



Minnesota Association of Health Underwriters

CORPORATE SPONSORSHIP PROGRAM

2011-2012

NEW *Sponsorship
opportunities inside!*

Featuring Expanded 2-day Sales Convention

Be a leader
in the *Minnesota*
Benefits Industry

MAHU needs your help now more than ever.

The benefits industry is changing, and we need your help to proactively lead the change. Our organization is making an impact due to increasing membership, greater attendance at events, and a strong presence at the legislature. We need the help of sponsors like you to make a greater impact still. Please consider becoming a corporate sponsor to help lead the change.

Become an Annual Sponsor

PARTNER sponsor \$4,000

- 9 monthly luncheon meeting passes (9 CE hours) - \$351 value
- Exhibitor booth at Annual Sales Convention - \$1,500 value
- Four full registrations to Sales Convention - \$1,100 value
- Exclusive opportunity to purchase Sales Convention sponsorships through December 31
- Premier placement of booth at Sales Convention (first come, first served) - \$500 value
- Full page ad in the Sales Convention program - \$350 value
- Logo visibility in Sales Convention booklet - \$100 value
- Logo listed on Power Point at monthly luncheons indicating "Partner Sponsor" - 1,500 impressions
- Unlimited online job posting at emahu.org
- Logo visibility on MAHU website - \$500 value
- Table for 8 at the Gala - \$600 value - **NEW**
- Prominent signage at the Gala - **NEW**
- (1) Monthly Meeting Table Sponsorship - \$350 value - **NEW**

ADVOCATE sponsor \$2,500

- 5 monthly luncheon meeting passes (5 CE hours) - \$195 value
- Exhibitor booth at Annual Sales Convention - \$1,500 value
- Two full registrations to Sales Convention - \$550 value
- Ability to purchase Sales Convention sponsorships beginning January 1
- Logo listed on Power Point at monthly luncheons indicating "Advocate Sponsor"
- Unlimited online job posting at emahu.org
- 1/2 page ad in the Sales Convention program - \$175 value - **NEW**

AGENCY sponsor \$1,000

- 9 monthly luncheon meeting passes (9 CE hours) - \$351 value
- Ability to purchase Sales Convention sponsorships beginning Feb 1
- Logo listed on Power Point at monthly luncheons indicating "Agency Sponsor"
- Unlimited online job posting at emahu.org

WHO ATTENDS MAHU EVENTS?

- Agents, brokers and consultants representing thousands of employers and individuals
- Local health plan and national insurance company employees and executives
- MAHU vendors, sponsors and supporters

Event Sponsorship Opportunities

MONTHLY LUNCHEONS

MAHU holds nine monthly meeting per year beginning in September. Monthly Luncheons are educational monthly programs for which CE credits are applied.

Each month, more than 100 MAHU members attend the monthly meetings. Sponsoring a monthly meeting will allow your organization the ability to set up a table of information and interact with members before and after the meeting. You will also have the opportunity to address the membership with a brief explanation of what your company does. MAHU only allows one sponsor per meeting, and the sponsorship opportunities are on a first come first served basis. To sponsor a monthly meeting, please contact the MAHU office at 651-917-6253 or office@emahu.org.

Monthly Luncheon Sponsor (*one per luncheon*) \$500

- Opportunity to address membership
- Exclusive booth next to registration
- Logo on all specific event communications

Table Sponsor (*two per luncheon*) \$350

- Front Row table for eight guests (includes registration fees)
- Signage on table

With the support that MAHU receives from its committed sponsors, we are able to offer the following services:

- Continuing education
- Sales Convention
- Lobbying at the State Capitol
- Industry updates
- Professional networking
- National affiliation and federal legislative support through NAHU



SALES CONVENTION

Sales Convention has been extended to a two day program!

More than 400 insurance and benefit professionals attend Sales Convention each year. In addition to exhibiting at a booth, your organization can gain further exposure to the membership through several Sales Convention sponsorship opportunities. Your organization can sponsor the Thursday night Gala, the Happy Hour, Lunch or a breakout session. Please see the additional opportunities below. Again, Sales Convention sponsorships are on a first come first served basis. Please contact the MAHU office at 651-917-6253.

Join us for the largest gathering of insurance benefits professionals in Minnesota.

Sales Convention features a partial two day program of local and national speakers presenting on an array of subjects for individuals working in the healthcare industry. The convention also provides:

- Continuing education hours (6 or more in 2012)
- Opportunities to network with colleagues
- Exhibits by industry service providers
- **7 hours of vendor time**

Break Sponsor (6 available)	\$250
Breakfast Sponsor (1 available)	\$500
Tote Bag Sponsor (1 available) <i>*Must supply tote bags by April 20, 2012</i>	\$500
Lanyard Sponsor (1 available) <i>*Must supply lanyards by April 20, 2012</i>	\$500
Lunch Sponsor (2 available)	\$1,000
Breakout Sponsor (3 available) - NEW	\$1,000
Gala Sponsor (1 available) - NEW	\$2,500
Happy Hour Sponsor - 2 hours (1 available) - NEW	\$1,500
Exhibitor (25 available) <i>*Priority will be given to all Partner Sponsors</i>	\$1,500
Table top Exhibitor (9 available) - NEW	\$500

*Join us on May 3rd and 4th, 2012
at the Marriott Southwest, Minnetonka, MN*



For more information please contact the MAHU office at:

Minnesota Association of Health Underwriters
1821 University Ave W Ste S256
St. Paul, MN 55104
651-917-6253 • office@emahu.org • www.emahu.org