



We are delighted to announce that SouthWest Benefits Association is bringing its 47th Annual Conference - **BUILDING BETTER BENEFITS** - to the Irving Convention Center at Las Colinas on May 17-19, 2023! 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. Do you help your clients build better benefits for their company?

We invite you to participate as a Sponsor at this premier educational event. A powerful program is in development, focused on critical issues facing the employee benefits industry. Your involvement and support will play a crucial role in helping employers build a better benefit plan for their employees.

We would also like to draw your attention to an additional opportunity:

Joining the SWBA Patrons Circle

Details on both are included in this packet.

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 via email with your payment 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,

Marianne Fazen

SWBA Executive Director



The employee benefits industry is undergoing rapid change, accelerated by technological advances, regulatory compliance pressures, disruption for employers and their employees. The challenges of change facing benefits professionals make it clear that the current benefits strategies, programs and resources are not always well-suited to the current workforce and workplace. The need for up-to-date benefits education and innovative benefits services attuned to these changes has never been greater.

We're excited to tell you about a new Membership category, called the **SWBA Patrons Circle**, designed to advance the business and professional interests of our Service Provider members and provide more opportunities to develop valuable business relationships with fellow SWBA members. We also want to recognize and reward our loyal supporters year-round. You are invited to join the **SWBA Patrons Circle**.

Here are **Key Benefits of SWBA Patrons Circle Membership**
(Total Value over \$25,000) -

Brand Recognition:

- Year-round brand recognition as a SWBA Patron on SWBA website (Value: \$5,000)
- Year-round brand recognition as a SWBA Patron in all SWBA Member communications and promotions (Value: \$5,000)
- Year-round Promotional Video posted online in the SWBA Media Gallery (Value: \$2,000)

SWBA Membership:

- SWBA Membership for 5 of your representatives, transferrable throughout the year (Value: \$875)

Event Recognition:

Premier Recognition as a SWBA Patron at all SWBA events:

- Benefits Administration Workshops (Value: \$1,000)
- Annual Conference (including premier exhibit space) / (Value: \$5,400)
- Annual Benefits Compliance Conference (including premier exhibit space) / (Value: \$5,000)
- Bimonthly Virtual Benefits Roundtables (Value: \$1,000)
- 2 Complimentary Registrations to each live SWBA Event (Value: \$3,000)
- Special recognition on name badges at each live SWBA Event (Value: \$500)
- Promotional Video shared at select SWBA Events (Value: \$1,000)
- Invitation to VIP Receptions at select SWBA Events (Value: \$1,000)
- Access to SWBA Agenda Planning Committees (Value: \$2,000)

Annual SWBA Patron's Circle Fee: \$15,000

Please contact Marc Chappell at 214-382-3035 or via email at chappell@swba.org to learn more about becoming a member of the SWBA Patrons Circle.

Thank you for considering this invitation.

Kind regards,

Marianne Fazen, PhD

Executive Director

SouthWest Benefits Association

214-382-3035

Educating and empowering benefits professionals for success

Connect with SWBA! www.swba.org



South West
BENEFITS
Association

47TH ANNUAL CONFERENCE

BUILDING BETTER BENEFITS

SWBA SPONSORSHIP INVITATION

Do you help companies
build better benefits?

Then you should sponsor SWBA!

MAY 17-19, 2023

IRVING CONVENTION CENTER

PAST SWBA SPONSORS



COMPANIES THAT PARTICIPATE IN THE SWBA CONFERENCE

Acme Brick Company
AFP
AirBorn, Inc
Alamo Group Inc.
Alief ISD
ALK-Abello, Inc.
Alliance Coal, LLC
Allied Electronics, Inc.
Amarillo National Bank
Amentum
Anadarko
Andeavor
Anvil Corporation
Army & Air Force Exchange Service
Atlas Sand
Atmos Energy Corp.
AWTY International School
Baylor College of Medicine
Baylor University
BNSF Railway
Boxer Property Management Corp
BP Corporation North America Inc.
Bridgeport Tank Trucks
Brookshire Grocery Company
Bryan ISD
BryanISD
Burrell College of Osteopathic Medicine
Caliber Collision Centers
Cap Metro
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 Austin Employees' Retirement System
City of Corpus Christi
City of Houston
City of Odessa
City of Pearland
City of Plano
Cook Children's Health Care System
Cornerstone Chemical Company
CPS Energy
Crow Holdings
Cummings Electrical
CVR Energy
Dallas Police & Fire Pension System
Dean Foods Company
Devon Energy
Devon Energy Corporation

DFW Airport
DistributionNOW
Dr Pepper Snapple Group
eBay Inc.
Energy Transfer
EnerVest, Ltd
Englobal
Enterprise Products Company
Epicor Software
Ericsson, Inc.
Exterran
ExxonMobil
Fluor Corporation
Fort Worth Housing Solutions
Fort Worth Transportation Authority
Friedkin Companies, Inc.
Frost Bank
Galderma Laboratories
GateHouse Media
Generations Federal Credit Union
George's Inc.
Global Gaming Solutions, LLC
GM Financial
Greyhound Lines, Inc.
Guadalupe Regional Medical CenterHewlett Packard Enterprise
Hines Interests, LP
HMS
Hobby Lobby Stores, Inc.
Houston Astros, LLC
Houston Business Coalition on Health
Hunt Consolidated
Insperty Holdings, LP
INTEGRIS Health
J&J Worldwide Services
James Avery Craftsman
JV Manufacturing Inc
Kendra Scott
King Ranch, Inc.
Krayden Inc
Lehigh Hanson
Lennox International
Magellan Midstream Partners, L.P.
McCoy's Building Supply
M-D Building Product
National HME
National Instruments
National Oilwell Varco
Noble Energy
Oasis Petroleum
OGE Energy Corporation
Oklahoma City Public Schools
Oklahoma State Regents for Higher Education
Omada Health
Oncor Electric Delivery Company LLC
ONE Gas
Owens Corning
Park Lawn Corporation
Phillips 66
Pioneer Telephone Cooperative, Inc.

Powell Industries, Inc.
Propak Logistics, Inc.
Q2
Regal Beloit Corporation
Remington Park
Saint Francis Health System
Sasol USA Corporation
SDL Inc
Security Service Federal Credit Union
Select Energy Services
Serta Simmons Bedding, LLC
Service Corporation International
Shell Oil Company
Shop LC
Sili
Sirius Computer Solutions
Smurfit Kappa Bates
Sonepar USA
Southwest Airlines
Southwest Research Institute
Spur Energy Partners
State of Louisiana Office of Group Benefits
Stephenson Wholesale Co. Inc.
Stolt-Nielsen
STP Nuclear Operating Company
SYSCO Corporation
Taco Bell Corp. of Yum! Brands
TASC
TDECU
Teacher Retirement System of Texas
TechnipFMC
Tenet Health
Tesoro Companies, Inc.
Texas Association of Counties
Texas Capital Bank
Texas Disposal Systems, Inc.
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
University Federal Credit Union
US Concrete
US Foods
USAA
VIA Metropolitan Transit
Vistra Energy
Walmart Inc.
Weatherford International
WebMD
Westlake Chemical Corporation
Whole Foods Market
Windstream Services, LLC
Wood Group-West

A Look Back at our 2022 Conference

2022 Attendee Graphics:



Plan Sponsors: 37%

Attorneys: 4%

Consultants: 27%

Retirement Focus: 16%

Healthcare Focus: 16%

2022 Attendee Quotes:

"I loved that there were an equal amount of new people and experienced professionals there. It gave a broad understanding of Benefits functions."

"The keynote speaker was amazing! I liked the variation of topics and panels."

"SWBA speakers and topics are always valuable and informative. I always learn something new and make a new friend in the benefits industry."



SWBA's 2023 Annual Conference Sponsor Information

Conference Location

The Irving Convention Center at Las Colinas

500 West Las Colinas Boulevard
Irving, TX 75039

Phone: (972) 252-7476

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.

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 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 24, 2023.

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 47th Annual Conference". Arrange to have shipments arrive on or after May 15, 2023.

Sponsor Resource Center and Display Tables

Setup: Wed May 17, 2023 after 1:00 p.m.

Takedown: Fri May 19, 2023 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.

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 Expwy., Suite 285
Dallas, TX 75231

Conference Sponsorship Fees

Early Bird - Paid on or before November 11, 2022

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

Paid after November 11, 2022

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

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



SWBA 47th Annual Conference Building Better Benefits Sponsorship Options:

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

Receive a \$400 discount off 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 November 11, 2022.

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 our regular SWBA Sponsorship, with all the benefits listed in the attached Sponsorship Agreement, by paying your Sponsorship fee on or before November 11, 2022.

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 November 11, 2022 and March 24, 2023.

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 November 11, 2022 and March 24, 2023.



SouthWest Benefits Association
47th 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 March 24, 2023.

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 previous sponsorship until November 11, 2022. After November 11, 2022, 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

9/1/2022
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 **March 24, 2023**.

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

- Premier Sponsor - *Early Bird* **\$5,000 (Paid before November 11, 2022)**
- Value Sponsor - *Early Bird* **\$4,200 (Paid before November 11, 2022)**
- 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: _____ CVV _____

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