



# PROTECT YOUR FUTURE

## 2019 ANNUAL CONVENTION AND EXPOSITION Exhibit and Sponsorship Prospectus

JUNE 29 – JULY 2, 2019 | SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO, CA

**NAHU**  
National Association  
of Health Underwriters

Register online! [www.NAHU.org](http://www.NAHU.org)

More information: Justin Wolfe | 717.430.2238 | [justin.wolfe@theYGSgroup.com](mailto:justin.wolfe@theYGSgroup.com)



# NAHU MEMBERS

PERCENT OF NAHU MEMBERS THAT SELL:



## 2018 SPONSORS

Aflac Incorporated  
 Allay.io  
 Avesis Incorporated  
 Azimuth Risk Solutions, LLC  
 BenefitMall  
 Benepay Technologies, LLC  
 ColonialLife & Accident  
 Insurance Company  
 Direct Benefits, Inc.  
 EaseCentral  
 Excelsior Insurance Brokerage  
 HealthCare2U  
 HMS  
 Kansas City Life Insurance  
 Company  
 Kemper Senior Solutions  
 Mercer Consumer, a service  
 of Mercer Health & Benefits  
 Administration LLC  
 Mutual of Omaha Insurance  
 Company  
 MZQ Consulting, LLC  
 Nippon Life Benefits  
 Pan-American Life Insurance  
 Group  
 Pinnacle Financial Services  
 Pivot Health  
 Quotit Corporation  
 Senior Market Sales, Inc.  
 Softheon, Inc.  
 Travisoft  
 UMB Healthcare Services  
 Zywave

# 2019 SPONSORSHIPS

## PLATINUM SPONSOR – \$25,000 AND UP

- 3 complimentary 8' x 10' booths with preferential location\*
- 6 complimentary convention registrations
- Featured logo in event app displayed on first page for one day
- Banner ad on event app (links to company profile in app)
- Personalized post with image or logo on social wall (140 character max)
- Two complimentary push alerts sent out through event app
- Complimentary 3-month headline sponsorship banner on NAHU website
- Your company's logo on convention tote bags (offered to all Gold and Platinum sponsors)
- Opportunity to insert printed material or promotional item in tote bag
- Recognition as Platinum sponsor of Gordon Memorial Award Dinner

### RECOGNITION AS EXCLUSIVE SPONSOR OF ONE OF THE FOLLOWING:

#### LOGO ON HOTEL KEYCARDS

Unlock the opportunity to grab attention. Put your logo, company name and booth number on the key every attendee receives upon check-in to the convention hotel.

#### WELCOME RECEPTION (SATURDAY)

The reception is the perfect event to show attendees your dedication to the association. At the open bar, logos will be placed on napkins. Be the first company name they see and hear.

#### MOBILE APP

Every time an attendee opens the mobile app, your company message will appear on the splash screen. The WiFi password can also be branded with your company name. Market research shows that people often need multiple "touches" to make an impact. Let the mobile app aid you in driving traffic to your booth and your website.

## SILVER SPONSORS – \$15,000

- 2 complimentary 8' x 10' booths with preferential location\*
- 4 complimentary convention registrations
- 1/2-page, 4-color advertisement in one issue of the show daily
- 3-month sponsorship banner on www.NAHU.org

### RECOGNITION AS A SPONSOR OF ONE OF THE FOLLOWING EVENTS:

#### LUNCH ON SUNDAY OR MONDAY

This sponsorship is a great way to have attendees get a taste of what your company is all about. Create exposure and stand out during our convention lunch.

## GOLD SPONSORS – \$20,000

- 2 complimentary 8' x 10' booths with preferential location\*
- 4 complimentary convention registrations
- Banner ad on event app (links to company profile in app)
- Complimentary push alerts sent out through event app
- Your company's logo on convention tote bags (offered to all Gold and Platinum sponsors)
- Opportunity to insert printed material in tote bag
- Complimentary 6-month headline sponsorship banner ad in NAHU legislative e-newsletter (emailed weekly to 18,000+ members)
- Recognition as exclusive sponsor of one Professional Development session

### RECOGNITION AS GOLD SPONSOR (SHARED SPONSORSHIP) OF ONE OF THE FOLLOWING EVENTS:

#### GORDON DINNER (MONDAY)

The Gordon Memorial Award Dinner will be held on Monday evening. This black-tie event—always a convention highlight—includes an elegant dinner. As a sponsor, you will get cocktail napkins at the reception with your logo printed on them as well as listed in the printed programs.

#### AWARDS BREAKFAST (TUESDAY)

Held on Tuesday morning, the NAHU Awards Breakfast is the final event of the Annual Convention. It is a celebration of the year's accomplishments and is attended by up to 500 chapter leaders. The attendees eagerly anticipate this event, which recognizes Chapters for membership growth and retention, excellence in professional development, public service and media relations. The Landmark and Pacesetter awards honor chapters for outstanding achievements and excellence in serving their members and the industry. Awards also are presented to individuals for recruitment efforts and public speaking.

#### GENERAL SESSION

This is a great opportunity to have your company noticed in a big way! Get recognized at the general session with all the attendees. Logo will be displayed on screens before the session begins, along with audio recognition.

## CRYSTAL SPONSORS – \$10,000

- 1 complimentary 8' x 10' booth with preferential location\*
- 2 complimentary convention registrations
- Complimentary 6-month banner ad in President's Perspective (emailed monthly)
- Recognition as sponsor of a Professional Development session

## BRONZE SPONSORS – \$5,000

- 1 complimentary 8' x 10' booth with preferential location\*
- 2 complimentary convention registrations
- Logo on floor plan in mobile app



# SUPPORTING SPONSORSHIP OPPORTUNITIES

The first amount represents the fee for sponsors (Platinum, Gold, Silver or Bronze).

## MESSAGE RELAXATION STATION — \$10,000/\$12,000

Relax, attendees will be swarming to you this convention. Station attendees will wear your company shirts for maximum brand exposure at this popular stop.

## EVENT PHOTOS - \$10,000

A photo is worth a 1,000 words, but this one will be worth even more to your company. Have your company logo on each photo delivered electronically through our PhotoTap system, as well as on each attendee wristband used to receive the digital images that can be posted directly to attendees' social media.

## CHARGING STATIONS — \$5000/\$9,000

Amp up your company name! This popular destination includes signage on the charging towers where attendees stop and charge their phones and laptops during busy show days!

## POCKET GUIDE — \$5,000/\$8,000

This will be one of the most popular and sought-after conference items. The Pocket Guide will be given to each attendee at registration and will be used daily by more than 650 attendees. Your company's full-page, four-color ad will appear on the back cover.

## ELEVATOR CLINGS — \$5,000/\$6,000

Have your message elevate the attendee experience on all three elevators, or sponsor a single escalator for \$2,000/\$2,500.

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## HOTEL ROOM DROP — \$4,000/\$6,000

Extend your marketing reach by delivering your promotional literature directly to the doors of NAHU convention attendees staying at the hotel. Saturday, Sunday and Monday nights are available. Sponsor is responsible for the printing of the material and delivery to the meeting.

## DIRECT ACCESS — \$4,000/\$6,000

Two sponsor representatives will have the opportunity to distribute literature to attendees of the General Session as they enter and exit.

## OPENING GEN. SESSION HANDOUT — \$4,000/\$6,000

Have your information placed on the chairs of the Opening General Session. Sponsors will be responsible for printing the information. Literature must be approved by NAHU prior to printing. You will also be recognized on signage and in the mobile app.

## FACEBOOK PAGE — \$500/\$1,000

Have your company logo and link appear on the NAHU Facebook page for 30 days. March, April, May and June are available.

## BAG INSERT — \$2,500

Have your promotional material inserted into the attendee bags. You will be responsible for printing the material and shipping it to the designated location.

## SOCIAL MEDIA WALL PROMOTED POST — \$2,500

Have your message seen by the attendees on the social media wall outside of the General Session.

## MOBILE APP BANNER AD— \$1,500

Have your ad appear on the mobile app for all attendees to see as they reference the app for the daily events.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES AVAILABLE UPON REQUEST



# EXHIBITOR INFORMATION

## APPLICATION

The terms and conditions set forth on the back of the application contain important information regarding the relationship between NAHU and your company. Please read this information carefully before completing the application form. This form must be completed and signed by your company's official representative in order to be processed, unless you apply online.

## EXHIBIT SPACE SELECTION AND ASSIGNMENT

Exhibit booths are assigned on a first-paid, first-served basis. NAHU makes every effort to accommodate your booth choices. However, this is not always possible. For optimal space assignment, send your contract with payment in full as soon as possible with your preferred booth choices.

The following booths are preferred for sponsors:

Booth # 107-129, 214-223, 313-323, 325, 412-424. Assignments will start March 15, so reserve your sponsorship today! The floor plan is subject to change.

## EXHIBITOR SERVICE KIT

The exhibitor service kit will be available four weeks before the show opens. This kit contains information on show services, labor rates and drayage/freight handling rates.

Any questions you have concerning these services should be directed to Brittany Edmondson, GES, at 619.498.6379 or [bedmondson@ges.com](mailto:bedmondson@ges.com).

## NAHU CONTACT FOR QUESTIONS ABOUT EXHIBITS AND SPONSORSHIP

Justin Wolfe  
Account Executive  
717.430.2238  
[justin.wolfe@theYGSgroup.com](mailto:justin.wolfe@theYGSgroup.com)

## IMPORTANT RESTRICTIONS

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Sheraton San Diego Hotel & Marina and its owners or managers that result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless Sheraton San Diego Hotel & Marina, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damage or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees that arise from or out of the exhibitors occupancy and use of the exhibition premises, the Hotel or any part thereof.

## RULES AND REGULATIONS

Exhibit regulations are outlined on the back of the exhibit space application. Please read the exhibit terms carefully. It is important that your on-site company representatives be fully aware of exhibit conditions and general information that affect the operation of exhibits.

## EXHIBIT SPACE FEE

\$3,100 per booth (add \$200 for corner booth)  
Payment in full is required, with a completed application, to reserve exhibit space.

## EXHIBITOR REGISTRATION & MOVE-IN

Saturday, June 29 ..... 10:00 a.m. to 3:00 p.m.

## EXHIBIT HOURS

Saturday, June 29 ..... 5:00 p.m. to 6:30 p.m.  
(Reception)

Sunday, June 30 ..... 11:30 a.m. to 1:00 p.m.  
(Lunch Provided)

Monday, July 1 ..... 11:00 a.m. to 1:00 p.m.  
(Lunch Provided)

## MOVE-OUT

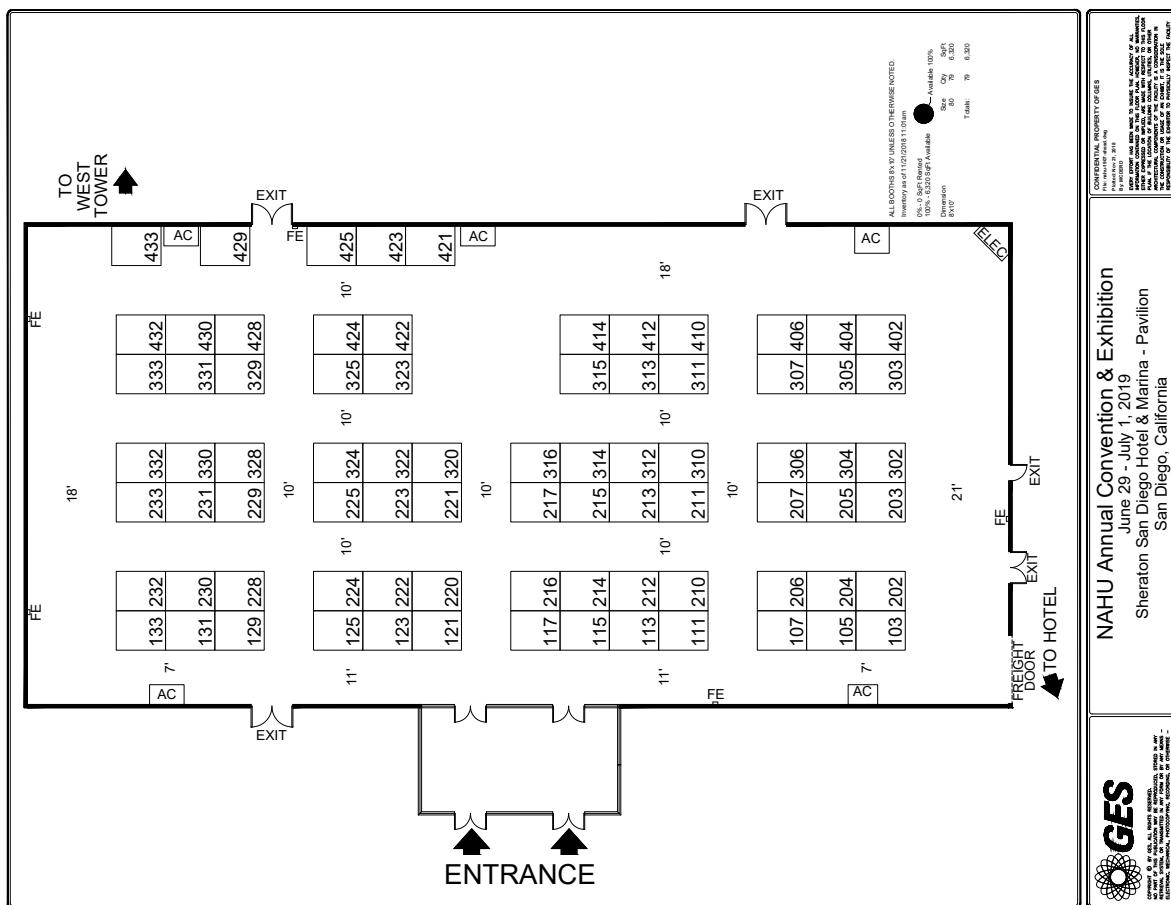
Monday, July 1 ..... beginning at 1:30 p.m.

## INCLUDED IN BOOTH FEE

- NAHU Exhibitor Service Kit
- Listing in convention show daily
- Advance show promotion by NAHU
- 2 complimentary registrations per 8' x 10' booth (Note: Registrations do not include the Gordon Award Dinner.)
- Open invitation to attend all educational programs
- NAHU discounted hotel rates
- 1 complimentary booth identification sign showing your company name and booth number
- General exhibit hall cleaning
- 6' draped table and two chairs
- Standard draped booth

Please note that the exhibit area is carpeted. If you would like to place an order for additional carpeting or floor covering, it can be coordinated through the GES.

# NAHU 2019 FLOORPLAN



Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

# 2018 EXHIBITORS

Aflac Incorporated  
Allay.io  
Allied National  
Altru HealthShare, Inc.  
Ameritas Life Insurance Corp.  
Applied General Agency (AGA)  
Avesis Incorporated  
Azimuth Risk Solutions, LLC  
BASIC  
Benefit Indemnity Corporation  
BenefitMall  
BenefitsPRO  
Benepay Technologies, LLC  
Bernie Portal  
Breckpoint (Formerly FreedomCare Benefits)  
Careington International Corporation  
Colonial Life & Accident Insurance Company  
CommissionsDept, LLC  
CXC Solutions, LLC  
Direct Benefits, Inc.

Diversified Administration, Inc.  
EaseCentral  
Easy Apps Online, LLC  
Employee Benefit Adviser  
Excelsior Insurance Brokerage  
Forrest T Jones (dba FTJ Solutions)  
freshbenies  
Further  
HealthCare2U  
HMS  
HR Service, Inc.  
HSA Bank, a division of Webster  
Bank, N.A.  
Insurety Capital  
Kansas City Life Insurance Company  
Kemper Senior Solutions  
LifeSecure Insurance Company  
Live Oak Bank  
Maxwell Health  
MedPut  
Mercer Consumer, a service  
of Mercer Health & Benefits  
Administration LLC

Mutual of Omaha Insurance Company  
myHRCounsel LLC  
MZQ Consulting, LLC  
National Association of Dental Plans (NADP)  
National Association of Professional Agents  
National Insurance Producer Registry (NIPR)  
NextAgency  
Nippon Life Benefits  
NueSynergy  
Outsource Marketing Strategies, Inc.  
Pan-American Life Insurance Group  
Pinnacle Financial Services  
Pivot Health  
Prime Pay LLC  
Quotit Corporation  
Rx Manage  
Rx Valet  
Senior Market Sales, Inc.  
Senior Marketing Specialists (SMS)

Softheon, Inc.  
Special Insurance Services, Inc. (SIS)  
Styr Labs  
SyncStream Solutions, LLC  
Target Insurance Services  
The Phia Group, LLC  
Tokio Marine HCC Medical  
Insurance Services Group  
Travisoft  
Triune Technologies  
Trustmark - Starmark  
UMB Healthcare Services  
Uzio, Inc.  
Zywave

# EXHIBITOR & SPONSOR CONTRACT

## 2019 NAHU ANNUAL CONVENTION AND EXPOSITION

JUNE 29 – JULY 2, 2019 | SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO, CA

### ☐ EXHIBITOR

#### RENTAL FEE

Exhibit space rental fee is \$3,100 (\$200 additional for a corner space). Full payment is due with application.

#### PREFERRED LOCATION

Have you ever exhibited with NAHU before? Yes No

We want a corner booth. Yes No

We are applying for (number of) \_\_\_\_\_ booth(s).

Enter booth number choices from the floor plan.

First # \_\_\_\_\_ Second # \_\_\_\_\_

Third # \_\_\_\_\_

Locations, rental fees and dimensions are shown in the prospectus. The floor plan is subject to change.

### ☐ SPONSOR

☐ Platinum: Hotel Key Cards.....\$25,000

☐ Platinum: Welcome Reception .....\$25,000

☐ Platinum: Mobile App .....\$25,000

☐ Gold: Gordon Memorial Dinner .....\$20,000

☐ Gold: Awards Breakfast .....\$20,000

☐ Gold: General Session .....\$20,000

☐ Silver: Sunday Lunch .....\$15,000

☐ Silver: Monday Lunch .....\$15,000

☐ Crystal .....\$10,000

☐ Bronze .....\$5,000

☐ Supporting Sponsorship \_\_\_\_\_

#### PAYMENT

(Please check the appropriate box.)

☐ Check (Payable to The YGS Group) ☐ Invoice Me

Credit Card: ☐ MasterCard ☐ Visa ☐ AmEx ☐ Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_ Amount \_\_\_\_\_

### GENERAL INFORMATION

Company Name \_\_\_\_\_

Key Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Company's Primary Line of Business \_\_\_\_\_

### PROGRAM LISTING AND SIGN INFORMATION

Company Name (List name exactly as it should appear in the program

and on your booth sign.)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (toll-free, if you have one) \_\_\_\_\_ Company Website \_\_\_\_\_

We agree to abide by all rules and regulations governing the convention, as printed in the sponsors and exhibitors prospectus and this application. Acceptance of this application by the National Association of Health Underwriters constitutes a contract.

Authorized By (Please Print) \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## EXHIBITOR RULES AND REGULATIONS

Companies participating in the 2019 National Association of Health Underwriters (NAHU) Convention and Exposition at the Sheraton San Diego Hotel & Marina hereby agree to conform to the following rules and regulations:

### EXHIBIT MOVE-IN AND MOVE-OUT

Exhibit personnel will be allowed to set up on Saturday, June 29, 2019, from 10:00 a.m. until 3:00 p.m. All exhibits must be set up by 3:00 p.m. on Saturday, June 29. Exhibitors must pack and move out materials no sooner than 1:30 p.m. and no later than 4:30 p.m. on Monday, July 1, 2019.

### ELIGIBILITY

Companies whose proposed exhibit of products or services conforms with the purposes of the NAHU Convention will be eligible to apply for booth space. NAHU reserves the right to reject or dismiss any exhibit deemed undesirable.

### PROTECTION OF THE EXHIBIT FACILITY

Nothing shall be tacked, posted on, nailed or otherwise attached to the walls, floors or other parts of the exhibit hall or furniture. Any damage caused to the facility or furnishings will be billed to the exhibitor. Packing, unpacking and assembly of materials may be done only in designated areas and in conformity with the directions of the exhibit manager, Sheraton San Diego Hotel & Marina, or the convention decorator.

### DEFAULT OCCUPANCY

All exhibitors must be set by 3:00 p.m. on Saturday, June 29. Any exhibitor failing to occupy space by the appointed hour is not relieved of the obligation to pay for such space at the full rental price, but NAHU has the right to utilize such spaces to eliminate blank space in the exhibit hall.

### SECURITY, LIABILITY, AND INSURANCE

The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents. The exhibitor and its third party contractor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. Small and easily portable articles should be properly secured or removed after exhibition hours. Perimeter security provided by NAHU and the Sheraton San Diego Hotel & Marina shall be deemed purely gratuitous on their part and shall in no way be construed to make NAHU and the Sheraton San Diego Hotel & Marina liable for any loss or inconvenience suffered by the exhibitor. NAHU or its contractors shall not be liable for any failure to deliver space to any exhibitor who has contracted for exhibit space under the terms of this agreement if non delivery is due to any of the following causes: destruction of or damage to the building or the exhibit areas by fire or act of God; terrorist acts; strikes; the authority of law; or any cause beyond its control. NAHU

will, however, in the event it is not able to hold an exhibit for any of the above named causes, reimburse exhibitors pro-rata on any rental fee paid, less any and all legitimate expenses incurred by NAHU for advertising, administration and similar related costs.

### STAFFING OF BOOTHS

As a courtesy to attendees, and as an added security measure, we require that each booth be occupied by a member of the exhibiting company at all times when the exhibition is open.

### CARE AND USE OF SPACE

The exhibitor must, at his/her expense, maintain in good order the space for which the exhibitor has contracted. Materials shall be shown only in the official area designated by NAHU. Neither exhibitors nor non-exhibiting companies will be allowed to show films or display products or services in suites or other areas during the NAHU Convention in competition with exhibitors in the Exhibit Hall. Products or literature may be distributed ONLY from within the rented space. Exhibit booths may not be sublet or shared without written permission of NAHU. No food or beverages may be served in your booth without written permission from NAHU.

### CONFLICTING MEETING AND SOCIAL FUNCTIONS

To ensure maximum participation in all NAHU activities, exhibiting companies may not schedule meetings or social functions that would encourage the absence of attendees or exhibitors from official functions.

### FIRE REGULATIONS

In accordance with regulations of the local fire department, explosives or combustible materials are not to be displayed. This includes gas, paint, propane, alcohol, turpentine, chemicals, etc. All materials used in the construction of exhibit booths must be non-flammable. No open flames are allowed. All aisles and exits must be kept clear and free from obstructions to comply with fire regulations.

### SIZE, HEIGHT LIMITATIONS

Each booth space will be 8' deep by 10' wide. Out of consideration for your neighboring exhibitors, no solid exhibit construction will be permitted to exceed 42" in height except in the rear half of the booth. For example, in a standard 8' x 10' booth, any construction above 42" must begin 4' (halfway) back from the aisle.

### CANCELLATION

All cancellations of booth space must be received in writing. Cancellations received on or prior to February 15, 2019, will be liable for 25% of the cost of booth space. Cancellations received after February 15, 2019, but prior to April 12, 2019, will be liable for 50% of the cost of booth space. For cancellations received after April 12, 2019, exhibitors are liable for 100% of the cost of booth space. No refunds will be made after April 12, 2019.

These regulations are imposed to ensure the maximum success and safety of the NAHU Convention, not only for NAHU, but for all exhibiting companies. Any exhibitor violating the regulations may be asked to remove their exhibit immediately with no refund or rental fee.