

SPONSORSHIP AND EXHIBITOR PROSPECTUS

The Enrollment Technology Strategy Seminar
February 20-22, 2023 | Grand Hyatt Atlanta Buckhead



Enrollment Technology Strategy Seminar

Atlanta Buckhead 2023

The Enrollment Technology Strategy Seminar provides the latest information from industry experts, business thought leaders, and enrollment technology professionals.

By promoting your company at the Enrollment Technology Strategy Seminar, you are in an ideal position to generate leads with key professionals involved in worksite/voluntary initiatives, enrollment strategy or solutions, vendor or exchange management, and enrollment or benefit administration technology.

Our sponsorships create valuable opportunities to connect, network and build relationships that extend well beyond the conference while assisting you in building brand awareness with target audiences.

The LIMRA Enrollment Technology Strategy Seminar is the perfect venue for any company that provides products and services in the enrollment or benefit administration space. By taking an active, visible role as a sponsor or exhibitor at the LIMRA Enrollment Technology Strategy Seminar, you will have access to the top executives, managers, and other professionals who attend the conference.

2022 AUDIENCE SNAPSHOT

46%

Middle Management-
Reports to Senior
Management

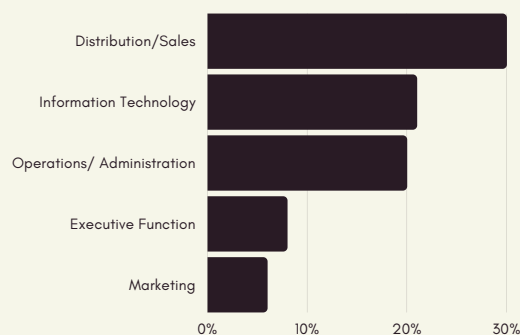
20%

Senior Management,
Department Head
Reports to C-Level

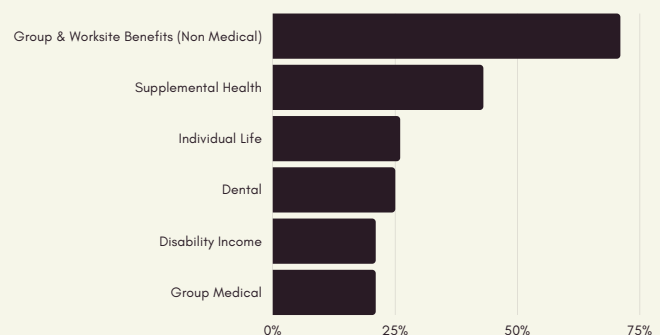
15%

Chairman, CEO, President
C-Level, 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 \$35K+

~~(2 AVAILABLE)~~
(1 AVAILABLE)

- 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 and onsite signage
- 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 arrange meetings via conference mobile app
- Opportunity to provide logoed item to be given out at registration desk as a gift to all attendees
- One 6-foot skirted table with electrical outlet (Will extend booth if space allows)
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Elite Sponsor \$15K to \$34K

- Recognition as Elite Sponsor on the conference webpage and onsite signage
- 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 \$6K to \$14K

- 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 and onsite signage
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Contributing Sponsor \$6K

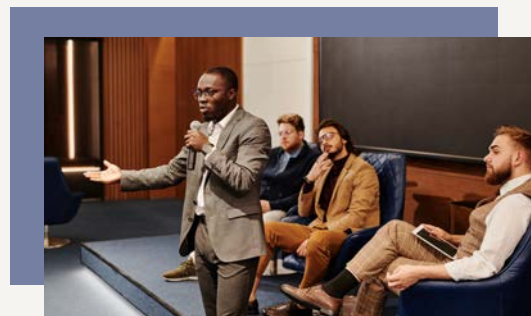
- One complimentary full-conference registration for sponsor representatives
- Logo posted to sponsorship listing on conference webpage
- Advance registrant/attendee list issued one week prior to event (Attendee list policy applies)

SPONSORSHIP OPPORTUNITIES

Concurrent Session Room Sponsor

\$15,000

- Exclusive sponsorship of a Concurrent Session Room
- Opportunity to introduce each session and provide brief company overview (Some scripting may be provided)
- Sponsorship acknowledgement on signage prominently displayed at session entrance
- Recognition as Elite Sponsor; Elite Sponsor benefits included



WIFI Sponsor

\$9,000

- 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
- Recognition as Associate Sponsor; Associate Sponsor benefits included



Mobile App Sponsor

\$9,000

- 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 acknowledgement with company logo in conjunction with mobile app details within program guide
- Recognition as Associate Sponsor; Associate Sponsor benefits included

Charging Stations

\$10,000



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. Several branded charging stations will be placed throughout the conference space. Associate Sponsor benefits included

Breakfast Sponsorship

\$8,000

- 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
- Recognition as Associate Sponsor; Associate Sponsor benefits included



Lunch Sponsorship

\$10,000

- 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
- Recognition as Associate Sponsor; Associate Sponsor benefits included

All-Day Break & Coffee Bar

\$13,000

- Sponsorship signage displayed at snack stations throughout day
- Defined and fully branded coffee station set for entire conference day
- 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
- Sponsorship offered per day; multiple day sponsorship available
- Recognition as Associate Sponsor; Associate Sponsor benefits included



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. Elite Sponsor benefits included

\$15,000



Solutions Showcase

\$10,000

The Solution Showcase provides your organization with an 8-minute opportunity to showcase your product or service with either a Tech Talk or Live Demo featuring the latest technological advancements and innovative solutions.

- 8 Minute Demo or Tech Talk (Time allotment is firm)
- 6ft. Table Top Booth
- 2 Complimentary Conference Registrations
- Logo posted to sponsorship listing on conference webpage
- Sponsor recognition on badge
- Advance Attendee List provided 3 weeks prior to event (LIMRA Attendee List Policy Applies)

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.

Drip Campaign

\$10,000

Connect with conference attendees before, during and after the Conference through sponsorship of the three-piece drip campaign

- Send a pre and post event gift to 50 select attendees
 - Gift options include complimentary coffee, travel kit, Amazon gift card or Amazon movie night
- Provide select attendees with a branded gift via hotel room drop (Sponsor to provide gift)

Branded Water Station

\$7,000

Ensure your brand is visible throughout the conference by offering branded water bottles at water stations placed throughout the conference space. (Sponsor to provide water bottles.)



Exhibitor Package

\$3,150

- 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
- Exhibitor 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.



HOTEL/ VENUE INFORMATION



GRAND HYATT ATLANTA BUCKHEAD

3300 Peachtree Road NE
Atlanta, GA 30305
(404) 237-1234

Make your reservation today to secure the
LIMRA group rate.

Thank you.
We look forward
to working with
you.

Nicole Chiarodo
Sponsor/ Exhibitor Sales
nchiarodo@limra.com

www.limra.com