Head

Job Function



Line of Business





Based on your financial commitment, you will receive the following level of recognition and benefits:

Premier Sponsor \$45K+

(2 Available)

SOLD

- Recognition as Premier Sponsor on the conference webpage, conference app and onsite program, if applicable
- Four complimentary full-conference registrations for sponsor representatives with opportunity to purchase two additional registrations at LIMRA member rate
- Company description on sponsor tab on conference app
- Sponsor recognition on name badge
- Logo listed on sponsor signage at registration desk
- Recognized as sponsor during opening comments
- Recognition as sponsor on all conference promotional email blasts
- Opportunity to provide logoed item to be given out at registration desk as a gift to all attendees
- Two, 6-foot skirted tables with electrical outlet (Will extend to 10-foot booth if space allows)
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Elite Sponsor \$22K to \$44K

- Recognition as Elite Sponsor on the conference webpage, conference app and onsite program, if applicable
- Three complimentary full-conference registrations for sponsor representatives with opportunity to purchase two additional registrations at LIMRA member rate
- Company description on sponsor tab on conference app
- Sponsor recognition on name badge
- One 6-foot skirted table with electrical outlet (Table-Top or limited displays permitted)
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Associate Sponsor \$7K to \$21K

- Two complimentary full-conference registrations for sponsor representatives with opportunity to purchase two additional registrations at LIMRA member rate
- Logo posted to sponsorship listing on conference webpage
- Sponsor recognition on name badge
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)



Group and Worksite Benefits Conference

Sponsorship At-A-Glance

	Premier	Elite	Associate
Logo listed on sponsor signage at registration desk	•		
Recognition as Sponsor during opening comments	•		
Opportunity to hand out branded item or marketing collateral at registration	•		
Sponsorship level recognition on all conference promotional email blasts	•		
Inclusion in one pre-conference social media post	•	•	
Exhibit Booth: 6 ft. exhibit space with table, chairs, identification sign and outlet	2	•	
Complimentary Conference Registrations/ Attendee Passes	4	3	2
Company description on Sponsor Tab on Conference App	•	•	•
Sponsor recognition on name badge	•	•	•
Sponsorship level recognition on conference webpage and online program , if applicable	•	•	•
Sponsorship recognition on conference walk-in slides	•	•	•
Advance registrant/ attendee list issued three weeks prior to event	•	•	•

Sponsorship Opportunities

\$18,000

Welcome Reception

- Opportunity to welcome attendees back after two years of virtual meetings
- Introduction at reception and 2-3 minute opportunity to address attendees
- Sponsorship signage during reception
- Recognition from podium during General Session the morning following the reception



Boost your engagement level, create a positive perception of your brand and enhance the attendee experience by sponsoring additional brand activations .

Contact for Details

WIFI Sponsor

\$8,000

- Sponsor complimentary WIFI in conference space for all attendees
- Opportunity to customize WIFI login and password (If available at property)
- Sponsorship acknowledgment with company logo in conjunction with all reference to WIFI details



Mobile App Sponsor

\$8,000

- Sponsor the app that provides conference information including session schedule, daily events and exhibitor listings
- Prominent advertising placement on mobile app (sponsor design)
- One push notification on mobile app
- Sponsorship acknowledgment with company logo in conjunction with mobile app details within program guide

Breakfast Sponsorship

\$13,500

- Sponsorship signage displayed during attendee breakfast
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium following breakfast
- Sponsorship listing on mobile app
- Push notification on mobile app



Lunch Sponsorship

\$15,000

- Sponsorship signage displayed during attendee lunch
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium following lunch
- Sponsorship listing on mobile app
- Push notification on mobile app

Break Sponsorship

\$7,000

- Sponsorship signage displayed during break
- Sponsorship listing in Conference brochure and on-site program, if applicable
- Recognition from podium following session break
- Sponsorship listing on mobile app
- Push notification on mobile app

Specialty Coffee Cafe



Offer attendees specialty coffee throughout the day in this clearly defined and branded Coffee Lounge. Sure to be a high-traffic location where attendees meet, the cafe will be a conference hub where attendees break and meet.

[Contact for Details](#)

Charge it up Lounge



Provide attendees with a spot to recharge! Whether charging up their devices or catching up on emails, this will be a popular area for all attendees. The 20 x 20 branded lounge with charging stations and seating is sure to be a hit.

[Contact for Details](#)

Registration Desk



The Registration Desk is the first stop for all conference attendees as well as throughout their conference experience. This is a prime location to showcase your brand as the exclusive registration sponsor.

[Contact for Details](#)

Lanyard

\$10,000

Every attendee will wear this branded lanyard with their conference badge for the duration of the conference. Your company logo will be prominently branded on the lanyard.

Key Card

\$10,000

Put your brand in the hands of all attendees with this highly visible opportunity. Your brand is the first thing they will see when checking into the hotel and each time they enter their room.

Branded Welcome Gift

[Contact for Details](#)

Provide a logoed welcome gift and/or literature handed out to all attendees at registration.

Conference Bag

[Contact for Details](#)

All attendees will recognize your contribution to the conference with your organization's logo printed on the conference bag.

Exhibitor Package

\$3,350

- One complimentary conference registration; two additional attendees at LIMRA member rate
- One 6-foot skirted table with electrical outlet (Table-Top or limited displays permitted)
- Exhibitor listing in Conference brochure and on-site program
- Exhibitor listing on mobile app and conference slides
- Sponsorship listing on conference website
- Advance registrant/attendee list issued three weeks prior to event



Sponsorship Bundles & Custom Packages

Interested in sponsoring multiple events and/or creating a custom sponsorship package? We offer bundled sponsorship discounts and will gladly work with you to create a customized package that meets your organization's individual needs.



2022 LIMRA/ LOMA/ SRI Conference Series

Retirement Industry Conference
Boston Park Hotel
May 11-13, 2022

Advanced Sales Forum
Coronado Island Resort & Spa
August 8-10, 2022

Marketing Conference
Lowe's Portofino Bay
June 1-3, 2022

Compliance & Financial Crimes
Location TBD
Fall 2022

Supplemental Health, DI & LTC
Conference
Hyatt Regency Washington Capitol Hill
August 3-5, 2022

LIMRA Annual Conference
Marriott Marquis Chicago
October 16-18, 2022



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Hotel/ Venue Information



Renaissance Boston Waterfront

606 Congress Street

Boston, MA, United States, 02210

(617) 338-4111

**THANK YOU,
AND WE
LOOK
FORWARD TO
WORKING
WITH YOU.**

Make your reservation by April 12th to receive the group rate of \$329 (plus applicable sales taxes).