



We are delighted to present a silver lining in the stormy COVID-19 clouds that have overshadowed our lives and livelihood most of this year. SouthWest Benefits Association is bringing its 45th Annual Conference to the spectacular new Kalahari Resort & Convention Center in Round Rock, Texas on May 21-23, 2021!

This is where over 400 leading benefits executives from companies of all sizes will gather with their benefits business partners to discuss and learn about emerging benefits trends, strategies, and solutions. In keeping with the African-themed resort, we chose Benefits Safari at the Kalahari as our 45th Annual Conference theme.

Kalahari Resorts were voted the "World's Coolest Indoor Waterparks", featuring state-of-the-art meeting space, world-class dining, luxurious spas and family -friendly activities. The newly built Kalahari in Round Rock will open in November 2020, and SWBA will be one of the first major conferences to take place at this fabulous new facility.

We invite you to participate as a Sponsor at this premier educational event. A powerful program is in development, focused on critical benefits issues that have grown in importance as the pandemic continues to take its terrible toll. Your involvement and support will play a crucial role in helping employers and their employees adjust to a post-COVID "new normal."

A key advantage for Sponsors is the opportunity to build valuable relationships with benefits decision-makers and thought leaders through exceptional networking and business development opportunities. You also may distribute useful information and resources on a display table set up near the registration area throughout the conference. Sponsoring our Conference is one of the most cost-effective ways to raise your company's visibility and introduce your services and resources to the best and brightest benefits professionals in the Southwest region.

The number of Sponsorships is limited, and likely to sell-out early, so reserve your space today! Attached is a Conference Sponsorship Agreement, which we ask you to sign and return to SWBA with your payment via email (registration@swba.org) as soon as possible. We look forward to your participation in what promises to be one of the most important educational events of the coming year!

Sincerely,

A handwritten signature in black ink that reads "Marianne Fazen". The signature is written in a cursive, flowing style.

Marianne Fazen
SWBA Executive Director



SouthWest
BENEFITS
Association

45th Annual Conference

Benefits Safari

MAY 19 — MAY 21, 2021

Kalahari Resort / Round Rock, Texas

You are invited to sponsor the region's
Premier Employee Benefits Conference!



Kalahari[®]

RESORTS &
CONVENTIONS



Companies that Participate in the SWBA Conference

Acme Brick Company
AirBorn, Inc
Airrosti

Alamo Group Inc.
Alief ISD
ALK-Abello, Inc.
Alliance Coal, LLC
Allied Electronics, Inc.
Amarillo National Bank

Anadarko
Anadarko Petroleum
Anadarko Petroleum Corporation
Andeavor
Anvil Corporation
Army & Air Force Exchange Service
Atmos Energy Corp.

Companies that Sponsor the SWBA Conference



AWTY International School
Baylor College of Medicine
Baylor University
BNSF Railway
Boston Research Technologies
Boxer Property Management Corp
BP Corporation North America Inc.
Bridgeport Tank Trucks
Brookshire Grocery Company
Caliber Collision Centers
Capitol Anesthesiology Association
CBRE
CEB
Celgene Corp
CenterPoint Energy
Centrica
Centurion Group, LLC
CGG
Chesapeake Energy Corporation
Chickasaw Nation
CHRISTUS Health
Cirrus Logic, Inc.
Citation Oil & Gas Corp.
Citizen Potawatomi Nation
City of Corpus Christi
City of Houston
City of Odessa
City of Pearland
City of Plano
Cooper Aerobics, Health & Wellness
Cornerstone Chemical Company
CPS Energy
Cummings Electrical
CVR Energy
Dallas Police & Fire Pension System
Dean Foods Company
Devon Energy Corporation
DistributionNOW
Dr Pepper Snapple Group
eBay Inc.

EnerVest, Ltd
Englobal
Enterprise Products Company
Ericsson, Inc.
Exterran
ExxonMobil
Fluor Corporation
Fort Worth Transportation Authority
Friedkin Companies, Inc.
Frost Bank
Galderma Laboratories
GateHouse Media
Generations Federal Credit Union
George's Inc.
GM Financial
Greyhound Lines, Inc.
Hines Interests, LP
HMS
Hobby Lobby Stores, Inc.
Houston Astros, LLC
Houston Business Coalition on Health
Hunt Consolidated
Insperity Holdings, LP
INTEGRIS Health
J&J Worldwide Services
James Avery Craftsman
JV Manufacturing Inc
King Ranch, Inc.
Lehigh Hanson
McCoy's Building Supply
M-D Building Products
National HME
National Instruments
National Oilwell Varco
National Park Service
Noble Energy
Oasis Petroleum
OGE Energy Corporation
Oklahoma City Public Schools
Oklahoma State Regents for
Higher Education
Omada Health
ONE Gas
Owens Corning
Phillips 66
Pioneer Telephone Cooperative, Inc.
Powell Industries, Inc.
Propak Logistics, Inc.

Regal Beloit Corporation
Remington Park
Saint Francis Health System
Sasol USA Corporation
SDL Inc
Security Service Federal Credit Union
Serta Simmons Bedding, LLC
Service Corporation International
Shell Oil Company
Sirius Computer Solutions
Smurfit Kappa Bates
Southwest Airlines
Southwest Research Institute
State of Louisiana Office of Group
Benefits
Stephenson Wholesale Co. Inc.
STP Nuclear Operating Company
SYSCO Corporation
Taco Bell Corp. of Yum! Brands
TASC
Teacher Retirement System of Texas
TechnipFMC
Tenet Health
Tesoro Companies, Inc.
Texas Association of Counties
Texas Capital Bank
Texas Health Resources
The Bama Companies
The Boeing Company
The Friedkin Companies
The Kinkaid School
The North American Coal Corporation
The Samuel Roberts Noble Foundation
The University of Texas System
Tinker Federal Credit Union
Trans Offshore Deepwater
Trinity Industries
U.S. Department of Labor, EBSA
United
US Concrete
USAA
VIA Metropolitan Transit
Vistra Energy
Walmart Inc.
Weatherford International
WebMD
Westlake Chemical Corporation
Windstream Services, LLC
Wood Group-West

A Look Back at the SWBA Annual Conference

Attendee Demographics:



What our Attendees are Saying:

"SWBA brings together the best and brightest in Benefits. Great education, entertainment, good food and a great way to network and meet people."

"I loved that there were an equal amount of new people and experienced professionals there. The conference features a broad cross section of the Benefits Industry."

"The keynote speakers are always amazing! I also like the variation of topics, case studies and panels."

"SWBA speakers and topics are always valuable and informative. The employer case studies are always informative and thought provoking."



SWBA's 45th Annual Conference Sponsor Information

Conference Location

Kalahari Resort Round Rock

3001 Kalahari Drive, Round Rock, TX 78665
(512) 501-3493



Conference App

We will be using an event app to provide access to all conference information. Each sponsor's information will be stored in an entry within the app's sponsors list section. We will use the sponsor's name, logo, and description in the respective entry.

Sponsors must provide their own descriptions, which must be limited to 250 words or less. If no description is provided, we will obtain copy we deem suitable from the sponsor's website. We also recommend that sponsors provide a URL to their website and any social media accounts they want to link to from the following services: LinkedIn, Facebook, Twitter, Google+.

Sponsors must send us their logo separately in a vector or high-resolution (9 mega pixels or higher) format. All company descriptions, URLs, and social media links must be submitted to SWBA on or before March 19, 2021.

Sponsor Resource Center and Display Tables

Setup: Wed May 19 after 1:00 p.m.
Takedown: Fri May 21 after 10:00 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. The sponsor is responsible for checking with the hotel regarding availability of other power/AV items, and for making direct arrangements with the hotel if such items are needed.

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.

Shipping Information

Ship all boxes directly to the address listed under "Conference Location". On each box, clearly list the sponsoring company name and "SouthWest Benefits Association Annual Conference". Arrange to have shipments arrive on or after May 17, 2021.

Additional shipping instructions may be provided prior to the conference.

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

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

Conference Sponsorship Fees

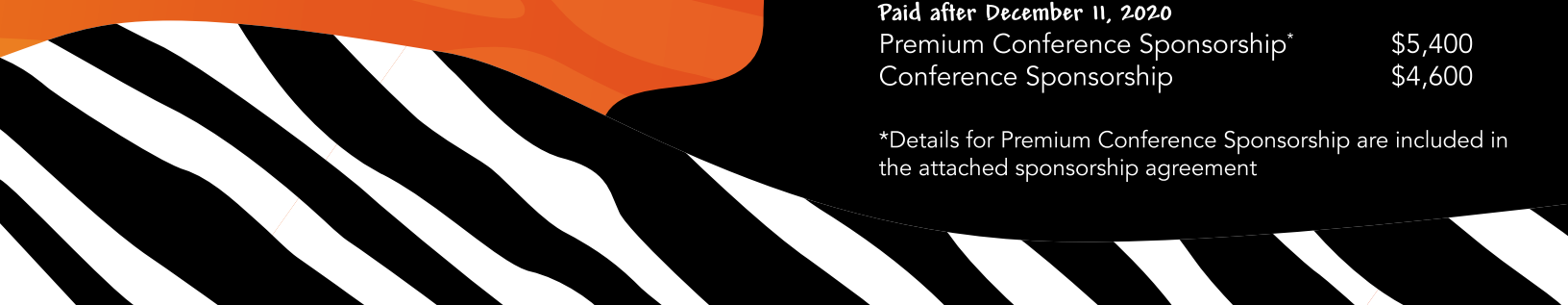
Early Bird - Paid on or before December 11, 2020

Premium Conference Sponsorship*	\$5,000
Conference Sponsorship	\$4,200

Paid after December 11, 2020

Premium Conference Sponsorship*	\$5,400
Conference Sponsorship	\$4,600

*Details for Premium Conference Sponsorship are included in the attached sponsorship agreement





SWBA 45th Annual Conference Sponsorship Options:

Premier Sponsor - *Early Bird* - \$5,000

Receive a \$400 discount off of our Premier SWBA Sponsorship, with all the benefits listed in the attached Sponsorship Agreement plus the special benefits below, by paying your sponsorship fee on or before December 11, 2020.

Special Benefits included in our Premier Sponsorship:

- Premier location of display table
- Access to attendee emails prior to event
- Premier brand recognition in all signage and slideshows
- Premier logo placement in promotional emails
- Premier ad placement in Conference App



Value Sponsor - *Early Bird* - \$4,200

Receive a \$400 discount off of our regular SWBA Sponsorship, with all the benefits listed in the attached Sponsorship Agreement, by paying your Sponsorship fee on or before December 11, 2020.

Premier Sponsor - \$5,400

Receive all the benefits listed in the attached Sponsorship Agreement plus the special benefits below, with the flexibility of paying your Sponsorship fee between December 11, 2020 and April 9, 2021.

Special Benefits included in our Premier Sponsorship:

- Premier location of display table
- Access to attendee emails prior to event
- Premier brand recognition in all signage and slideshows
- Premier logo placement in promotional emails
- Premier ad placement in Conference App

Value Sponsor - \$4,600

Receive all the benefits listed in the attached Sponsorship Agreement with the flexibility of paying your Sponsorship fee between December 11, 2020 and April 9, 2021.



SouthWest Benefits Association
45th Annual Conference
Sponsorship Agreement

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

COMPANY NAME: _____

SWBA will provide Sponsor TWO complimentary conference registrations (~\$1200 Value). SWBA is not responsible for any travel and lodging expenses of conference attendees.

Sponsor 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.

SWBA will provide Sponsor one draped 6' table in the SWBA Resource Center for distribution of marketing and educational materials. Any display used by Sponsor must be placed on top of 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 will provide Sponsor 1 page of ad space in Conference App.

SWBA will provide Sponsor conference attendee registration lists in excel format. Sponsor agrees to not disclose attendee registration lists to outside parties. Sponsor agrees not to extend invitations or call meetings that would encourage absence during the posted hours of the conference.

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

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 April 9, 2021.

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.

Please note: Our ongoing sponsors have right of first refusal on their sponsorship until December 11, 2020. After December 11, 2020, all sponsorships are available on a first come, first serve basis.

Accepted By:

Sponsor's Authorized Representative

DATE

Marianne Fazen (handwritten signature)

Marianne Fazen
SWBA Executive Director

9/10/20
DATE

Questions? Call SWBA at 214-382-3035

Please complete both pages of this agreement and email to registration@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:

- 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

Each Sponsor is entitled to **2 complimentary conference registrations**. Additional company personnel who wish to attend the Conference must **complete a Registration Form and pay the appropriate registration fee**.

(This information is not required at the time your agreement is submitted)

Complimentary Registration Details must be emailed to registration@swba.org to be confirmed for the conference.

Payment Method

Please indicate your method of payment. Full payment is due on **April 9, 2021**.

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

- Premier Sponsor - *Early Bird* **\$5,000 (Paid before December 11, 2020)**
- Value Sponsor - *Early Bird* **\$4,200 (Paid before December 11, 2020)**
- Premier Sponsor **\$5,400**
- Value Sponsor **\$4,600**

Check enclosed, payable to SouthWest Benefits Association

Credit card payment

Card Type: VISA MC AMEX

Card Number: _____ Exp. Date: _____

Card Holder's Name (Please print): _____

Signature: _____

Please complete both pages of this agreement and return to:

NEW ADDRESS:

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

Phone: 214-382-3035
Email: registration@swba.org



10260 N. Central Expy., Suite 285
Dallas, Texas 75231
214.382.3035

www.swba.org