

SPONSORSHIP AND EXHIBITOR PROSPECTUS

Workplace Benefits Conference
May 2-4 2023 | Newport Marriott
Newport, RI



Workplace Benefits 2023

The Workplace 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 Workplace 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

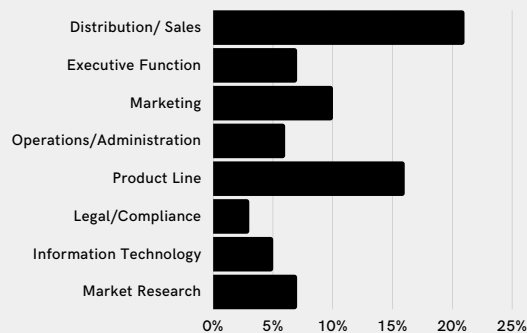
22%

Senior Management,
Department Head

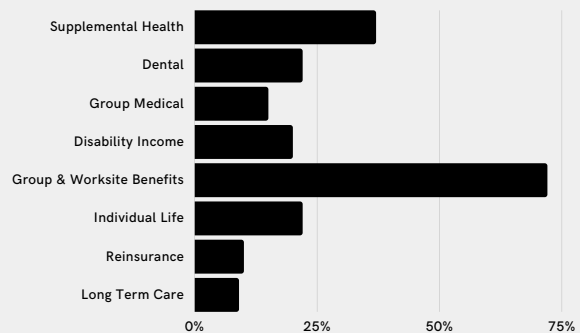
15%

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)

- 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
- One Double, Pipe & Drape Booth (20 x 10)
- 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, 10 x 10 Pipe & Drape Booth with electrical outlet
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

Associate Sponsor \$10K 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)

Contributing Sponsor \$6K

- One complimentary full-conference registrations for sponsor representatives
- Logo posted to sponsorship listing on conference app
- Sponsor recognition on name badge
- Advance registrant/attendee list issued three weeks prior to event (Attendee list policy applies)

SPONSORSHIP OPPORTUNITIES

Contact for Pricing Options

Welcome Reception

- Introduction at reception and 2-3 minute opportunity to address attendees
- Sponsorship branding throughout reception space
- 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 an engaging brand activation

All-Conference Dinner

- Introduction at dinner and 2-3 minute opportunity to address attendees
- Sponsorship branding throughout reception/ dinner
- Recognition from podium during General Session the morning following the reception

Contact for Pricing Options



Concurrent Session Sponsor

- **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**



\$15,000

SPONSORSHIP OPPORTUNITIES

WIFI Sponsor

\$10,000

- 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

\$10,000

- 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

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)
- 10 x 10 Pipe and Drape 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)

Breakfast Sponsorship

\$13,000

- 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

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

All-Day Break & Coffee Bar

\$13,000

- Sponsorship signage displayed at snack stations during daily conference breaks
- Clearly defined and branded Coffee Station on display throughout the 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



CHARGING STATIONS



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.

\$10,000



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.

\$15,000

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 bottles)



Exhibitor Package

\$4326

- **One complimentary conference registration; two additional attendees at LIMRA member rate**
- **One 10 x 10 Pipe & Drape Booth with table, chair and electrical outlet**
- **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



Newport Marriott

25 America's Cup Avenue
Newport, RI, United States, 02840

(401) 849-1000

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

Make your reservation by April 10th to
receive the group rate.