



# 28th Annual Benefits Compliance Conference

Crowne Plaza Dallas Near Galleria-Addison  
November 2-3, 2017



## SPONSORSHIP INVITATION

We are pleased to announce the SouthWest Benefit Association's 28<sup>th</sup> Annual Benefits Compliance Conference on November 2-3, 2017 at the Addison Crowne Plaza Hotel. More than 250 leading benefits executives and their advisors/partners are expected to participate in this year's conference.

SWBA is offering supporting organizations the opportunity to sponsor this premier educational event. This will be an outstanding opportunity for sponsors to build stronger relationships with employee benefits decision-makers and leaders through exceptional networking and business development opportunities for sponsors and attendees.

Staying up to date in the challenging world of employee benefits has never been more critical to the success of benefits professionals and their companies. Changes in regulations, technology, workforce and the economy continue to influence and change the way benefits are structured. Our Employee Benefits Compliance Conference has become a key resource for information, guidance and clarification on new regulations, compliance issues, legislation and litigation. Sponsoring this SouthWest Benefits Association Conference is one of the most **cost-effective** ways to **gain exposure** for the services and solutions that your organization provides.

Sponsorship information is below, including a Sponsorship Agreement, which we ask you to sign and return to SWBA via fax (214-382-3038) or mail as soon as possible. The number of sponsoring companies is limited, so reserve your space today! **Sponsors will be accepted on a first come, first serve basis.** We look forward to your participation in what promises to be an outstanding SWBA Conference on November 2-3 at the Addison Crowne Plaza Hotel.

Sincerely,

A handwritten signature in blue ink that reads 'Marianne Fazen'.

Marianne Fazen Ph.D.  
Executive Director



**SouthWest Benefits Association  
28<sup>th</sup> Annual Benefits Compliance Conference  
Sponsorship Levels**

## **Presenting Sponsor**

**Only 3 Sponsorships Available - \$5,000**

**Benefits:**

- **Host for Thursday Lunch, Thursday Reception or Friday Lunch**
- **3 Complimentary Registrations**
- **6 foot table top exhibit space**
- **Logo/Brand recognition on the conference brochure and website**
- **Logo/Brand recognition during the hosted event**
- **Opportunity to introduce a Luncheon or Session Speaker**
- **2 Reserved tables during Thursday and Friday Lunch**
- **Ad space in the conference registration materials**
- **Access to the attendee list in advance**

## **Conference Underwriter**

**6 Sponsorships Available - \$3,000**

**Benefits:**

- **Host of a Thursday or Friday Breakfast or Break**
- **2 Complimentary Registrations**
- **6 foot table top exhibit space**
- **Logo/Brand recognition on the conference brochure and website**
- **Logo/Brand recognition during the hosted event**
- **1 Reserved table during Thursday and Friday Lunch**
- **Ad space in the conference registration materials**

## **Conference Sponsor - \$1,000**

**Benefits:**

- **1 Complimentary Registration**
- **6 foot table top exhibit space**
- **Company name on the conference brochure and website**
- **1 Reserved table during Thursday and Friday Lunch**
- **Ad space in the conference registration materials**



**SouthWest Benefits Association**  
**28<sup>th</sup> Annual Benefits Compliance Conference**  
**Sponsorship Agreement**

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

**Company:**\_\_\_\_\_

- Sponsor will receive benefits listed in attached sponsorship description sheet based on sponsorship level selected.

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

-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.

- Presenting Sponsors will receive conference attendee registration lists in excel format with physical mailing information only. Presenting Sponsor agrees not to disclose attendee registration lists to outside parties. Presenting Sponsor agrees not to extend invitations or call meetings that would encourage absence during the posted hours of the conference.

-Sponsor agrees to pay SWBA the full amount of the Sponsorship Fee on or before October 6, 2017.

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.

Accepted By:

\_\_\_\_\_  
 Sponsor's Authorized Representative

\_\_\_\_\_  
 DATE

Marianne Fazen  
 SWBA Executive Director

7/5/17  
 DATE

Questions? Call SWBA at 214-382-3035

Please complete both pages of this agreement and fax to SWBA at 214-382-3038. Thank you.

Please note: **Sponsorships will be made available to other companies on a first come, first serve basis.**



**Contact Person**

For questions regarding this sponsorship, SWBA should contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Complimentary Registration**

Each Sponsor is entitled to **complimentary conference registration based on the selected sponsorship level**. Additional company personnel who wish to attend the Conference must **complete a Registration Form and pay the appropriate registration fee**. The names of individuals utilizing the complimentary registrations should be emailed directly to [registration@swba.org](mailto:registration@swba.org).

**Payment Method**

**Sponsorship Fee:**

- **Presenting Sponsor - \$5,000**
- **Conference Underwriter - \$3,000**
- **Conference Sponsor - \$1,000**

Please indicate your method of payment. Full payment is due on **October 6, 2017**.

- 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:**

SouthWest Benefits Association  
11520 N. Central Expy., Suite 201  
Dallas, TX 75243

Phone: 214-382-3035  
Fax: 214-382-3038  
Email: [registration@swba.org](mailto:registration@swba.org)