



Corporate Prospectus

Sponsorship, Exhibiting, and Advertising Opportunities

ECFC members are a vital force and an essential voice in the legislative and regulatory debate surrounding tax-advantaged benefits packages, and attendees of the 29th ECFC Administrators' Symposium will ensure that the voices and concerns of those on the front lines of employee benefits delivery and consumption are heard.

ABOUT ECFC

The Employers Council on Flexible Compensation is dedicated to maintaining and expanding private employee benefit programs on a tax-advantaged basis. ECFC represents and promotes flexible compensation programs through effective lobbying and provides education and awareness to members, compensation practitioners, national opinion leaders, and the general public to help create a positive climate for the growth of flexible compensation. ECFC is the single organization that focuses its efforts on preserving, protecting, and defending the tax-advantaged programs currently available to working individuals and families through employer plan sponsors.

ECFC proudly represents 140 member companies—third party administrators, plan service providers, employee benefit consultants, card processing companies and associations, insurance carriers, banks, industry software vendors, payroll processing companies, and other members of the flexible compensation industry.

29th ECFC ADMINISTRATORS' SYMPOSIUM

The 29th ECFC Administrators' Symposium is the premier networking and professional development event that provides employers, plan sponsors, third party administrators, and other service providers in the tax-advantaged benefits and healthcare industry with practical advice, technical education, and updates on lobbying efforts with Congress and on the regulatory front.

This symposium is the annual opportunity for members and non-members to demonstrate their knowledge of the industry, contributing to and learning from each other.

ECFC invites you to present your message to our members and symposium attendees at the 29th ECFC Administrators' Symposium.

Commitment Deadlines

Friday, June 17, 2016	Deadline for Commitment Form and 50 percent deposit to secure sponsorship opportunity
Friday, July 8, 2016	Final deadline for submission of sponsor and advertising Commitment Form
	Deadline for all payments for sponsor and advertising commitments to receive full benefits
Tuesday, July 12, 2016	Deadline for submission of artwork

Venue

The ECFC Administrators' Symposium (AS2016) will be held at the Hyatt Regency Minneapolis located at 1300 Nicollet Mall, Minneapolis, MN 55403.

Partnering with ECFC

The following information outlines opportunities for engaging with attendees of the ECFC Administrators' Symposium. However, the best sponsorship is a customized package that we can create together, through collaboration and discussion. We have a strong grasp of the needs and interests of our attendees. We welcome the opportunity to work with you to tailor a sponsorship that meets those needs and interests, while also achieving your vision of success.

CONTACT FOR MORE INFORMATION

Julie Elfand, CMP | Director of Meetings and Expositions
202-712-9027 | jelfand@ecfc.org

SPONSORSHIP AND EXHIBITING OPPORTUNITIES

To help maximize your investment at the symposium, we are offering an extensive selection of marketing tools, sponsorship opportunities, and advertising possibilities. These opportunities are designed to help you capture the attention **before, during, and after** the Administrators' Symposium. Sponsorship opportunities are limited and will be assigned on a first-come, first-served basis. Sponsorship rates listed below are for ECFC members. Please contact ECFC Executive Director, Marty Trussell at mtrussell@ecfc.org, for non-member sponsorship rates.

List of Benefits	Diamond \$17,000	Platinum \$12,750	Gold \$8,750	Silver \$5,750	Exhibitor \$3,250
Number of exhibit booths Includes 10' x 10' space, six-foot draped table and two chairs	2	1	1	1	1
Recognition as an AS2016 sponsor and/or exhibitor in the conference program and publicized agenda	Yes	Yes	Yes	Yes	Yes
Sponsor Ribbon and/or Exhibitor Ribbon for Name Badge Provided to all company registrants	Yes	Yes	Yes	Yes	Yes
Corporate Logo on ECFC Symposium Sponsors/Exhibitors Page Recognition as a sponsor on the ECFC Conference page through October 9, 2016; link to company website for Diamond, Platinum and Gold Sponsors	Yes, with link to company's website	Yes, with link to company's website	Yes, with link to company's website	Yes	Yes
Full-conference registrations Includes all meals, sessions, networking reception	2	1	1	50% Discounted pricing for 1 st registration	25% Discounted pricing for 1 st registration
Pre- and Post-Conference Attendee List Name, company, address, city & state, zip code, and email to be sent one month prior, two weeks prior, and following the conference	Yes	Yes	Yes	Yes	No
Recognition as an AS2016 sponsor in conference marketing materials and communications	Yes	Yes	Yes	Yes	No
Recognition as an AS2016 sponsor at the Opening Session on Wednesday, August 3	Yes	Yes	Yes	Yes	No
Corporate logo on conference signage recognizing your company as a sponsor	Yes	Yes	Yes	Yes	No
Corporate Logo included in the sponsor logo loop at the conference	Yes	Yes	Yes	Yes	No
First right of refusal to sponsor the same event or item for 2017 Administrators' Symposium Select your preferred sponsorship event from the options below.	Yes	Yes	Yes	No	No
One Banner Advertisement Linked to company's website in the ECFC quarterly member newsletter, sent to all ECFC members; placed within twelve months of signed contract, (first come first serve - limit to 3 companies banner ads per issue)	Yes	Yes	Yes	No	No
One Conference Program Advertisement Four-color ad in onsite conference program provided to all registrants	Full Page	Half Page	Quarter Page	No	No
Logo Links	Yes	Yes	No	No	No

Sponsorship Item

Please select one item from below

Diamond	Platinum	Gold	Gold (continued)
<input type="checkbox"/> Evening Networking Reception <ul style="list-style-type: none"> One-color logo on back of ticket One Giveaway item and/or piece of printed collateral provided at sponsored event 	<input type="checkbox"/> Conference Bags <ul style="list-style-type: none"> Customized with your logo & ECFC AS2016 logo Includes one giveaway item and/or one piece of printed collateral in attendee conference bag (provided at the sponsor's expense and approval by ECFC) 	<input type="checkbox"/> Onsite Conference Program Book <ul style="list-style-type: none"> Recognition of sponsor on each page of the conference program book Includes full page ad on outside back cover 	<input type="checkbox"/> Refreshment Break (Thu. AM) <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event
<input type="checkbox"/> Opening Session <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event 	<input type="checkbox"/> Hotel Key Cards <ul style="list-style-type: none"> Customized with your logo & ECFC AS2016 logo 	<input type="checkbox"/> Internet in Meeting Room <ul style="list-style-type: none"> One-color logo on back of card distributed to all attendees providing the code for complimentary internet in the meeting rooms 	<input type="checkbox"/> Refreshment Break (Thu. PM) <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event
<input type="checkbox"/> Lunch <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event 	<input type="checkbox"/> Lanyards <ul style="list-style-type: none"> Customized with your logo & ECFC AS2016 logo 	<input type="checkbox"/> Breakfast (Thursday) <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event 	<input type="checkbox"/> Refreshment Break (Fri. AM) <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event
	<input type="checkbox"/> USB Drives <ul style="list-style-type: none"> Customized with your logo & ECFC AS2016 logo Opportunity to upload content on the drive (must be pre-approved by ECFC) 	<input type="checkbox"/> Breakfast (Friday) <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event 	<input type="checkbox"/> Guest Room Amenity (Wed. night) <ul style="list-style-type: none"> Have one piece of sales & marketing collateral placed in each attendees guest room (sponsor is responsible for item and cost incurred by hotel to deliver item; must be approved by ECFC)
		<input type="checkbox"/> Refreshment Break (Wed. PM) <ul style="list-style-type: none"> One Giveaway item and/or piece of printed collateral provided at sponsored event 	<input type="checkbox"/> Guest Room Amenity (Thu. night) <ul style="list-style-type: none"> Have one piece of sales & marketing collateral placed in each attendees guest room (sponsor is responsible for item and cost incurred by hotel to deliver item; must be approved by ECFC)



(Subject to change)

Set-up: Wednesday, August 3, 2016 | 9:30 a.m.-12:30 p.m.
 Show Hours: Wednesday, August 3, 2016| 1-5:30 p.m.
 Thursday, August 4, 2016| 7:30 a.m.-12 p.m.
 2:30-5 p.m.
 Friday, August 5, 2016 | 7-10:30 a.m.
 Tear Down: Friday, August 5, 2016 | 10:30 a.m.-12:30 p.m.

PAYMENT METHOD

A 50 percent deposit is required with your Request Form. If Request Form is submitted after Friday, June 17, 2016 payment in full is required. All final payments are due by Friday, July 8, 2016, in order to receive the appropriate recognition.

Cancellations prior to Friday, June 17, 2016, will be subject to a 10 percent administrative fee. No refunds will be issued for cancellations after Friday, July 17, 2016.

Contact ECFC Director of Meetings and Expositions, Julie Elfand at jelfand@ecfc.org or 202-659-4300 to secure your sponsorship at the 2016 ECFC Administrators’ Symposium.

ADVERTISING OPPORTUNITIES

Complete your marketing campaign with targeted advertisements designed to reinforce your message and improve the effectiveness of your outreach and/or sponsorship. Advertising in the ECFC Administrators’ Symposium Onsite Conference Program should be an integral part of your company’s multi-level marketing campaign. Distributed to every registrant, the Program Book contains the official agenda and special event details.

Advertising Rates

Ad Type	Advertising Rates for 2016 ECFC Administrators’ Symposium		
	AS2016 Sponsor or Exhibitor	ECFC Member Rate	Non-Member Rate
Full Page 4-Color 7.25" x 9.875"	\$550	\$750	\$1,000
½-Page (Horizontal) 4-Color 7.25" x 4.6875"	\$350	\$475	\$500
¼-Page (Vertical) 4-Color 3.375" x 4.6875"	\$275	\$400	\$425
Inside Front Cover 4-Color	\$1,250	\$1,875	\$2,500
Inside Back Cover 4-Color	\$1,250	\$1,875	\$2,500

Artwork Specifications

The trim size of the program is 8.5" x 11". High-resolution print-ready PDF, JPG, or EPS files are preferred; all art and fonts used in the file must be embedded. Mac files are preferred if submitting native files on disk. All art and fonts must be included. Substitutions at the printer could cause design errors and re-flow problems. Native files can be supplied in the following programs: InDesign, Photoshop, or Illustrator. Microsoft Office (Word, PowerPoint, Excel, or Publisher) files cannot be used.

Artwork Submission Guidelines

Please submit artwork on a CD with color proof to ECFC, 1444 I Street NW, Suite 700, Washington, DC 20005, or send ads electronically to jelfand@ecfc.org. A full color, hard-copy proof is recommended with your submission. Without a color hard-copy proof, we will not be responsible for incorrect output of your advertisement.

Submission Deadlines

Friday, July 8, 2016	Deadline for ad commitments with full payment
Tuesday, July 12, 2016	Deadline for artwork submission for inclusion in the ECFC Administrators' Symposium Conference Program Book

Hotel Floor Plan

