



NEW ORLEANS ASSOCIATION OF HEALTH UNDERWRITERS
2012 Chapter Sponsorship Program &
New Orleans Benefits Expo
May 8, 2012 | Pontchartrain Center

On Tuesday, May 8, 2012, the New Orleans Association of Health Underwriters will host the 2012 New Orleans Benefits Expo at the Pontchartrain Center in Kenner, LA from 8:00am—1:30pm. Over 200 insurance industry professionals traditionally attend this event each year. The Expo features exciting national and local speakers and more than 30 exhibitors from all sectors of the industry. This is the premier event in the metro New Orleans area that puts you in front of insurance agents and industry professionals.

Our floor plan is designed to provide exhibitors with maximum exposure and access to attendees. We will be offering three (3) hours of Louisiana Life & Health Insurance Continuing Education credits and the program allows for over two hours for attendees to spend in the exhibit hall.

This year, the event will culminate with a luncheon & keynote speaker. Our program & member directory has been a popular staple since its introduction years ago. This program includes the agenda, speaker biographies and a directory of contact information of all exhibitors.

Since the program doubles as our membership directory, you will find it a useful resource throughout the year. It is not only circulated at the Expo, but also distributed to members not in attendance. Therefore, advertising in the program is an excellent value to your company. You won't want to miss out on our special exhibitor advertising rates!

Due to the demand for space, please submit your completed exhibitor contract as soon as possible. Sponsorship, booth and ad space is on a "first come, first served" basis. The date your contract is received reserves your order in the booth selection process.

Our sponsorship packages include more exposure opportunities that not only include the New Orleans Benefits Expo, but also offer events such as monthly meetings, continuing education seminars, happy hours and sponsorships of our chapter newsletter in the various levels of benefits.

NOAHU is looking forward to hosting the 2012 New Orleans Benefits Expo and we want you to be there! This is an important year and your participation is paramount to our success! Please keep in mind that we must receive your payment prior to April 4th to secure the Early Bird exhibitor fee.

Please do not hesitate to contact me if you have any questions, and we look forward to working with you again this year!

Sincerely,
Rina Tikia
President
rina@tikia.nocoxmail.com



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Platinum Level

\$3500

Platinum level sponsors will receive the following benefits during 5/1/2012-4/30/2013:

2012 New Orleans Benefits Expo: (\$3250 value)

- Two (2) 10' * 8' booths in the Expo exhibit hall with electricity (skirted 8 ft table, 2 chairs & wastebasket)
- First round of booth location selection (based on when signed contract received)
- 10 complimentary guest admissions
- 10 minutes in the Expo agenda to address the attendees during general session
- Reserved table in the general session for 10 people in priority location
- Priority placement of logo/name on all event signage and communications
- Full page advertisement in Expo Program/ Membership Directory (back cover and inside covers will be reserved for first 3 contracts received at this level)
- Your company logo, description and contact information listed in the program directory
- Specific recognition as a Break Sponsor with signage at the food table
- Option to purchase additional advertising at a reduced rate
- List of attendees after the event

Choice of Two (2) Sponsorship Events:

(Up to \$2000 value)

- Monthly Meeting Sponsor
- Continuing Education Seminar Sponsor
- Happy Hour Sponsor

Website Sponsor: (Up to \$500 value)

- Priority recognition on Chapter Sponsor page with your company contact information, description of your business and link to your website

Newsletter Sponsor: (\$250 value)

- Recognition as main sponsor of chapter newsletter- News You Can Use- for 1 month
- Link to chapter sponsors page in each issue of News You Can Use newsletter

LAGNIAPPE! (\$500 value)

- Priority notification of other sponsorship/participation opportunities such as public service events, CE seminars, social events and more.

Gold Level

\$2500

Gold level sponsors will receive the following benefits during 5/1/2012-4/30/2013:

2012 New Orleans Benefits Expo: (\$2250 value)

- 1 10' * 8' booth in the Expo exhibit hall with electricity (skirted 8 ft table, 2 chairs & wastebasket)
- Second round of booth location selection (based on when signed contract received)
- 6 complimentary guest admissions
- Placement of logo/name on all event signage and communications
- Full page advertisement inside Expo Program/ Membership Directory (black & white)
- Your company logo, description and contact information listed in the program directory.
- Option to purchase additional booth space & advertising at a reduced rate
- List of attendees after the event

Choice of One (1) Sponsorship Event:

(Up to \$1000 value)

- Monthly Meeting Sponsor
- Continuing Education Seminar Sponsor
- Happy Hour Sponsor

Website Sponsor: (Up to \$500 value)

- Recognition on Chapter Sponsor page with your company contact information, description of your business and link to your website.

Newsletter Sponsor: (\$250 value)

- Recognition as co-sponsor of chapter newsletter- News You Can Use- for 1 month.

LAGNIAPPE! (\$250 value)

- Priority notification of other sponsorship/participation opportunities such as public service events, CE seminars, social events and more.



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Silver Level

\$1500

Silver level sponsors will receive the following benefits during 5/1/2012-4/30/2013:

2012 New Orleans Benefits Expo: (\$1500 value)

- 1 10' * 8' booth in the Expo exhibit hall with electricity (skirted 8 ft table, 2 chairs & wastebasket)
- Third round of booth location selection (based on when signed contract received)
- 4 complimentary guest admissions
- Placement of logo/name on all event signage and communications
- Half page advertisement inside Expo Program/ Membership Directory (black & white)
- Your company logo, description and contact information listed in the program directory.
- Option to purchase additional booth space & advertising at a reduced rate
- List of attendees after the event

Choice of One (1) Co-Sponsorship Event:

(Up to \$500 value)

- Monthly Meeting Sponsor
- Happy Hour Sponsor

Website Sponsor: (Up to \$500 value)

- Recognition on Chapter Sponsor page with your company contact information, description of your business and link to your website.

Newsletter Sponsor: (\$250 value)

- Recognition as co-sponsor of chapter newsletter- News You Can Use- for 1 month.
- Link to chapter sponsors page in each issue of News You Can Use newsletter.

Other Benefits:

- Priority notification of other sponsorship/participation opportunities such as public service events, CE seminars, social events and more.

Bronze Level

\$1000

Silver level sponsors will receive the following benefits during 5/1/2012-4/30/2013:

2012 New Orleans Benefits Expo: (\$850 value)

- 1 10' * 8' booth in the Expo exhibit hall with electricity (skirted 8 ft table, 2 chairs & wastebasket)
- Fourth round of booth location selection (based on when signed contract received)
- 2 complimentary guest admissions
- Placement of logo/name on event signage and communications
- Quarter page advertisement inside Expo Program/ Membership Directory (black & white)
- Your company logo, description and contact information listed in the program directory.
- Option to purchase additional booth space & advertising or upgrades at a reduced rate
- List of attendees after the event

Website Sponsor: (Up to \$500 value)

- Recognition on Chapter Sponsor page with your company contact information, description of your business and link to your website.

Other Benefits:

- Priority notification of other sponsorship/participation opportunities such as public service events, CE seminars, social events and more.



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Individual Event Opportunities:

New Orleans Benefits Expo Exhibitor

\$550 if received by April 4, 2012

\$650 if received after April 4, 2012

The New Orleans Benefits Expo will be held May 8, 2012 at the Pontchartrain Center. The event consists of an exhibit hall of 30+ exhibitors and a continuing education program with prominent local and national speakers.

- 1 10' * 8' booth in the Expo exhibit hall with electricity if needed (skirted 8 ft table, 2 chairs & wastebasket)
- 2 complimentary guest admissions
- Booth selection after sponsors is determined by the date the signed contract is received
- Your company logo, description and contact information listed in the program directory.
- Option to purchase additional advertising at a reduced rate
- List of attendees after the event

2012 New Orleans Benefits Expo Program Directory Advertising

The New Orleans Benefits Expo program is an 8 ½ * 11 booklet in its finished form. The cover is a 100# coated gloss cover printed in color. The inside pages will be a 60# offset text weight in black & white. Resolution: 300 dpi/ Line Screen: 133

<u>AD Size</u>	<u>Full Cost/Exhibitor</u>	<u>Size Specs</u>
Full Page	\$500 / \$300	8.0" * 10.5"
½ Page	\$350 / \$200	8.0" * 5.0"
¼ Page	\$200 / \$150	3.75" * 5.0"

Monthly Meeting Sponsorship

\$350 co-sponsor, \$500 sole sponsor

Local chapter meetings are held 9 times a year. These meetings offer 1 hour of continuing education credit. Meeting sponsorship is available through the Platinum, Gold, and Silver sponsorships, but can also be purchased separately, if space is available.

Meeting Co-Sponsor:

- 5 minutes on the agenda to make a presentation on the company's products
- 2 complimentary guest admissions to that meeting
- Permission to provide brochures & giveaways to attendees
- Placement of logo/name as event sponsor in all event notices

Meeting Sole Sponsor:

- 10 minutes on the agenda to make a presentation on the company's products
- 2 complimentary guest admissions to that meeting
- Permission to provide brochure & giveaways to attendees
- Placement of logo/name as event sponsor in all event notices
- Only sponsor for the meeting

Continuing Education Seminar Sponsor \$1000

- Sole sponsorship of one continuing education seminar outside of a local chapter meeting
- Recognition as meeting sponsor during the agenda of the event
- 2 complimentary guest admissions
- Placement of logo/name at the event and in all event notices
- Opportunity to speak for 5 minutes during program about your company
- Permission to provide brochures & giveaways to attendees



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Happy Hour Sponsor:

\$250 Food Sponsor; \$500 Drink Sponsor

- Recognition as sponsor of one member happy hour in all notices about the event
- Logo in all notices about event, on website & displayed at the event in recognition as event sponsor
- Opportunity to distribute giveaways to attendees at the event

Sponsor Program Terms:

Sponsorship terms run from May 1, 2012 – April 30, 2013.

Payment Options:

Payments can be made via check made payable to NOAHU or credit card. Visa, MasterCard, Discover and American Express are all accepted.

Annual Payment in Full:

Annual payments must be made by April 4 or within 15 days of order if submitted after that date. All payments that include sponsorship of the New Orleans Benefits Expo must be made prior to the date of the event.

Payment Plan:

(Available only to amounts of \$1000 or more)

- First Installment of 50% + \$50 due by February 20
- Final Installment of 50% + \$50 due by April 4

Thank you to last year's sponsors!

GOLD SPONSORS:



SILVER SPONSORS:



BRONZE SPONSORS:



Please complete the following contract to confirm your sponsorship order.

Sponsorships are awarded on a contract received basis so please fax your contract immediately upon your decision. Payment in full must be received by April 4 or the hold on your order will be released.

Should you have any questions, contact Rina Tikia at 504-837-3536 or rina@tikia.nocoxmail.com



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Complete & fax form to reserve your order to Rina Tikia at 504-837-3744,
 email to rina@tikia.nocoxmail.com or mail to PO Box 8765 Metairie, LA 70011

Company Name _____
 Address _____
 City, State, Zip _____
 Phone _____ Fax _____
 Contact _____ Title _____
 Email _____

***** Do you need electricity for your New Orleans Benefits Expo booth? Yes No

Choose Your Participation Level: (Note: Sponsorship levels include Expo Booth)

- Platinum Sponsor \$3500 Silver Sponsor \$1500 \$ _____
 Gold Sponsor \$2500 Bronze Sponsor \$1000

Individual Events/ Sponsorships/ Add-Ons:

- Expo Exhibitor \$550 by 4/04/12, \$650 after 4/04/12 \$ _____
 Exhibitor Add on: 8ft Unskirted Table- \$55 8ft Skirted Table- \$100
 Standard Carpet \$145: Choose: Red Blue Gray Teal \$ _____
 Expo Program Ad: (Full Cost / Exhibitor Cost)
 Full Page: \$500 / \$300 ½ Page: \$350 / \$200 ¼ Page: \$200 / \$150 \$ _____
 Luncheon Sponsorship: Sole Sponsor: \$500 Co-Sponsor: \$350 \$ _____
 Continuing Education Seminar: \$1000 \$ _____
 Happy Hour Sponsor: \$250 Food Sponsor, \$500 Drink Sponsor \$ _____
Grand Total: \$ _____

Annual Payment in Full: Annual payments must be made by April 4 or within 30 days of order if submitted after April 4, 2012.

Payment Plan: (Available only to amounts of \$1000 or more)
 First Installment of 50% + \$50 due by February 15; Final Installment of 50% + \$50 due by April 1

Payment Method: Check (payable to NOAHU) Credit Card (complete card info below)

Payment Plan or Payment in Full Cardholder name: _____

Card Type: Visa MC Amex Discover Card Number: _____ Expiration: _____

Billing Address: _____ Signature: _____

This is to confirm my company's commitment to participate in the 2012 NOAHU Chapter Sponsorship Program. I am an authorized authority for my company. I agree to submit payment in full to NOAHU by the deadline or I understand I will forfeit my space & benefits.

Signed _____ Date _____

Name _____ Title _____

Sponsorship & space allocation are awarded in the order of contracts received.

Should you have any questions, contact Rina Tikia at 504-837-3536 or rina@tikia.nocoxmail.com