



Benefits Fiesta

CELEBRATING SUCCESSFUL SOLUTIONS

SWBA SPONSORSHIP INVITATION



48TH ANNUAL CONFERENCE
MAY 15-17, 2024

GRAND HYATT
SAN ANTONIO



We are delighted to announce that SouthWest Benefits Association is bringing its **48th Annual Conference - BENEFITS FIESTA** - to the Grand Hyatt Riverwalk May 15-17, 2024! This is where over 350 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.

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.

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,

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

Marianne Fazen
SWBA Executive Director



SWBA 48th Annual Conference

Benefits Fiesta!

Sponsorship Options (4 to choose from):

1) SWBA Patrons Circle Membership - \$15,000

The SWBA Patrons Circle is 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 all SWBA Member communications, Website and Event promotions (Value: \$5,000)
- Year-round Promotional Video posted online in the SWBA Media Gallery (Value: \$2,000)
- 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 Compliance Conference (including premier exhibit space) / (Value: \$5,000)
- Virtual Webinars (Value: \$1,000)
- 3 Complimentary Registrations to each live SWBA Event (Value: \$3,000)
- Special recognition on name badges at each live SWBA Event (Value: \$500)
- SWBA Membership for 5 (transferrable throughout the year) / \$875
- Promotional Video on Website and 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)

2) SWBA Annual Premier Conference Sponsorship - \$6,000

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

- Hosted table in the Conference Classroom for your Colleagues and Clients
- Access to Registration list with emails before the Conference
- Access to Registration list with emails after the Conference
- 2 Complimentary 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 Presentation at the Conference
- Premier Recognition of Logo on Conference Website
- Premier Recognition Listing in Conference App

3) 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

4) 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
48th Annual Conference
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 1, 2024.

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 black ink that reads 'Marianne Fazen'.

Marianne Fazen
SWBA Executive Director

8/31/23
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:
(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**. 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 1, 2024**.

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

- Patrons Circle Membership **\$15,000**
- Premier Sponsor **\$6,000**
- General Sponsor **\$4,500**
- Conference Supporter **\$1,500**

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:

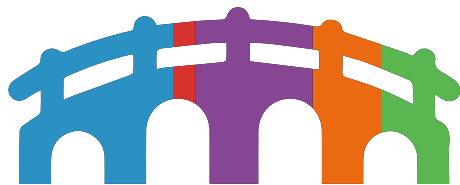
NEW ADDRESS:

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

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



2023 Attendee Graphics:



- Plan Sponsors: 38%
- Attorneys: 3%
- Consultants: 26%
- Retirement Focus: 16%
- Healthcare Focus: 17%

2023 Attendee Quotes:

“I learn something new every year at the SWBA Conference, and it is a great way network and meet people.”

“Sponsoring the SWBA Conference is one of the best, and most cost-effective ways to connect with leaders in the Benefits Industry.”

“There are not a lot of organizations that focus solely on Benefits and bring in nationally recognized experts every year, SWBA always delivers!”

“I like that SWBA has sessions on Healthcare and Retirement, but also sessions of general interest. The Keynote speakers are always inspiring and thought provoking.”





SWBA's 2024 Annual Conference Sponsor Information

Conference Location

Grand Hyatt San Antonio River Walk

600 E Market St.
San Antonio, TX 78205
Phone: (210) 224-1234

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, 2024.

Sponsor Resource Center and Display Tables

Setup: Wed May 15, 2024 after 1:00 p.m.
Takedown: Fri May 17, 2024 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.

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 48th Annual Conference". Arrange to have shipments arrive on or after May 13, 2024.

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 Levels

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

Patrons Circle Membership: \$15,000

Premier Conference Sponsorship: \$6,000

General Conference Sponsorship: \$4,500

Conference Supporter: \$1,500



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
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 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
Inspirey 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
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
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



PAST SWBA SPONSORS

 <p>Accolade PERSONALIZED HEALTHCARE</p>	 <p>arc FERTILITY</p>	 <p>BlueCross BlueShield of Texas</p>	 <p>cariloop</p>	 <p>Cataapult HEALTH</p>
 <p>charles SCHWAB</p>	 <p>ciba health</p>	 <p>cigna healthcare</p>	 <p>CONIFER HEALTH SOLUTIONS</p>	 <p>corebridge financial</p>
 <p>EMPLOYERS HEALTH</p>	 <p>EMPOWER RETIREMENT</p>	 <p>evive</p>	 <p>eye Med</p>	 <p>Gallagher</p>
 <p>GRAIL</p>	 <p>HARTFORDFUNDS Our benchmark is the investor.</p>	 <p>Hello Heart</p>	 <p>Hinge Health</p>	 <p>John Hancock</p>
 <p>Kelsey Care Health Plans</p>	 <p>LEARNLUX</p>	 <p>Lincoln Financial Group</p>	 <p>LOCKTON</p>	 <p>LOCKTON RETIREMENT SERVICES AN OFFERING OF CREATIVE PLANNING</p>
 <p>McAfee & Taft ATTORNEYS & COUNSELORS</p>	 <p>MFS</p>	 <p>Milliman</p>	 <p>NFP</p>	 <p>90 DEGREE BENEFITS A Turn For The Better</p>
 <p>NWPS</p>	 <p>novo nordisk</p>	 <p>Ochsner connected health</p>	 <p>one medical</p>	 <p>United Healthcare Optum Optum Rx</p>
 <p>Quantum HEALTH</p>	 <p>Solstice</p>	 <p>SOLTIS Investment Advisors</p>	 <p>TRANSAMERICA</p>	 <p>vsp vision care</p>
 <p>weaver Assurance • Tax • Advisory</p>	 <p>wtw</p>			