

34th Annual Health Benefits Conference + Expo

January 27-29, 2025 | www.hbce.com

TradeWinds Island Grand | St. Pete Beach, Florida

SIGN UP NOW

to secure advance pricing
and prime locations!

Exclusive Sponsorships Include:

- Keynote Session and Tote Bags
- Conference Sessions
- Lanyards
- Conference Wi-Fi
- And More



**Exhibit and
Sponsorship Opportunities**

For over 34 years, the **Health Benefits Conference + Expo (HBCE)** has been the premier source of health benefits and wellness education for employers. The educational sessions focus on real-world experiences, offering case study evaluations of today's hottest topics that range from regulation and wellness program trends to cost-containment strategies. Exhibit or sponsor to engage with health and wellness benefits professionals in search of new vendors.

WHO ATTENDS

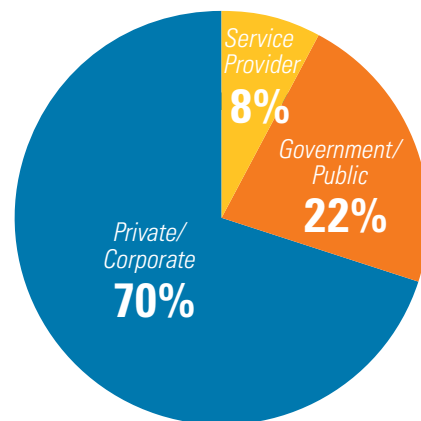
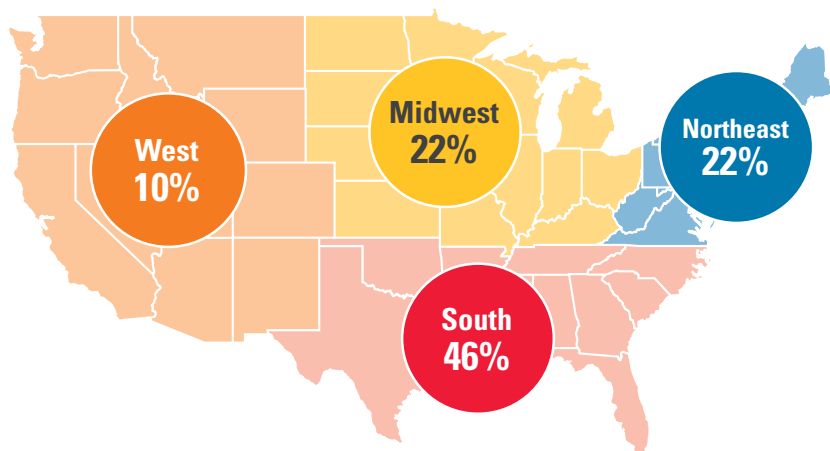
Conference attendees include mid- to senior-level strategists from private and public sector employers, hospital and health systems, public school systems, universities, and city, county and state governments in the following fields.

- Employee benefits and total rewards
- Wellness, health promotion and population health management
- Human resources
- Employee health services, including on-site/near-site clinics
- Occupational health and safety
- Workers' compensation and absence management

Attendee Title Representation Includes:

- Benefits Manager
- Manager of Engagement and Well-Being
- Director of Human Resources
- Human Resources Generalist
- Risk Manager
- Health Coach
- Wellness Coordinator
- Senior Vice President
- Deputy City Commissioner
- Benefits Analyst
- Chief Financial Officer
- Senior Director of Strategic Health Initiatives
- Director of Benefits and Compensation
- Director of Health and Welfare
- Manager of Employee Health

Geographic Breakdown



WHO EXHIBITS AND SPONSORS

Service providers at the Health Benefits Conference & Expo represent products and services including:

- Health benefits/insurance/third-party administration/private exchange platforms
- Pharmacy benefit managers (PBMs)
- Providers of ancillary benefits such as dental, vision, and life insurance; employee assistance programs (EAPs); pet insurance; and more
- Employee benefits consulting/lifestyle coaching
- Wellness and preventive care
- Health systems and on-site clinics, health screenings
- Health and wellness data analytics
- Communication platforms
- Benefits and HRIS technology
- Workers' compensation and absence management
- Telemedicine.

WHY YOU SHOULD EXHIBIT

- Grow your business and secure quality leads with health and benefits professionals.
- Position your organization in front of industry leaders looking for products and services.
- Connect with existing clients and strengthen your relationships, face-to-face.



Join these organizations that are growing their businesses with leads gained at HBCE!

Past Exhibitors and Sponsors Include:

- | | | |
|---------------------------------|----------------------------------|-------------------------------|
| • A&S Financial Services | • LifeSecure Insurance Company | • Share My Health Inc. |
| • American Specialty Health | • Linea Solutions | • SmartLight Analytics |
| • AssuredPartners | • Marathon Health Inc. | • Spring Consulting Group LLC |
| • BHS | • MaxorPlus Ltd. | • Spring Health |
| • Birdi | • Medela | • Start Hearing |
| • Bolton | • National Benefit Services Inc. | • SWORD Health |
| • Color Health, Inc. | • Nationwide (Pet) Insurance | • Talkspace |
| • Columbia Southern University | • Nox Health | • The Big Plan |
| • Conifer Health Solutions | • Pacira BioSciences Inc. | • The Hartford |
| • finHealth | • Paydhealth, LLC | • TruDataRx |
| • Galileo | • Paytient Technologies Inc. | • Uprise Health |
| • Headspace Health | • Prescriptive | • VIVIO Health |
| • headversity | • RetireeFirst | • WebMD Health Services |
| • Health at Scale | • Rx Manage | • WellRithms |
| • Hinge Health | • Rx Savings Solutions | • WellSpark Health |
| • Included Health, Inc. | • Sera Prognostics | • Wishing Well Works |
| • Innovative Rx Strategies, LLC | • Serve You Rx | • XP Health |
| • Leviosa—Wellness Elevated | | |

2025 Exhibit Opportunities

This conference sells out every year!
Sign up NOW to receive advance discounted pricing and prime locations.

8' x 10' Exhibit Spaces

Booth Space Includes

- Two all-access conference registrations including receptions, continental breakfasts and luncheon
- Draped back wall (8' high, 10' wide), draped sidewalls (3' high) and ID sign
- One 6' table and two chairs
- Free Wi-Fi
- Wastebasket
- Carpeted exhibit hall
- Exhibitor listing on website
- Company listing with company description in the conference app
- Pre- and postconference attendee list including names, organizations and mailing addresses

Prices

Through October 29, 2024—\$3,600

After October 29, 2024—\$3,800

Considerations for Departure Schedules

Return of empties: Allow Gulf Coast Expo one (1) hour for the return of empty shipping containers to all exhibiting companies on the show floor. Travel arrangements should be made to coincide with this time frame in mind.

NO EARLY MOVE-OUTS.

Contract Terms and Regulations

Refer to *2025 Exhibit Contract Terms and Regulations* on pages 12-13 for more specific information.

Payment

Applications will not be processed without a signed contract and payment of booth space(s).

Exhibitors will not be invoiced. You will receive a confirmation letter detailing your booth space and personnel once payment has been processed.

Hotel Reservations

TradeWinds Island Grand

Reservation Deadline: Monday, December 30, 2024

Rate: US\$259/\$289 single/double occupancy

For additional hotel information, visit our Hotel/Travel tab at www.ifebp.org/hbce.

Exhibitor Services Manual— Week of December 1, 2024

The **Exhibitor Services Manual** will be emailed to the exhibiting firm's designated event contact by the official contractor, Gulf Coast Expo, during the week of **December 1, 2024**. The manual will contain complete exhibition details, order forms and deadline dates.

Exhibit Hall Hours, Registration and Teardown

MONDAY, JANUARY 27, 2025

Setup and Registration 11:00 a.m.-3:00 p.m.
Exhibits Open 3:00-6:00 p.m.
Welcome Reception in Exhibit Hall 4:00-6:00 p.m.
All booths/displays must be set up by 3:00 p.m. on Monday.

TUESDAY, JANUARY 28, 2025

Exhibits Open 7:00 a.m.-6:00 p.m.
Continental Breakfast 7:00-8:00 a.m.
Networking and Refreshments in Exhibit Hall 9:15-9:45 a.m.
Lunch (outside) 12:00 noon-1:15 p.m.
Networking and Desserts in Exhibit Hall 2:15-2:45 p.m.
Networking Reception in Exhibit Hall 5:00-6:00 p.m.

WEDNESDAY, JANUARY 29, 2025

Exhibits Open 7:00-9:45 a.m.
Continental Breakfast 7:00-8:00 a.m.
Networking and Refreshments in Exhibit Hall 9:00-9:30 a.m.
Exhibit hall closes at 9:45 a.m. on Wednesday—no early move-outs.
Dismantle 9:45 a.m.-2:00 p.m.
Exhibit schedule is subject to change.

Full-conference registrants can request continuing education credits: Email continuinged@ifebp.org.

To Reserve Your Booth Space

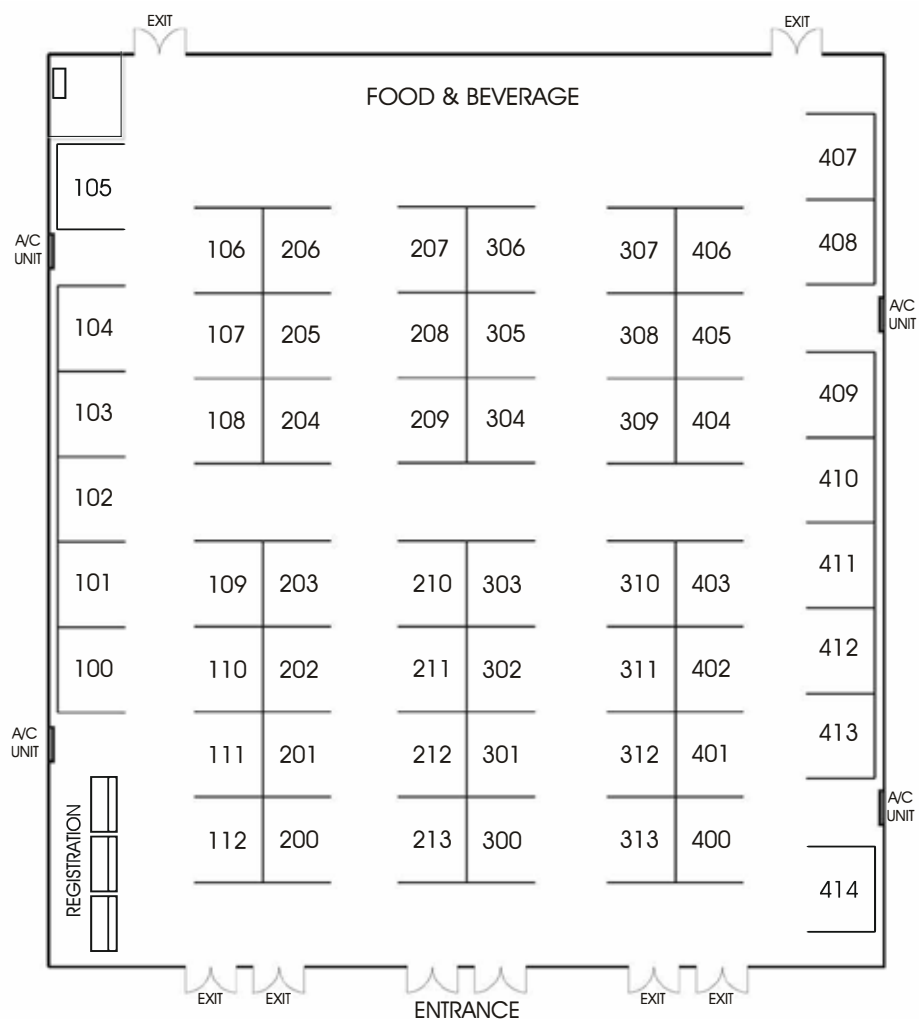
COMPLETE

1. *Application/Contract for Exhibit Space* form page 6
2. *Exhibit Personnel Registration* form page 7
3. *Contract Terms and Regulations* information page 12
4. *Signature on Contract Terms and Regulations*..... page 13

For more information, contact Julie Ichiba at (262) 373-7674 or email jichiba@ifebp.org.

Floor Plan

TradeWinds Island Grand The Pavilion January 27-29, 2025



APPLICATION/CONTRACT FOR EXHIBIT SPACE/2025

34th Annual Health Benefits Conference & Expo (#25G3)

Company/Organization Information (Please print clearly.)

APPROVED BY Name _____ Title _____
Company _____ Organization # _____
Address _____
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____ Email _____
Website _____

Event Contact (person to receive all future exhibition correspondence and information)

Name _____ Title _____
Company _____
Address _____
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____ Email _____

Product/Service Category

Please check the one to two categories that best describe your company/services/products.

Limit two

- | | | |
|---|--|--|
| ☐ Administrative services | ☐ Health care/networks/other welfare benefits | ☐ Preretirement planning |
| ☐ Benefits/consulting services | ☐ Fiduciary insurance/brokerage | ☐ Publisher |
| ☐ Computer/software | ☐ Investment/financial | ☐ Wellness/preventive organizations |
| ☐ Government agency | | |

Approval to exhibit by the Health Benefits Conference & Expo will be determined by the relationship of the product/service to employee benefits.

The product or service to be displayed (please be specific) _____

Booth Information

Booth fee: (8' x 10' space)

Through October 29, 2024

1st Booth Choice

2nd Booth Choice

Exhibit space: \$3,600

After October 29, 2024

1st Booth Choice

2nd Booth Choice

Exhibit space: \$3,800

Booth Fee Includes:

- Maximum of four booth personnel per 8' x 10' space
- Two complimentary full-conference registrations
- An additional two full-conference registrations can be purchased at a discounted rate of \$450 each.

Additional registrations beyond the four allotted require purchase at full-conference registration rate.

Preconferences are NOT included in exhibit or sponsor fees. Must register separately.

Contractual Agreement

We hereby apply for exhibit space at the Health Benefits Conference & Expo to be held January 27-29, 2025. We agree to abide by the **Contract Terms and Regulations**, accompanied by this application (pages 12 and 13), which form a part of this contract between our firm (Exhibitor) and the Health Benefits Conference & Expo. We understand that this is not a contract until officially accepted by the Health Benefits Conference & Expo.

ACCEPTED BY EXHIBITOR

Signature _____
Title _____
Date _____

ACCEPTED BY HEALTH BENEFITS CONFERENCE & EXPO

Signature _____
Title _____
Date _____ Booth(s) assigned _____

Payment Information

Full payment in U.S. funds must accompany order. Make check payable to Health Benefits Conference & Expo.

☐ Check # _____ \$ _____

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Credit card # _____ Exp. date _____

Cardholder's name (print) _____

Exhibition/Order Summary

Total (U.S. funds) \$ _____



Email application form with credit card number to our secure email address: ifexpo@ifebp.org



For exhibit information, email jichiba@ifebp.org or call (262) 373-7674.



Mail the application form with check or credit card number to:
Health Benefits Conference & Expo
P.O. Box 689954
Chicago, Illinois 60695-9954



EXHIBIT PERSONNEL REGISTRATION 2025

34th Annual Health Benefits Conference & Expo (#25G3)

Customer Information (Please print clearly.)

Company _____ Event contact _____
Address _____ Email _____
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____
Name of on-site contact _____ Cell phone _____

Each exhibit space includes two complimentary full-conference registrations. An additional two full-conference registrations can be purchased for \$450 each. Any additional conference registrations beyond the four allotted must be purchased at the full conference registration rate. Preconferences are NOT included in exhibit or sponsor fees. Must register separately.

Personnel Registration

(1) Full first name _____ M.I. _____ Last name _____
Title _____
Address _____ ☐ Business ☐ Home
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____
Email (mandatory for registration confirmation) _____
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express \$ _____
Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Conference registration (complimentary)

Additional conference registrations (full price)

- ☐ By December 16, 2024 (\$850)
☐ After December 16, 2024 (\$1,050)

(2) Full first name _____ M.I. _____ Last name _____
Title _____
Address _____ ☐ Business ☐ Home
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____
Email (mandatory for registration confirmation) _____
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express \$ _____
Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Conference registration (complimentary)

Additional conference registrations (full price)

- ☐ By December 16, 2024 (\$850)
☐ After December 16, 2024 (\$1,050)

(3) Full first name _____ M.I. _____ Last name _____
Title _____
Address _____ ☐ Business ☐ Home
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____
Email (mandatory for registration confirmation) _____
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express \$ _____
Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Discounted conference registration (\$450)

Additional conference registrations (full price)

- ☐ By December 16, 2024 (\$850)
☐ After December 16, 2024 (\$1,050)

(4) Full first name _____ M.I. _____ Last name _____
Title _____
Address _____ ☐ Business ☐ Home
City _____ State/Province _____ Country _____ ZIP/Postal code _____
Phone _____
Email (mandatory for registration confirmation) _____
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express \$ _____
Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Discounted conference registration (\$450)

Additional conference registrations (full price)

- ☐ By December 16, 2024 (\$850)
☐ After December 16, 2024 (\$1,050)

Registration/Order Summary

Registration(s) \$ _____
Total (U.S. Funds) \$ _____



Email application form with credit card number to our secure email address: ifexpo@ifebp.org



For exhibit information, email jichiba@ifebp.org or call (262) 373-7674.



Full-conference registrants can request continuing education credits: continuinged@ifebp.org

34th Annual Health Benefits Conference + Expo

Sponsorship Opportunities

All sponsorships include numerous rewards to add value to your sponsor dollar. Please see the full listing of rewards on page 10.*



TITANIUM

Most visibility and highest level of sponsor rewards!

KEYNOTE SESSION AND TOTE BAGS (Exclusive) \$10,000

Make a great first impression when your company representative provides the welcome remarks and introduction of the Foundation-selected keynote speaker. Make a lasting impression with your logo imprinted on the conference tote bag given to each attendee with a letter inserted from your organization.

BONUS Sponsorship includes one (1) complimentary exhibit hall booth and three (3) full-conference registrations (a \$6,150 value). Sponsor may purchase one (1) additional conference registration at a discounted rate of \$450.

PLATINUM

Limited number of slots available!

SPONSORED SESSION (Exclusive) \$7,500

Present a breakout session that highlights an innovative and effective product or service. Submit your session through the Call for Proposals open June 1-July 31.

BONUS Sponsorship includes one (1) complimentary exhibit hall booth and two (2) full-conference registrations (a \$5,300 value). Sponsor may purchase two (2) additional conference registrations at \$450 each.

GOLD

ATTENDEE LUNCH \$5,000

A large-scale luncheon will be provided in a beautiful location for all attendees on Tuesday. Sponsorship includes your company name and logo prominently displayed on table decals or tent cards and banners during lunch.

LANYARDS FOR NAME BADGES (Exclusive) \$5,000

Your company name and logo won't be missed when printed on the lanyard for each attendee name badge.

NETWORKING RECEPTIONS \$5,000

Two opportunities are available to receive prime visibility at the lively networking receptions held in the exhibit hall. Sponsor either the Monday welcome reception or the Tuesday networking reception. Sponsorship includes your company's name prominently displayed on table tent cards and banners during the reception.

WI-FI (Exclusive) \$5,000

Get connected to our attendees when you sponsor high-speed access to Wi-Fi. Your logo will be featured on the splash page that opens when our attendees sign on.

BONUS All Gold Sponsorships include two (2) complimentary full-conference registrations (a \$1,700 value).

*Sponsorships do not include preconference sessions or activities.

Sponsorship Opportunities

All sponsorships include numerous rewards to add value to your sponsor dollar. Please see the full listing of rewards on page 10.*

SILVER

CONTINENTAL BREAKFASTS

\$3,500

Sponsor either the Tuesday or Wednesday well-attended breakfast. Sponsorship includes your company name on table tent cards and banners during breakfast.

MOBILE APP (Exclusive)

\$3,500

Your logo and/or ad will be viewed over and over again when attendees reference the conference app before, during and after the conference. Attendees can save their schedules, view the exhibitor and sponsor listings, access speaker handouts and more.

ON-SITE EMAILS (Exclusive)

\$3,500

Your digital ad will get prime visibility when included in the popular conference emails sent daily to each attendee. Your digital ad can link to the URL of your choice, such as your company website, brochure, survey, etc. Emails include information on the day's events such as keynote presentations, activities, lunches and more.

BONUS All Silver Sponsorships include one (1) complimentary full-conference registration (an \$850 value).



BRONZE

DESIGN YOUR OWN (DYO)

WELLNESS SPONSORSHIP

\$2,500

Design your own wellness-related sponsorship. Ideas include leading a fitness activity or a healthy snack break. The possibilities are up to you! Your product or activity must be approved by HBCE.

REFRESHMENT BREAK

\$2,500

Choose from three healthy and enticing refreshment breaks. Sponsorship includes your company name on table tent cards and banners.

CONFERENCE NOTEPADS (Exclusive)

\$2,500

Your company name, logo and website will be printed on conference notepads included in tote bags for all attendees.

CONFERENCE PENS/HIGHLIGHTERS (Exclusive)

\$2,500

Your company name, logo and website will be printed on conference pens/highlighters included in tote bags for all attendees.

CONFERENCE TOTE BAG INSERT

\$2,500

Your company may insert one flier or giveaway into each attendee's conference tote bag. All tote bag inserts must be approved by HBCE. Size limitations may apply.

BONUS All Bronze Sponsorships include one (1) full-conference registration at the discounted rate of \$450.



*Sponsorships do not include preconference sessions or activities.

Sponsorship Rewards

Bonus Sponsorship Rewards The following FREE rewards are also included with sponsorships as outlined below.	Titanium \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Exclusive Branding					
Exclusive branding and/or signage available on the following sponsored items: keynote session and tote bag, sponsored sessions, lanyards, Wi-Fi splash page, mobile app, conference notepads and conference pens/highlighters	✓	✓	✓	✓	✓
Promotional Emails					
Recognition in emails sent to all attendees promoting your applicable sponsored event	✓	✓	✓	✓	✓
Complimentary Exhibit Booth					
Sponsorship includes 8' x 10' booth	✓	✓			
Attendee Lists					
Pre- and postconference attendee mailing list that includes names, organizations and mailing addresses (no emails)	✓	✓	✓	✓	
Banners and Signage					
Your company logo on main sponsor banners and on all applicable event signage prominently placed at conference	✓	✓	✓	✓	✓
Tent Cards or Decals					
Your company logo on tent cards or decals placed on event tables at applicable sponsored events			✓	✓	✓
Registrations and Sponsor Recognition					
Complimentary full-conference registration(s) (\$850 value each)	3	2	2	1	
Conference registration(s) at \$450 each	1	2			1
Sponsor recognition on your company attendees' name badges for networking purposes	✓	✓	✓	✓	✓
Sponsor Listing					
Your company name, contact information and product description listed in the conference app	✓	✓	✓	✓	✓
Other Acknowledgments					
Recognition of your sponsorship on the HBCE conference web page	✓	✓	✓	✓	✓
Recognition of your sponsorship in the conference program	✓	✓	✓	✓	✓

For sponsorship information, contact Diane Mahler at
dianem@ifebp.org or phone (262) 373-7656.

APPLICATION/CONTRACT FOR SPONSORSHIP

34th Annual Health Benefits Conference & Expo (#25G3)

Company/Organization Information (Please print clearly.)

Company _____
 APPROVED BY Name _____ Title _____
 Address _____ City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____ Company website _____
 Event contact (receives all future sponsorship correspondence) _____ Email _____
 Name of on-site contact _____ Cell phone _____

Sponsorship Choice

Titanium

☐ Keynote Session and Tote Bag

Receive three complimentary conference registrations and one exhibit booth*

*Titanium- and Platinum-level sponsors must also complete booth application and sign Exhibit Contract Terms and Regulations for exhibit booth.

Platinum

☐ Sponsored Session**

Receive two complimentary conference registrations and one exhibit booth*

**Payment will not be processed until session is approved.

Gold

☐ Attendee Lunch

☐ Lanyards

☐ Networking Reception

☐ Wi-Fi

Receive two complimentary conference registrations

Silver

☐ Continental Breakfast

☐ Mobile App

☐ On-Site Emails

Receive one complimentary conference registration

Bronze

☐ Design Your Own Wellness Sponsorship

☐ Refreshment Break

☐ Conference Notepads

☐ Conference Pens/Highlighters

☐ Conference Tote Bag Insert

Receive one discounted conference registration at \$450

Personnel Registration

Additional registrations beyond those included above require additional registration fees. Preconferences are NOT included in exhibit or sponsor registrations. Must register separately.

(1) Full first name _____ M.I. _____ Last name _____
 Title _____
 Address _____ ☐ Business ☐ Home
 City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____
 Email (mandatory for registration confirmation) _____
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express \$ _____
 Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Conference registration (complimentary) **or**
☐ Discounted conference registration (\$450)

Additional conference registrations (full price)

☐ By December 16, 2024 (\$850)
☐ After December 16, 2024 (\$1,050)

(2) Full first name _____ M.I. _____ Last name _____
 Title _____
 Address _____ ☐ Business ☐ Home
 City _____ State/Province _____ Country _____ ZIP/Postal code _____
 Phone _____
 Email (mandatory for registration confirmation) _____
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 Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Conference registration (complimentary) **or**
☐ Discounted conference registration (\$450)

Additional conference registrations (full price)

☐ By December 16, 2024 (\$850)
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☐ Discounted conference registration (\$450)

Additional conference registrations (full price)

☐ By December 16, 2024 (\$850)
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 Email (mandatory for registration confirmation) _____
☐ VISA ☐ MasterCard ☐ Discover ☐ American Express \$ _____
 Credit card # _____ Exp. date _____ Cardholder's name (print) _____

☐ Conference registration (complimentary) **or**
☐ Discounted conference registration (\$450)

Additional conference registrations (full price)

☐ By December 16, 2024 (\$850)
☐ After December 16, 2024 (\$1,050)

Contractual Agreement

We hereby apply for sponsorship at the 34th Annual Health Benefits Conference & Expo to be held January 27-29, 2025. We agree to abide by the **Contract Terms and Regulations** accompanied by this application (page 14), which form a part of this contract between our firm (Sponsor) and HBCE. We understand that this is not a contract until officially accepted by HBCE.

ACCEPTED BY SPONSOR

Signature _____
 Title _____
 Date _____

ACCEPTED BY HBCE

Signature _____
 Title _____
 Date _____

Payment Information

Full payment in U.S. funds must accompany order. Make check payable to Health Benefits Conference & Expo.

☐ Check # _____ \$ _____

☐ VISA ☐ MasterCard ☐ Discover ☐ American Express

Credit card # _____ Exp. date _____

Cardholder's name (print) _____

Sponsorship \$ _____

Registrations \$ _____

Total (U.S. Funds) \$ _____



Email application form with credit card number to our secure email address:
 ifexpo@ifebp.org



Mail the application form with check or credit card number to:
 Health Benefits Conference & Expo
 P.O. Box 689954
 Chicago, Illinois 60695-9954



For sponsorship information, contact Diane Mahler at
 dianem@ifebp.org or
 phone (262) 373-7656.



Full conference registrants can request **continuing education credits**:
 continuinged@ifebp.org



2025 Exhibit Contract Terms and Regulations

Health Benefits Conference & Expo (HBCE)

Exhibition Program Management

This Exhibition is produced by and subject to the terms and conditions imposed by the Health Benefits Conference and Expo, hereafter referred to as the HBCE. The HBCE will provide exhibition management and attendance promotion.

General

To preserve and maximize the educational value of the Exhibition, the HBCE reserves the right to determine the eligibility of any Exhibitor and reserves sole control over admission policies. These terms and regulations are established for the mutual protection of the HBCE and the Exhibitor. Acceptance of application to exhibit does not constitute, in any way, an HBCE endorsement or approval of the Exhibitor's products or services. The HBCE reserves the right to make changes in the time schedule or in the general plan of the Exhibition as may be deemed to be in the best interest of the HBCE, the Exhibitors or the Exhibition generally. All matters not specifically covered by these terms and regulations shall be subject to the decision of the HBCE. All terms of this contract will be enforced by the HBCE.

The HBCE reserves the right to revise the original and approved floor plan should all space not be sold and to relocate assigned and confirmed booth space.

Contract for Space

Application for booth space, accompanied by the required payment and receipt of a product/service synopsis, constitutes a contract for the assignment of space pending acceptance by the HBCE. Any Exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. This contract will not be binding upon the HBCE in the event of strikes, labor disputes, acts of God or other circumstances beyond the control of the HBCE.

Cancellation Policy

No refunds will be granted for booth cancellations. Booth cancellation cancels all complimentary or discounted registrations. Booth personnel canceling on or after the opening of the conference forfeit all registration fees.

Sharing and Subletting

NO two (2) companies can share a single booth space equal to 80 sq. ft. A company is defined as the same business or firm and can involve only a single line of business. Exhibitors may not permit nonexhibiting companies' representatives to work in their booth. Exhibitors agree not to assign or sublet the whole or any portion of the rented space.

Exhibitor Registration

ONLY four (4) persons will be permitted admittance badges per each 8' x 10' booth space. Each exhibit space comes with two full-conference registrations. Registration for up to two additional booth assistants is \$450 each. Any additional badges beyond the four allotted must be purchased at the full-conference registration fee of \$850 through December 16, 2024; after December 16, 2024, the fee is \$1,050.

All booth personnel must be registered by completing the Exhibit Personnel Registration form on page 7. Preconference registrations are NOT included in exhibit or sponsor registrations. Must register separately.

No individual will be admitted to the exhibit hall, for any reason, without an admittance badge. Exhibit badges or registrations may not be shared.

Booth Staff Personnel

On-Site Registrations—Booth staff registering on site will not be invoiced. Payment of applicable fees is due in full at the time of transaction.

Booth fee includes two (2) complimentary full-conference registrations.

Two additional conference personnel may register at the discounted rate of \$450 per person. Additional conference registrations must be purchased at the full conference rate.

Exhibitors canceling booth personnel on or after the opening day of the exhibit hall forfeit ALL registration fees.

Exhibitor Contact

Each exhibiting organization must name one person as the **official on-site representative to:**

- (1) Authorize and enter into such service contracts necessary for the installation and removal of exhibits and the provision of services
- (2) Be present, registered and in the booth on **Monday, January 27, 2025** by 3:00 p.m.
- (3) See that the booth is staffed at all times during published open hours of the Exhibition to attendees. Failure to comply will result in the eviction of the organization by the HBCE and all service charges billed to and paid by the Exhibitor.

Booth Space and Structure

Booth Apparatus

- (1) Standard booth backgrounds, side rails, one 6' skirted table, two chairs and one wastebasket will be provided. NOTE: It is mandatory each Exhibitor use the pipe and drapery furnished by the Official Service Contractor, Gulf Coast Expo.
- (2) The exhibition hall at TradeWinds Island Grand **is carpeted.**
- (3) Equipment displayed, pedestals, audiovisual equipment and carts, tables, racks, shelves, risers and similar display units may not exceed 48 inches in height when positioned more than half the distance from the back wall of the booth. Freestanding units, including those intended to be the focal point of an exhibit, are subject to the same rule.
- (4) Exhibit structures may not exceed 8 feet in height or 10 feet in width unless approved in writing by the HBCE prior to move-in date.
- (5) The extent of the curve on either end of a curved module unit cannot extend forward more than three (3) feet from back wall.
- (6) If draping is deemed necessary to conceal unsightly wiring or structural supports, this shall be done at expense to the Exhibitor.

Official Service Contractor

The Official Service Contractor, Gulf Coast Expo, can provide all exhibitor support services: freight, storage and handling (in and out), setup and dismantling of exhibits, display unit rental and booth decorations (carpet, tables, chairs, stools, etc.).

All work performed in the exhibit area is under the jurisdiction of the Official Service Contractor, Gulf Coast Expo. It is the responsibility of the Exhibitor to be knowledgeable of, and in compliance with, all the requirements in effect. Always refer first to the *Exhibitor Services Manual* electronically mailed by Gulf Coast Expo for specific regulations regarding (1) exhibit labor and (2) freight handling, to include "hand carry" materials.

Nonofficial Contractors

1. Exhibitor-appointed contractors (EACs), used to install and dismantle a display, must submit written notification to the HBCE with the name of the contractor, address and supervisor by **January 20, 2025.**
2. A Certificate of Insurance is to be mailed to the HBCE with a copy to the Official Contractor (Gulf Coast Expo) prior to **December 6, 2024.**
3. The HBCE must approve any nonofficial contractors. All EACs and unregistered exhibitor personnel "must be badged." Proof of identification and affiliation will be required. Security will escort any person without a badge from the show floor and to the Official Service Contractor's Service Desk for show management approval.

Exhibitor Services Manual

The *Exhibitor Services Manual* will be electronically mailed the week of **December 1, 2024** by Gulf Coast Expo, the official contractor, to the exhibiting firm's designated Event Contact. The electronic manual will contain all order forms and deadline dates for accessories (tables, chairs, etc.), electrical, telephone, lead retrieval, computer/audiovisual, etc., as well as all shipping and material-handling information and forms.

Shipping

Exhibitor agrees to ship, at its own expense and risk, all property to be exhibited. All shipments must be prepaid. Cash-on-delivery shipments cannot be accepted at any time.

- Advance warehouse shipments should be scheduled for delivery no later than **Tuesday, January 21, 2025.**
- Direct show site shipments will be accepted on **Thursday, January 23, 2025** from 8:00 a.m.-2:00 p.m. only. Send care of Gulf Coast Expo.
- Do not ship directly to show site under guest or booth name; hotel will not accept materials.

Installation

TradeWinds Island Grand

Monday, January 27, 2025—11:00 a.m.-3:00 p.m.

1. All displays and equipment must be in place and crates removed by 3:00 p.m. **Monday.**
2. The HBCE reserves the right, should any rented space remain unoccupied at 3:00 p.m. on **Monday, January 27, 2025** to rent or occupy said space. This clause shall not be construed as affecting the obligation of Exhibitor to pay the full amount of the rental fee for space provided. If the display unit is on hand, the HBCE Exhibit Manager at 3:00 p.m. on **Monday, January 27, 2025** reserves the right to:
 - Assign labor to set any display that is not in the process of being erected.
 - Order the removal of all display materials and crates not in the process of being set.
 - Bill to the Exhibitor the charge for labor to complete either of these options, and the HBCE shall have no liability for such work.
3. **Children under 18 years old are not allowed on the exhibit floor at any time.**

2025 Exhibit Contract Terms and Regulations

Health Benefits Conference & Expo (HBCE)

Dismantling

9:45 a.m.-2:00 p.m.

Wednesday, January 29, 2025

1. All exhibits **MUST** remain intact until 9:45 a.m. on Wednesday, January 29, 2025. No goods may be packed or removed before that time.
2. Freight not picked up by 2:00 p.m. will be rerouted onto another carrier at the Exhibitor's expense.
3. All exhibiting companies are responsible for all labor and other costs associated with setup and dismantling of their own exhibits.

Conduct/Restrictions

The HBCE reserves the right to restrict exhibits which, because of noise, odors, method of operations or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the HBCE Exhibition as a whole. This reservation includes persons, gaming devices, things, live animals, printed material or conduct. The HBCE reserves the right to approve, prohibit and/or restrict the distribution of any promotional and/or giveaway items. **ONLY** those products/services approved by the HBCE at the time of application and approval may be demonstrated and/or displayed.

Exhibitors agree to abide by the following restrictions:

1. The Exhibitor shall not conduct outside activities which are likely to take qualified attendees from the official and scheduled Conference and/or Exhibition functions.
2. Receptions, demonstrations or meetings in hospitality suites may not be conducted during scheduled and published open hours of the Exhibition or Conference.
3. **Food products or beverages are not to be distributed without prior written approval from the HBCE.**
4. Sales/transactions, or any form of order taking for cash or credit, are prohibited within the exhibit hall by an Exhibitor or anyone on its behalf.
5. Exhibitor agrees to treat all conference attendees with courtesy and not to discriminate against any person for any reason. The HBCE reserves the right to remove any Exhibitor whose personnel discriminate against any persons in any manner.
6. Badges—**All** booth personnel will be required to wear the official conference badge issued at registration. Badges and registration materials will be distributed only to registered personnel. Exhibit personnel may not exchange, deface, mark or alter the badge in any manner. No comp badges will be issued.
7. Any oral or written communication indicating or suggesting that the HBCE endorses or approves of the Exhibitor's products or services is prohibited and is grounds for closing of an exhibit with no refund of fees or deposits to the Exhibitor.
8. Drawings for prizes are permitted at your booth. Exhibitors are required to contact attendees for prize distribution.
9. The International Foundation has capped prizes at a \$1,000 value per individual item and a \$5,000 aggregate limit per exhibiting company. This means that any one prize you give away cannot be valued at more than \$1,000. In addition, the combined value of your "freebie" giveaways and your prize drawing(s) cannot be valued over \$5,000.
10. Alcohol is not allowed to be served from exhibit booths or distributed as prize/raffle giveaways.
11. Photographing or videotaping the conference, its attendees and other elements is prohibited.

Solicitation

The aisles and other spaces in the exhibition and conference areas, not leased to Exhibitors, shall be under the control of the HBCE. All displays, equipment demonstrations, presentations, distribution of literature or any other type of activity shall be conducted in a professional nature, avoiding the use of sideshow or theatrical gimmicks inside the space contracted. Standing in aisles, or in front of any exhibit booth, for advertising purposes is strictly prohibited.

Persons connected with nonexhibiting concerns are prohibited from any dealing, exhibiting or soliciting within the exhibit hall, convention facilities, or hospitality suites and suites of the HBCE conference hotels. Exhibitors are urged to report immediately any violations of this rule to the Exhibit Manager or a member of the HBCE staff.

Fireproofing and Safety

All decorations, drapes, signs, banners, acoustical materials, plastic cloths or any other similar materials generally considered to be easily ignited shall be flame retardant to the satisfaction of the city of St. Pete Beach, Florida. Compliance with all city, state and county safety, health and fire ordinances is required.

Aisles and exits shall be kept clean, clear and free of obstruction. Display literature/reserve supplies are to be limited to reasonable quantities. A reasonable quantity shall mean materials, enough to disperse in a minimum of four (4) hours, may be kept within the booth space but must be stored in a safe, neat and compact manner, out of the view of attendees. Empty boxes, crates and other items cannot be stored behind your booth. It will be the responsibility of the Exhibitor to arrange for excess storage through the Official Service Contractor, Gulf Coast Expo.

Licensing

Exhibitor shall secure any and all necessary licenses for any (a) performances, displays or other uses of copyrighted works or patented inventions; and (b) use of any name, likeness, signature, voice or other impression, or other intellectual property used directly or indirectly by Exhibitor.

Americans with Disabilities Act (ADA)

Exhibitor agrees to comply with all applicable provisions of ADA and shall indemnify the HBCE, its officers, directors, members and agents for Exhibitor's failure to comply with ADA provisions.

Termination of Exhibit

If the premises where the Exhibition is to be housed are destroyed or damaged or the Exhibition fails to take place as scheduled or is relocated or interrupted and discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or for any other reason, this contract may be terminated by the HBCE. In the event of such termination, the Exhibitor waives any and all damages and claims for damages, and agrees that the sole liability for the HBCE shall be to return to each participating organization the registration payment.

Liability and Insurance

Exhibitor agrees to protect, save and keep the HBCE and TradeWinds Island Grand, St. Pete Beach, Florida, forever harmless from any damage or charges imposed for violation of any law or ordinance, whether caused by the Exhibitor and its agents and employees or those holding under the Exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between TradeWinds Island Grand and the HBCE regarding the Exhibition premises. And, further, Exhibitor shall at all times protect, indemnify, save and keep harmless the HBCE and TradeWinds Island Grand against and from any and all loss, cost, damage, liability or expense arising from or out of or by reason of any accident or other occurrence to anyone or anything, including the Exhibitor, its agents, employees and business entities, which arises from or out of or by reason of said Exhibitor's occupancy and use of the Exhibition premises or a part thereof.

The HBCE will exercise reasonable care for the protection of Exhibitor's materials and displays. However, the exhibiting company, on signing this contract, expressly releases the HBCE, the named Official Service Contractor, Gulf Coast Expo, and TradeWinds Island Grand from, and agrees to indemnify same against, any and all claims for such loss, damage or injury. Exhibitors desiring to carry insurance on their exhibit, display, products, etc., will place it at their own expense.

Standard Arbitration Clause

Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by binding arbitration in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in any court of competent jurisdiction.

The responsibility of the Exhibiting Firm is to be fully familiar with these rules and regulations and to see that each member of the firm attending the conference, either as exhibit personnel or registrant, or both, is familiar with these rules and regulations. Sign and return with Exhibit Application.

Signature _____ Print name _____

Company _____

Title _____

Date _____

IMPORTANT: Copy this document for your files. Also provide each exhibit booth staff person with a copy.

2025 Sponsorship Contract Terms and Regulations

Health Benefits Conference & Expo (HBCE)

Sponsor Program Management

Sponsorships are administered by and subject to the terms and conditions imposed by the Health Benefits Conference & Expo, hereafter referred to as the HBCE.

General

To preserve and maximize the educational value of the Exhibition, the HBCE reserves the right to determine the eligibility of any Sponsor and reserves sole control over admission policies. These terms and regulations are established for the mutual protection of the HBCE and the Sponsor. Acceptance of application to sponsor does not constitute, in any way, an HBCE endorsement or approval of the Exhibitor's products or services. The HBCE reserves the right to make changes in the time schedule or in the general plan of the Exhibition as may be deemed to be in the best interest of the HBCE, the Sponsors or the Exhibition generally. All matters not specifically covered by these terms and regulations shall be subject to the decision of the HBCE. All terms of this contract will be enforced by the HBCE.

Contract for Sponsorship

The Sponsor Agreement, accompanied by the required payment, constitutes a contract for sponsorship at an event subject to the condition of acceptance by the HBCE. Sponsorships are accepted on a first-come, first-served basis and must be applied for in writing. This contract may be terminated by the HBCE in the event of strikes, labor disputes, acts of God or other circumstances beyond the control of the HBCE that may affect the event. Titanium- and Platinum-level sponsors must also complete booth application and sign Exhibit Contract Terms and Regulations for exhibit booth. Sponsorship is applicable to conference dates and does not include preconference dates or activities.

Terms of Payment

All Sponsor Agreements must be accompanied by payment in full.

Cancellation Policy

No refunds will be granted for sponsorship cancellations. Sponsorship cancellation cancels all complimentary or discounted registrations. Sponsor personnel canceling on or after the opening day of the conference forfeit all registration fees.

Sharing and Subletting

Two (2) companies may not share a sponsorship of a single event. A *company* is defined as the same business or firm and can involve only a single line of business. The signage per Sponsor shall only identify a single firm or business.

Sponsor Registration

Any sponsoring company planning to have more than the program-level allowance of representatives must purchase additional conference registrations. No company representatives may attend the conference or the event unless registered and they have paid the appropriate fees, regardless of the length of time they will be attending the event. Registrations received as rewards of sponsorship have no cash value. Additional registrations beyond those allotted per sponsorship level shall be at the following registration fees: \$850 through December 16, 2024 or \$1,050 after December 16, 2024. Preconferences are NOT included in exhibit or sponsor registrations. Must register separately.

Shipping

Sponsor agrees to ship, at its own expense and risk, any property to be displayed or distributed. All shipments must be prepaid. Cash-on-delivery shipments cannot be accepted at any time.

- Advance warehouse shipments should be scheduled for delivery no later than **Thursday, January 23, 2025.**
- Direct show site shipments will be accepted on **Monday, January 27, 2025** from 8:00 a.m.-2:00 p.m. only. Send care of Gulf Coast Expo.
- Do not ship directly to show site under guest or booth name; hotel may not accept materials and they will be lost.
- Full shipping instructions will be available in the Exhibitor Services Manual the week of December 1, 2024. Request a copy from dianem@ifebp.org.

Conduct/Restrictions

The HBCE reserves the right to revoke a sponsorship commitment at any time prior to or during the event if Sponsor fails to fully comply with the terms of this Agreement or if it is determined by the HBCE that the sponsorship will adversely impact the affected event or program.

The HBCE reserves the right to approve, refuse and/or restrict the distribution of any promotional and/or giveaway items. When applicable, a sample brochure is required for approval prior to display.

- All signage and banners will be produced and located at the event site only as directed by the HBCE staff.
- Event arrangements shall be handled by the HBCE or the facility contracted by the HBCE, and there shall be no expressed or implied warranties by the HBCE relating to the sponsorship at the affected event or program.
- Sales/transactions or any form of order taking are prohibited during conference events by the participating Sponsor or anyone on their behalf.
- Badges—All personnel of the sponsoring firm will be required to wear the official conference badge issued by the HBCE conference registration desk. Badges and registration materials will be distributed only to registered personnel. Sponsor personnel may not exchange, deface, mark or alter the badge in any manner.
- Any oral or written communication indicating or suggesting that the HBCE endorses or approves of the Sponsor's products or services is prohibited and is grounds for expulsion from the event with no refund of fees to the Sponsor.

Solicitation

The spaces within the facility contracted by the HBCE to conduct conference sessions shall be under the control of the HBCE. All displays, equipment, demonstrations, presentations, distribution of literature or any other type of activity are prohibited unless approved by the HBCE. There shall be no promotional or giveaway items distributed in conjunction with the sponsorship.

Termination of Event

If the premises where the sponsorship is to take place are destroyed or damaged; or the conference fails to take place as scheduled or is relocated or interrupted and discontinued; or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or for any other reason, this contract may be terminated by the HBCE. In the event of such termination, the Sponsor waives any and all damages and claims for damages and agrees that the sole liability for the HBCE shall be to return to each participating organization the registration payment.

Standard Arbitration Clause

Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by binding arbitration in accordance with the Rules of the American Arbitration Association, and judgment upon the award rendered by the arbitrator(s) may be entered in any court of competent jurisdiction.

The responsibility of the Sponsoring Firm is to be fully familiar with these rules and regulations and to see that each member of the firm attending the conference, either as Sponsor personnel or registrant, or both, is familiar with these rules and regulations. Sign and return with Sponsorship Application.

Signature _____ Print name _____

Company _____

Title _____

Date _____

IMPORTANT: Copy this document for your files. Also provide each sponsor staff person with a copy.

2025 Health and Wellness Conferences

Expand your reach by exhibiting at or sponsoring multiple health and wellness conferences hosted by the International Foundation of Employee Benefit Plans: The Health Benefits Conference & Expo, the Art & Science of Health Promotion Conference, and the Annual Wellness Summit.

35th Annual **ART & SCIENCE** of Health Promotion Conference

March 31-April 4, 2025

DoubleTree Resort by Hilton Hotel Paradise Valley
Scottsdale, Arizona

Connect with professionals committed to advancing the health and well-being of the populations they serve. The Art & Science of Health Promotion Conference brings together health promotion and wellness professionals from a range of settings, including worksite, education, community, government, military, health plans, health systems and more.



ANNUAL **wellness** SUMMIT

August 18-21, 2025

JW Marriott Austin
Austin, Texas

Share your brand and elevate your message to a global network of industry experts and wellness professionals! This conference focuses on the advanced well-being of workplaces and communities.



Exhibit at multiple conferences and save!

Exhibit at any **two** wellness events and **save 10%** off each conference.

Exhibit at all **three** wellness events and **save 20%** off each conference.

In order to take advantage of these discounts, a signed application is needed for each conference.

For more information, contact Julie Ichiba at (262) 373-7674 or email jichiba@ifebp.org.

Beyond HBCE...

Maximize your exposure by placing a **full-color display advertisement** in *Today's Headlines*, *Benefits Magazine* or the *Service Provider Directory*.

1. *Today's Headlines*—An Exclusive Digital Advertising Opportunity

Advertisers enjoy a **weeklong exclusive sponsorship**—in an e-newsletter delivered each business day. This is an affordable and flexible advertising channel, scalable to your needs.

- **Distribution:** Daily (each business day)
- **Channel:** Email
- **Distribution:** 20,000+
- **Open Rate:** 13%
- **Click-to-Open Rate:** 13%
- **Impressions:** 4,000+ average opens per email



2. *Benefits Magazine*—A Lasting Ad in Print

Benefits Magazine is the premier source for industry news and has a readership of over 24,000 International Foundation members. Addressing key topics in employee benefits, each issue offers comprehensive content written by expert practitioners in the field. Print versions are mailed bimonthly with digital versions available on the Foundation's website, providing maximum exposure for advertisers.

- **Distribution:** Bimonthly
- **Channels:** Direct mail with digital copy
- **Readership:** 24,000+

3. *Service Provider Directory—* Online Vendor Listing

Used daily by International Foundation website visitors in search of new vendors, the Service Provider Directory is a comprehensive, online directory for products and services related to employee benefits, compensation and human resources. These are affordable six-month and 12-month listings that can land your logo on our Foundation website home page!

