



NABIP  
Annual Conference  
**2024**

***PIONEERING  
THE  
POSSIBLE  
WITH  
PURPOSE***

Hyatt Regency, Chicago  
**June 22-25, 2024**

# New Opportunities for Visibility in 2024!



Our new opportunities for 2024 will encourage attendee engagement and interaction with sponsors and exhibitors!

## BRAND-NEW EVENT APP FEATURING

- **Lead Generation** – This will be included in all sponsorship and exhibitor levels
- **Gamification** – Attendees will be awarded points for interacting with sponsor/exhibitor booths. Points will translate to a chance to win monetary prizes. Crystal sponsors and above will be the “answers” to scavenger hunt questions, enticing attendees to interact with you.
- **Customizable Exhibitor Portal** – You can upload your logo, company description, documents, bios of your company reps and more!



## SOCIAL MEDIA

New! This year sponsors at the Crystal Level and above will receive personalized social media posts on NABIP's Facebook, LinkedIn and Twitter pages. These can be reshared for further visibility.

## NEW EVENT CATEGORIES

New this year, there are more event categories to promote your brand! Provide logo gift items for several categories and have attendees go home with your gifts in their hands!

# Join us at the 2024 Annual Convention



**Hyatt Regency | 151 E Wacker Dr | Chicago, IL 60601**

NABIP's Annual Convention remains the leading event for benefits and insurance professionals. This event brings together nearly 800 professionals from all over the country to take part in educational sessions and collaboration, networking, and exposure to more than 70 exhibitors with cutting edge products and services.

## 2023 SPONSORS

AdminaHealth

AgencyBloc

AMBA

Angle Health

Applied General Agency, Inc.

Avēsis

BackNine Insurance

BCS Financial Corporation

Beam Technologies Inc.

BenefitMall

CalSurance

Careington International Corporation

Cigna Global

CXC Solutions, LLC

Denniston Data

Ease

freshbenies®

GeoBlue

Go Well

Golden Outlook

Goodroot

Gradient AI

Gravie

Health In Tech

HealthEquity, Inc.

HRPro, Inc.

isolved

LifeSecure Insurance Company

Lyric Health

MassMutual

MyHealthily

National Insurance Producer Registry (NIPR)

Nationwide Pet Insurance

NCD

Network Insurance/Grupo Latino

New Benefits

Nexben, Inc.

Nightingale Virtual Respiratory Care

Nonstop Health

Options Plus

Paytient

Pinnacle Financial Services

Prestige PEO

Primasun

ProAct, Inc.

Radion Health, Inc.

Search & Save

Serve You Rx

Solstice

Take Command Health

The Brokerage, Inc.

The Canadian Medstore

The Difference Card®

Transamerica

UMB Healthcare Services

Voluntary Advantage

VSP Vision Care

Warner Pacific

Zorro

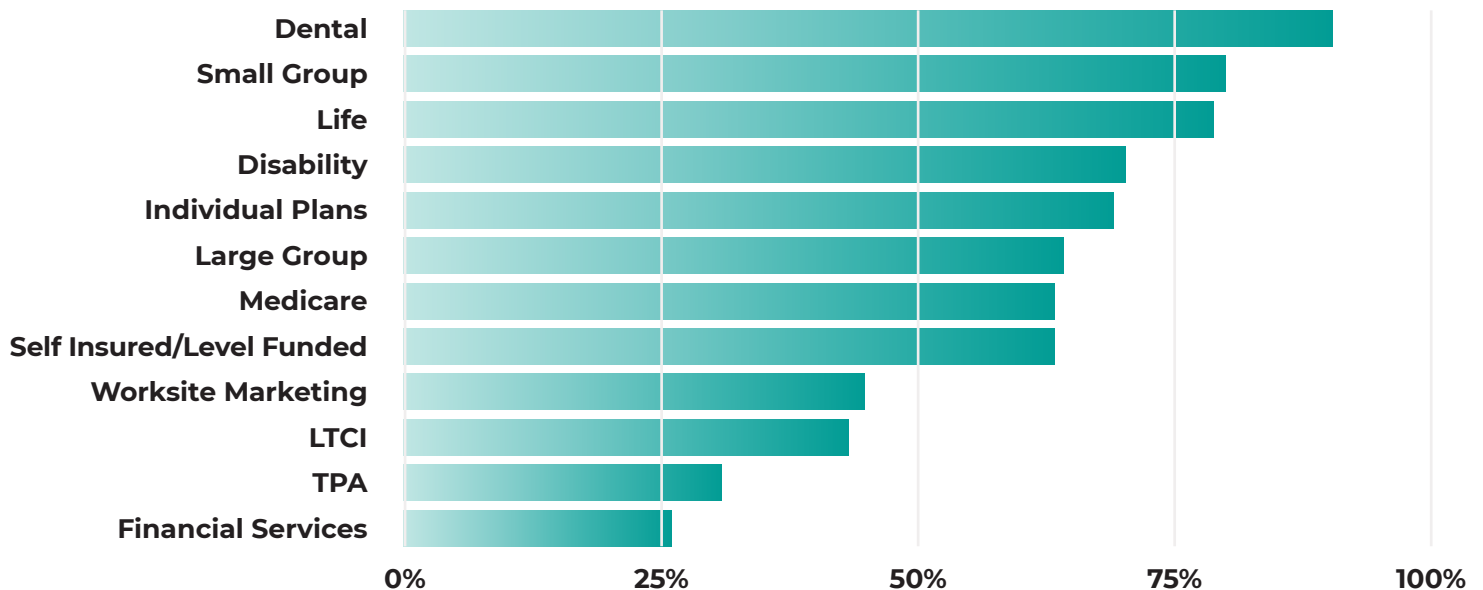


# Who are NABIP members?

The National Association of Benefits and Insurance Professionals (NABIP) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. To meet that vital mission, NABIP advances the interests of its members and advocates for sound public policy solutions. NABIP represents more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 175 chapters across America.



Over the years, NABIP's membership has grown to encompass members who sell traditional health insurance products and members who offer non-traditional coverage options. Our members provide clients access to traditional health insurance products, self-funded plans, Medicare Advantage and supplements, and various other employee benefits solutions.



# New 2024 Speaking Opportunities



Choose your sponsorship level and then “buy up” to speak to the entire attendance or a breakout session!

Speaking opportunities are limited and will be assigned on a first come, first served basis:

## 3 BIG STAGE SPEAKERS

**YOUR CHOICE OF A BIG STAGE PRESENTATION  
ON A MUTUALLY AGREED UPON TOPIC:**

**PLATINUM - \$5,000 • GOLD - \$7,500 • SILVER - \$9,000  
CRYSTAL - \$12,000 • BRONZE - \$15,000**

### **Includes:**

- 45 minutes speaking time
- Logo wall space promotion in registration area prior to and during your presentation
- One app push promoting your talk

## 12 BREAKOUT SESSIONS AVAILABLE TO SPONSORS OR EXHIBITORS - \$7,500 *Available through February 28, 2024*

### **Topics Include:**

- Pharmacy Trends and PBM Impacts
- Referenced Based Pricing
- Hospital Consolidation and Rising Cost
- AI and the Impact on Healthcare
- Professional and Personal Growth
- Medicare Health & Supplemental Plans Employee
- Engagement & Development Strategy
- Benefit Technology - Trending HR Solutions
- Business Impact of Regulations

## MARKETPLACE PLATFORM OR LIVE PODCAST RECORDING ON THE TRADE SHOW FLOOR AVAILABLE TO SPONSORS OR EXHIBITORS - \$2,500

10-minutes of time on a premier stage to discuss your platform during exhibit hours on Sunday or Monday. *(Limited Quantity Available)*

# 2024 Sponsorship Opportunities

## PLATINUM SPONSOR - \$45,000

### YOUR CHOICE OF THE FOLLOWING SPONSORSHIP CATEGORIES:

#### Saturday Night Welcome Party at Howl at the Moon Dueling Piano Bar

You will be the exclusive sponsor of this not-to-miss welcome party! Includes ability to provide branded cocktail napkins. Specialty drink will be named for you.

#### Gordon Dinner and Cocktail reception/Great Gatsby Style Ball

You will be the exclusive sponsor of the famous Gordon Memorial Dinner followed by this year's Great Gatsby Style Ball-themed Ball. Includes ability to provide a gift item for the tables at the Gordon dinner.

#### LPRT Event at Nitti's Supper Club

You will be the exclusive sponsor at this intimate Chicago-style dinner theater. Tour the history of Al Capone and Frank Nitti before dinner. Your company name and names of your key employees will be used in the show. Your logo will be displayed at the show.

#### Logo on Hotel Keycards

Your exclusive company design on the hotel keycards for the event.

- **Exclusive Healthcare Happy Hour Podcast Sponsorship with company representative as a guest on the podcast**

- Three (3) complimentary 10' x 10' booths with preferential location
- Six (6) complimentary convention registrations
- Two-minute speaker introduction on stage during a general session with your company's logo on stage screen
- Two (2) email blasts to the entire NABIP membership
- Your company's logo on convention tote bags (offered to all Platinum and Gold sponsors)
- Opportunity to insert printed material or promotional item in tote bag
- Logo in all days of eShow Daily
- Full page ad in ABS Magazine
- Logo displayed on all signage and other applicable media outlets
- Pre-show email list
- Post-show email list

### NEW

#### EXCLUSIVE USE OF HOTEL HOSPITALITY SUITE

- You will have access to a hotel hospitality suite for one night with starter beverages provided

#### BRANDING

- Your logo on 5 Directional Floor Dots

#### NEW MOBILE APP FEATURES

- Two (2) App Push Alerts
- Customizable Banner Ad Rotating on the App
- Customizable Exhibitor Portal
- Lead Collection
- Guaranteed Inclusion in the "Exhibitor Game"

#### SOCIAL MEDIA

- Two (2) personalized social media posts





# 2024 Sponsorship Opportunities

## GOLD SPONSOR - \$30,000

### YOUR CHOICE OF THE FOLLOWING SPONSORSHIP CATEGORIES:

#### Big Stage Events (Two Available)

Includes the option to provide an attendee gift.

#### Awards Ceremony (Sunday)

Includes the option to provide a gift to the attendees on the tables.

#### Exhibitor Welcome Reception (Saturday)

Includes ability to provide branded cocktail napkins.

#### Wi-Fi Password

#### Soaring Eagle/President's Reception

- Two (2) complimentary 10' x 10' booths with preferential location
- Four (4) complimentary convention registrations
- 30-second speaker introduction on stage during a general session
- One (1) email blast to the entire NABIP membership
- Your company's logo on convention tote bags (offered to all Platinum and Gold sponsors)
- Opportunity to insert printed material in tote bag
- Logo in all days of eShow Daily
- Full page ad in ABS Magazine
- Logo displayed on all signage and other applicable media outlets
- Pre-show email list
- Post-show email list

### NEW

#### NEW MOBILE APP FEATURES

- One (1) App Push Alert
- Customizable Banner Ad Rotating on the App
- Customizable Exhibitor Portal
- Lead Collection
- Guaranteed Inclusion in the "Exhibitor Game"

#### SOCIAL MEDIA

- Two (2) personalized social media posts



# 2024 Sponsorship Opportunities

## SILVER SPONSOR - \$22,500

### YOUR CHOICE AS CO-SPONSOR OF ONE OF THE FOLLOWING CATEGORIES:

Sunday Breakfast    Monday Breakfast    Sunday Lunch    Monday Lunch  
Tuesday Morning Coffee    Gordon Dinner Photo Station

- Two (2) complimentary 10' x 10' booths with preferential location
- Four (4) complimentary convention registrations
- **30 second video played at general session intro**
- Logo in all days of eShow Daily
- 1/2 page ad in ABS Magazine
- Logo displayed on all signage and other applicable media outlets

- Pre-show email list
- Post-show email list

### NEW

#### NEW MOBILE APP FEATURES

- One (1) App Push Alert
- Customizable Exhibitor Portal
- Lead Collection
- Guaranteed Inclusion in the "Exhibitor Game"

#### SOCIAL MEDIA

- One (1) personalized social media post

## CRYSTAL SPONSOR - \$15,000

### YOUR CHOICE AS CO-SPONSOR OF ONE OF THE FOLLOWING CATEGORIES:

Massage Chair    Charging Station    Sponsor of a PD Session  
Sunday Afternoon Break    Monday Afternoon Break

- One (1) complimentary 10' x 10' booth with preferential location
- Two (2) complimentary convention registrations
- Logo in all days of eShow Daily
- 1/4 page ad in ABS Magazine
- Logo displayed on all signage and other applicable media outlets

- Pre-show email list
- Post-show email list

### NEW

#### NEW MOBILE APP FEATURES

- Customizable Exhibitor Portal
- Lead Collection
- Guaranteed Inclusion in the "Exhibitor Game"

#### SOCIAL MEDIA

- One (1) personalized social media post

## BRONZE SPONSOR - \$9,500

- One (1) complimentary 10' x 10' booth with preferential location
- Two (2) complimentary convention registrations
- Logo in all days of eShow Daily
- Listing in ABS Magazine
- Logo displayed on all signage and other applicable media outlets

- Pre-show email list
- Post-show email list

### NEW

#### NEW MOBILE APP FEATURES

- Customizable Exhibitor Portal
- Lead Collection



# Exhibitor Information

## EXHIBITOR SPACE FEE - \$3,100 PER BOOTH

### ADD \$500 FOR CORNER BOOTH

- One (1) 10' x 10' booth
- Two (2) complimentary convention registrations
- Additional convention registrations will be available for purchase for \$400
- Tickets for the Gordon Dinner are not included and will be available for purchase for \$125

### NEW

#### NEW MOBILE APP FEATURES

- Customizable Exhibitor Portal
- Lead Collection

## Included in Sponsorships and Exhibit Booth Fees

- NABIP Exhibitor Service Kit
- Advance show promotion by NABIP
- Complimentary registrations per 10' x 10' booth, check level for quantity. (Note: Registrations do not include the Gordon Award Dinner.)
- Open invitation to attend all educational programs
- NABIP discounted hotel rates
- One (1) complimentary booth identification sign showing your company name and booth number
- General exhibit hall cleaning
- 6' draped table and two chairs
- 10' x 10' draped booth



# Additional Sponsorship Opportunities

## À LA CARTE OPTIONS NOT LIMITED TO CONVENTION SPONSORS

### **HOTEL ROOM DROP - \$5,000**

Extend your marketing reach by delivering your promotional literature directly to the doors of NABIP 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 - \$5,000**

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

### **YOUR LOGO ROTATING ON CRYSTAL BALLROOM PROJECTION WALL DURING THE DURATION OF THE EVENT - \$4,000**

### **DIRECTIONAL FLOOR DOTS (5) - \$2,500**

Your logo will be featured on five (5) directional floor dots throughout the hotel. Limited quantity available, first come, first served.

### **TOTE BAG INSERT - \$2,500**

Have your company literature inserted into the tote bags that all attendees will receive at registration.

### **LOGO ON TWO (2) DIRECTIONAL SIGNS - \$2,500**

Limited quantity available, first come, first served.

### **SOCIAL MEDIA POST - \$2,000**

Have your company information posted on Facebook and LinkedIn.

### **MOBILE APP BANNER AD - \$2,000**

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

### **CONFERENCE APP PUSH NOTIFICATION (LIMITED QUANTITY) - \$1,500**

Reach attendees in an instant. By sending out a push notification, attendees with the app will be able to see your real-time message inviting them to come to your booth, check out your website or whatever call-to-action or important message you want to share.

### **PURCHASE 25 DRINK TICKETS FOR USE AT EXHIBITOR WELCOME, GORDON RECEPTION AND DINNER, BREAKFAST OR LUNCH - \$625**

# Exhibitor Information

## APPLICATION

The terms and conditions set forth on the back of the application contain important information regarding the relationship between NABIP 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 to be processed unless you apply online.

## EXHIBIT SPACE SELECTION AND ASSIGNMENT

Exhibit booths are assigned on a first-paid, first-served basis. NABIP 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.

## EXHIBIT SERVICE KIT

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

## IMPORTANT RESTRICTIONS

Exhibitor shall be fully responsible to pay for all damages to property owned by the Hyatt Regency Chicago and its owners or managers that result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless Hyatt Regency Chicago, 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 exhibitor's occupancy and use of the exhibition premises, the Hotel, or any part thereof.





# Exhibitor Information

## NABIP CONTACT FOR QUESTIONS ABOUT EXHIBITS AND SPONSORSHIPS

Justin Wolfe, Account Executive  
717.430.2238  
justin.wolfe@theYGSgroup.com

## RULES AND REGULATIONS

Exhibit regulations are outlined at the end of this document. 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 affects the operation of exhibits.

## EXHIBITOR REGISTRATION & MOVE-IN

Saturday, June 22, 10:00 a.m. to 3:00 p.m.

## NEW! EXTENDED EXHIBITOR HOURS

(subject to change)

Saturday, June 22, 4:30 to 6:00 p.m. (Reception)

Sunday, June 23, 7:30 to 9:00 a.m. (Breakfast Provided)

Sunday, June 23, 12:00 to 3:00 p.m. (Lunch Provided)

Monday, June 24, 7:30 to 8:30 a.m. (Breakfast Provided)

Monday, June 24, 11:30 a.m. to 3:00 p.m. (Lunch Provided)

## MOVE-OUT

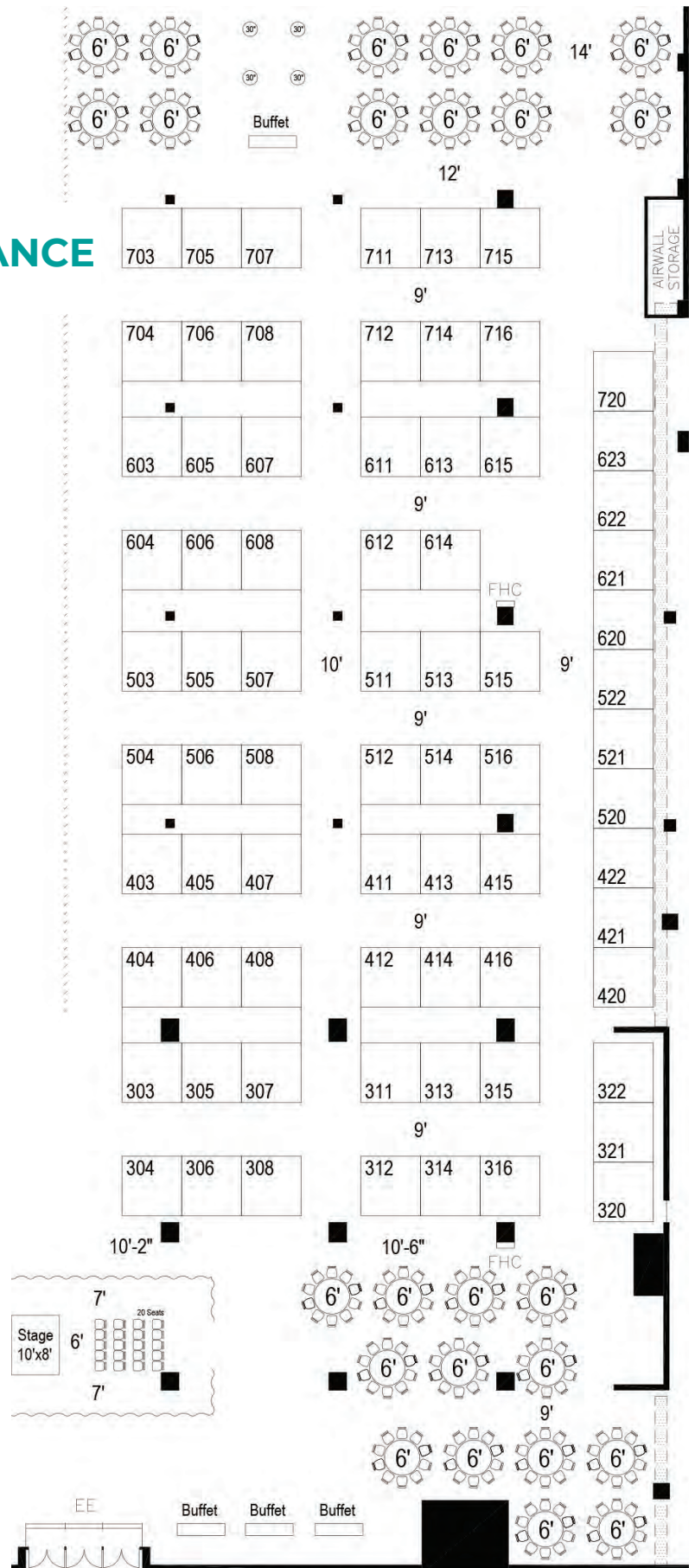
Monday, June 24, beginning at 3:00 p.m.

*Agenda Subject to Change*



# NABIP 2024 Annual Convention Floorplan

**ENTRANCE**





# Exhibitor Rules and Regulations

Companies participating in the 2024 National Association of Benefits and Insurance Professionals (NABIP) Annual Convention and Exposition at Hyatt Regency Chicago hereby agree to conform to the following rules and regulations:

## ELIGIBILITY

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

## EXHIBIT MOVE-IN AND MOVE-OUT

Exhibit personnel will be allowed to set up on Saturday, June 22, 2024, from 10:00 a.m. until 3:00 p.m. All exhibits must be set up By 3:00 p.m. on Saturday, June 22. Exhibitors must pack and move out materials no sooner than 3:00 p.m. and no later than 5:00 p.m. on Monday, June 24, 2024.

## PROTECTING 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 or the convention director.

## DEFAULT OCCUPANCY

All exhibitors must be set by 3:00 p.m. on Saturday, June 22, 2024. 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 NABIP has the right to utilize such spaces to eliminate blank space in the exhibit hall.

## STAFFING OF BOOTHS

As a courtesy to attendees, and as an added security measure, we require that each booth be always occupied by a member of the exhibiting company when the exhibition is open. In addition, all onsite exhibitor promotion and marketing must be completed within each exhibitor's contracted space.



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next page*



# Exhibitor Rules and Regulations

## *continued*

### **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 NABIP. Neither exhibitors nor non-exhibiting companies will be allowed to show films or display products or services in suites or other areas during the NABIP 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 NABIP. No food or beverages may be served in your booth without written permission from NABIP.

### **CONFLICTING MEETING AND SOCIAL FUNCTIONS**

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

### **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 NABIP and the Hyatt Regency Chicago shall be deemed purely gratuitous on their part and shall in no way be construed to make NABIP and the Hyatt Regency Chicago liable for any loss or inconvenience suffered by the exhibitor. NABIP 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. NABIP 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 NABIP for advertising, administration and similar related costs.

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# Exhibitor Rules and Regulations

## *continued*

### **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 AND HEIGHT LIMITATIONS**

Each booth space will be 10' 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 10' 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, 2024, will be liable for 25% of the cost of booth space. Cancellations received after February 15, 2024, but prior to April 12, 2024, will be liable for 50% of the cost of booth space. For cancellations received after April 12, 2024, exhibitors are liable for 100% of the cost of booth space. No refunds will be made after April 12, 2024.

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



# 2024 NABIP Annual Convention and Exposition

## EXHIBITOR & SPONSOR CONTRACT

### PREFERRED LOCATION

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.

### EXHIBITOR SPACE

☐ \$3,100    ☐ \$500 additional for corner space

### SPONSORSHIP

☐ Platinum - \$45,000

Platinum Sponsor Category Choice

☐ Gold - \$30,000

Gold Sponsor Category Choice

☐ Silver - \$22,500

Silver Sponsor Category Choice

☐ Crystal - \$15,000

Crystal Sponsor Category Choice

☐ Bronze - \$9,500

Bronze Sponsor Category Choice

☐ Additional Sponsorship Choice and Price

Additional Sponsorship Choice and Price

\_\_\_\_\_  
Total Amount

### PAYMENT

An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. Payment is due in full at time of contract. Payments can be made via check, ACH or credit card.

A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

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

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

### GENERAL INFORMATION

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

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

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

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

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

### APP LISTING AND SIGN INFORMATION

\_\_\_\_\_  
Company Name (List name exactly as it should appear in the app and on your booth sign.)

\_\_\_\_\_  
Company Website

\_\_\_\_\_  
Company Description (As you would like it displayed on the Event App)

We agree to abide by all rules and regulations governing the convention, as printed in the sponsors and exhibitor's prospectus and this application. Acceptance of this application by the National Association of Benefits and Insurance Professionals constitutes a contract.

Email contracts with payment information to: [justin.wolfe@theYGSgroup.com](mailto:justin.wolfe@theYGSgroup.com)  
or mail to: The YGS Group, Attn: NABIP Convention, 3650 West Market Street, York, PA 17404