

SOUTHWEST BENEFITS ASSOCIATION
50TH ANNUAL CONFERENCE

GOLDEN JUBILEE

Celebrating 50 Years in Benefits

MAY 12-14, 2025

SPONSORSHIP INVITATION

HYATT REGENCY
HILL COUNTRY RESORT & SPA

We are thrilled to announce SouthWest Benefits Association's 50th Annual Conference and GOLDEN JUBILEE scheduled to take place May 12-14, 2025, at the beautiful Hyatt Regency Hill Country Resort and Spa in San Antonio, Texas. ***As we prepare for this milestone event, we would like to extend a special invitation for your company to sponsor this prestigious conference.***

The SouthWest Benefits Association (SWBA) has been at the forefront of promoting excellence in employee benefits for five decades. Our annual conference attracts a diverse audience of industry leaders, professionals, and decision-makers, providing a unique platform for networking, knowledge-sharing, and showcasing innovative solutions. Celebrating our 50th Anniversary would not be the same without your support!

4 Reasons to Support the SWBA 50th Annual Conference:

- **Unparalleled Exposure:** Showcase your brand to a targeted audience of benefits professionals, HR leaders, and industry influencers.
- **Networking Opportunities:** Connect directly with potential clients, partners, and industry peers during dedicated networking sessions, receptions, and exhibits.
- **Thought Leadership:** Position your company as a leader in the benefits industry by participating in panel discussions, workshops, or sessions.
- **Brand Visibility:** Enjoy prominent recognition through signage, promotional materials, and digital marketing campaigns before, during, and after the conference.

We offer a variety of sponsorship packages designed to meet your company's marketing and business objectives. Each sponsorship level comes with its own set of exclusive benefits, which are detailed in the attached sponsorship brochure. To secure your sponsorship or to learn more about the opportunities available, please contact me at 214-382-3035 or chappell@swba.org.

Thank you for considering this exciting opportunity to support the SouthWest Benefits Association and to celebrate 50 years of advancing the benefits industry. We look forward to the possibility of partnering with you for this special occasion.

Warm regards,



Marc Chappell
Executive Director

A Look Back at our 2024 Conference

2024 Attendee Graphics:



- Plan Sponsors: 34%
- Attorneys: 3%
- Consultants: 27%
- Retirement Focus: 18%
- Healthcare Focus: 18%

2024 Attendee Quotes:

"Attending the SWBA Conference has become an annual tradition for me. The insights I gain and the connections I make are invaluable to my professional growth."

"What sets the SWBA Conference apart is the collaborative atmosphere. Sharing best practices and learning from other attendees enhances the overall experience."

"The keynote speakers at the SWBA Conference are always top-notch. Their expertise and perspectives help shape the way I approach benefits administration in my company."

"I always look forward to the SWBA Conference. The sessions are relevant, the speakers are engaging, and the information is directly applicable to my day-to-day responsibilities."



SWBA's 2025 Annual Conference Sponsor Information

Conference Location

Hyatt Regency Hill Country Resort and Spa
9800 Hyatt Resort Dr.
San Antonio, TX 78251

Sponsor Resource Center and Display Tables

Setup: Monday, May 12, 2025 after 1:00 p.m.
Takedown: Wednesday, May 14, 2025 after 11:00 a.m.

We do not require that display tables be manned. Display tables will be visited throughout the conference. The Sponsor Center will consist exclusively of tabletop exhibits.

Display tables will be set up near the conference registration and refreshment area. SWBA will provide the sponsor one standard power supply for the table.

Any display and handout materials used by the sponsor must be placed on top of the 6-ft. display table, and must fit the dimensions of the table; no exceptions. Sponsors must send us their logo separately in a vector or high-resolution (9 mega pixels or higher) format. All company descriptions and logos must be submitted to SWBA on or before March 7, 2025. Additional details including shipping information will be provided before the Conference.

Please sign the enclosed agreement and return, along with payment, to:

SouthWest Benefits Association
10260 N. Central Expwy., Suite 285
Dallas, TX 75231

Conference Sponsorship Levels

(See the attached information for more details on each Sponsorship Level)

Patrons Circle Membership: \$10,000

Premier Conference Sponsorship: \$6,000

General Conference Sponsorship: \$4,500

Conference Supporter: \$1,500

PAST SWBA SPONSORS



COMPANIES THAT PARTICIPATE IN THE SWBA CONFERENCE

Acme Brick Company	DistributionNOW	Propak Logistics, Inc.
AFP	Dr Pepper Snapple Group	Q2
AirBorn, Inc	eBay Inc.	Regal Beloit Corporation
Alamo Group Inc.	Energy Transfer	Remington Park
Alief ISD	EnerVest, Ltd	Saint Francis Health System
ALK-Abello, Inc.	Englobal	Sasol USA Corporation
Alliance Coal, LLC	Enterprise Products Company	SDL Inc
Allied Electronics, Inc.	Epicor Software	Security Service Federal Credit Union
Amarillo National Bank	Ericsson, Inc.	Select Energy Services
Amentum	Exterran	Serta Simmons Bedding, LLC
Anadarko	ExxonMobil	Service Corporation International
Andeavor	Fluor Corporation	Shell Oil Company
Anvil Corporation	Fort Worth Housing Solutions	Shop LC
Army & Air Force Exchange Service	Fort Worth Transportation Authority	Sili
Atlas Sand	Friedkin Companies, Inc.	Sirius Computer Solutions
Atmos Energy Corp.	Frost Bank	Smurfit Kappa Bates
AWTY International School	Galderma Laboratories	Sonepar USA
Baylor College of Medicine	GateHouse Media	Southwest Airlines
Baylor University	Generations Federal Credit Union	Southwest Research Institute
BNSF Railway	George's Inc.	Spur Energy Partners
Boxer Property Management Corp	Global Gaming Solutions, LLC	State of Louisiana Office of Group Benefits
BP Corporation North America Inc.	GM Financial	Stephenson Wholesale Co. Inc.
Bridgeport Tank Trucks	Greyhound Lines, Inc.	Stolt-Nielsen
Brookshire Grocery Company	Guadalupe Regional Medical CenterHewlett	STP Nuclear Operating Company
BryanISD	Packard Enterprise	SYSCO Corporation
Burrell College of Osteopathic Medicine	Hines Interests, LP	Taco Bell Corp. of Yum! Brands
Caliber Collision Centers	HMS	TASC
Cap Metro	Hobby Lobby Stores, Inc.	TDECU
Capitol Anesthesiology Association	Houston Astros, LLC	Teacher Retirement System of Texas
CBRE	Houston Business Coalition on Health	TechnipFMC
CEB	Hunt Consolidated	Tenet Health
Celgene Corp	Insperty Holdings, LP	Tesoro Companies, Inc.
CenterPoint Energy	INTEGRIS Health	Texas Association of Counties
Centrica	J&J Worldwide Services	Texas Capital Bank
Centurion Group, LLC	James Avery Craftsman	Texas Disposal Systems, Inc.
CGG	JV Manufacturing Inc	The Bama Companies
Chesapeake Energy Corporation	Kendra Scott	The Boeing Company
Chickasaw Nation	King Ranch, Inc.	The Friedkin Companies
CHRISTUS Health	Krayden Inc	The Kinkaid School
Cirrus Logic, Inc.	Lehigh Hanson	The North American Coal Corporation
Citation Oil & Gas Corp.	Lennox International	The Samuel Roberts Noble Foundation
Citizen Potawatomi Nation	Magellan Midstream Partners, L.P.	The University of Texas System
City of Austin Employees' Retirement System	McCoy's Building Supply	Tinker Federal Credit Union
City of Corpus Christi	M-D Building Product	Trans Offshore Deepwater
City of Houston	National HME	Trinity Industries
City of Odessa	National Instruments	United
City of Pearland	National Oilwell Varco	University Federal Credit Union
City of Plano	Noble Energy	US Concrete
Cook Children's Health Care System	Oasis Petroleum	US Foods
Cornerstone Chemical Company	OGE Energy Corporation	USAA
CPS Energy	Oklahoma City Public Schools	VIA Metropolitan Transit
Crow Holdings	Oklahoma State Regents for Higher Education	Vistra Energy
Cummings Electrical	Oncor Electric Delivery Company LLC	Walmart Inc.
CVR Energy	ONE Gas	Weatherford International
Dallas Police & Fire Pension System	Owens Corning	WebMD
Dean Foods Company	Park Lawn Corporation	Westlake Chemical Corporation
Devon Energy Corporation	Phillips 66	Whole Foods Market
DFW Airport	Pioneer Telephone Cooperative, Inc.	Windstream Services, LLC
	Powell Industries, Inc.	Wood Group-West



SWBA 50th Annual Conference *GOLDEN JUBILEE*

Sponsorship Options (*4 to choose from*):

SWBA Patrons Circle Membership - \$10,000

The SWBA Patrons Circle is our highest level of sponsorship and offers a unique, year-round opportunity to support SWBA at all our events, as well as a brand recognition opportunity on SWBA's website and communications.

Patron Circle Benefits:

- Year-round brand recognition as a SWBA Patron in SWBA Member communications, Website and Event promotions
- Year-round Promotional Video posted online in the SWBA Media Gallery, and shared at select SWBA Events
- Year-round opportunities to partner with SWBA Planning Committees
- Invitation to VIP Receptions at select SWBA Events
- Premier Recognition as a SWBA Patron at all SWBA events:
 - Our Annual Conference (including premier exhibit space) / (Value: \$6,000)
 - Our Annual Compliance Conference (including premier exhibit space) / (Value: \$5,000)
 - Multiple Benefits Administration Workshops (Value: \$1,000)
 - Multiple Virtual Webinars (Value: \$1,000)
- 3 Complimentary Registrations to select SWBA Events (Value: \$3,000)
- Special recognition on name badges at select SWBA Events (Value: \$1000)
- Company Wide SWBA Membership (Value: \$800)

SWBA Annual Premier Conference Sponsorship - \$6,000

Premier Conference Sponsors receive the best exposure and promotion before, during, and after the conference.

- Access to Registration list with emails before the Conference
- Access to Registration list with emails after the Conference
- 2 Complimentary Conference Registrations
- Sponsorship of Conference Event
- Premier Location of Display Table in the Sponsor Resource Center
- Premier Recognition of Logo on Forum Emails
- Premier Recognition of Logo on Signage at the Conference
- Premier Recognition of Logo on Slide Presentations at the Conference
- Premier Recognition of Logo on Conference Website
- Premier Recognition Listing in Conference App

SWBA Annual General Conference Sponsorship - \$4,500

General Conference Sponsorship is a great way to participate in the conference at a lower fee and still have 1 comped registration and display table.

- Access to Registration list (no emails) after the Conference
- 1 Complimentary Registration
- Sponsorship of Conference Event
- Display Table in the Sponsor Resource Center
- Logo on Forum Emails
- Logo on Signage at the Conference
- Logo on Slide Presentation at the Conference
- Logo on Conference Website
- Listing in Conference App

SWBA Annual Conference Supporter - \$1,500

Conference Supporters receive recognition before, during, and after the conference, but do not have a display table or comped registration.

- Logo on Signage at the Conference
- Logo on Slide Presentation at the Conference
- Logo on Conference Website
- Listing in Conference App



SouthWest Benefits Association Sponsorship Agreement

The following describes the sponsorship agreement between SouthWest Benefits Association (SWBA) and Sponsor:

COMPANY NAME: _____

SWBA is not responsible for any travel and lodging expenses of conference attendees.

SWBA will not incur additional expenses associated with this sponsorship except those required for the promotion and staging of the event.

Sponsors agree not to extend invitations or call meetings that would encourage absence during the posted hours of the conference.

Sponsors will be acknowledged in conference promotions and conference registration materials, during the program, and in regularly scheduled Association communications prior to the conference.

SWBA will provide appropriate signage acknowledging Sponsor during the conference.

Any display used by Sponsor must be placed on top of or behind the 6' display table and fit the dimensions of the table. The Resource Center will be set up in the Conference Registration & Break area.

SWBA does not assume any responsibility for the protection and safety of sponsor displays, or the protection of property used in connection with the display from theft or damage by any cause.

In the event of cancellation due to circumstances within its control, the liability of SWBA shall be limited to a refund of your sponsorship fee. In the event of cancellation by sponsor, no refunds will be given unless written notification is provided to SWBA 90 days prior to the conference.

Sponsor agrees to defend, indemnify and hold harmless SWBA from and against all claims, actions, causes of action, or liabilities, including reasonable attorneys' fees, arising out of or resulting from any act undertaken or committed by Sponsor pursuant to the performance of its obligations under this agreement.

Sponsor agrees to pay SWBA the full amount of the sponsorship fee on or before March 31, 2025.

This shall constitute the entire agreement, and Sponsor agrees to abide and conform to these terms. In the event of fire, strikes or other uncontrollable circumstances, this agreement will not be binding.

All sponsorships are available on a first come, first served basis.

Accepted By:

Sponsor's Authorized Representative

DATE

A handwritten signature in blue ink that reads 'Marc Chappell'.

Marc Chappell
SWBA Executive Director

8/28/24
DATE

Questions? Call SWBA at 214-382-3035

Please complete both pages of this agreement and email to kennedy@swba.org



Contact Person

For questions regarding this sponsorship, SWBA should contact:

Name: _____

Title: _____

Phone: _____ Email: _____

**Please confirm if your company would like to accept the included display table option:
(Not applicable to Conference Supporters)**

☐ - Yes, we would like a display table to be used as described in the sponsor agreement.

☐ - No, we would not like a display table.

Complimentary Registration

(Not applicable to Conference Supporters)

Each Sponsor is entitled to **complimentary conference registrations based on your level**. Additional company personnel who wish to attend the Conference must **complete a Registration Form and pay the appropriate registration fee**.

Complimentary Registration Details must be emailed to kennedy@swba.org to be confirmed for the conference. *(This information is not required at the time your agreement is submitted)*

Payment Method

Please indicate your method of payment. Full payment is due on **March 31, 2025**.

Select your Sponsorship Fee (Please see the attached description of each option):

Patrons Circle Membership	<input type="checkbox"/>	\$10,000	(Year-Round Sponsorship Option)
Premier Sponsor	<input type="checkbox"/>	\$6,000	(Annual Conference Only)
General Sponsor	<input type="checkbox"/>	\$4,500	(Annual Conference Only)
Conference Supporter	<input type="checkbox"/>	\$1,500	(Annual Conference Only)

☐ Check enclosed, payable to SouthWest Benefits Association

☐ Credit card payment

Card Type: ☐ VISA ☐ MC ☐ AMEX

Card Number: _____ Exp. Date: _____ CVV _____

Card Holder's Name (Please print): _____

Signature: _____

Please complete both pages of this agreement and return to:

SouthWest Benefits Association, 10260 N. Central Expy., Suite 285, Dallas, TX 75231

Email: kennedy@swba.org