

11th National Medicare Supplement Summit Atlanta June 5-7, 2019 Atlanta Marriott Marquis



*Including the **Free Sales Day For Agents**
Bonus Exposure to Hundreds of Area Agents Who Sell
Medicare Supplement - Medicare Advantage - Senior Insurance*

2019 SPONSORSHIP & EXHIBITOR INFORMATION

Organized by the American Association for Medicare Supplement Insurance, this is the largest gathering of industry leaders who focus on Medigap. Over 700 attendees annually attend - from Medicare insurance agents to company CEOs.

A unique feature of the annual event is the **Free Selling Medicare & Senior Insurance Products Day for Agents**. Hundreds of insurance agents from around the region convene to meet industry experts and walk the conference Exhibit Hall. **FREE ACCESS.**

CHANGES & IMPROVEMENTS FOR 2019

An Additional Half Day for Exhibitors - now 2 1/2 days of time to meet attendees

Dedicated Exhibit Hall Time - specific times when sessions are NOT taking place

Larger booth spaces - nine feet by nine feet per-exhibit space

Limited Speaking Opportunities - part of the Agent Sales Tracks

THIS EVENT HISTORICALLY SELLS OUT

Sponsorships and exhibit spaces are limited and offered on a first-come basis. The conference exhibit hall has sold out for the last three conferences ... and with fewer available exhibit spaces, we anticipate another sell out for 2019.

To reserve or ask questions, call Mindy Hartman or Jesse Slome
at the American Association for Medicare Supplement Insurance at **818-597-3205**
- or - E-mail **jslome@medicaresupp.org** **mindy@medicaresupp.org**



Complete conference information can be
accessed 24/7 online at
www.MedicareSupp.org

Click the **CONFERENCE** tab

2019 DIAMOND LEVEL - CONFERENCE SPONSORSHIP

Diamond-level conference sponsors play an integral role in the planning of the 2019 national Medicare Supplement conference. If desired, Diamond sponsors have the opportunity to organize, moderate or speak at sessions.

Benefits: Ability to participate in program-speakers, session moderator.
Diamond sponsors may have a **FRONT OF EXHIBIT HALL** or an **ATRIUM** exhibit booth location.
Company logo and link on conference SPONSOR webpage.
PRE-& POST-Conference Attendee Information
Exclusive Discount Code for additional company registrants
NEW: 10% Discount on any food and beverage purchased as part of an ancillary event in hotel.
Full-page ad in the Conference printed program - premier positioning.

Diamond Sponsorship Options:	Option A	\$6,000	No booth - 6 conference registrations
	Option B	\$7,250	Front of Exhibit Hall (D) booth location - 4 registrants
	Option C	\$8,500	Atrium Foyer booth location - 4 registrants

2019 PLATINUM LEVEL - CONFERENCE SPONSORSHIP

Benefits: Ability to participate in program-speakers, session moderator.
Platinum sponsors may have a selected (**Prime**) exhibit booth location.
Company logo and link on conference SPONSOR webpage.
PRE-& POST-Conference Attendee Information
Exclusive Discount Code for additional company registrants
Full-page ad in the Conference printed program.

Platinum Sponsorship Options:	Option A	\$5,000	No booth - 4 conference registrations
	Option B	\$6,250	Prime (P) booth location - 4 registrants

2019 GOLD LEVEL - CONFERENCE SPONSORSHIP

Benefits: Ability to participate in program-speakers, session moderator.
Gold sponsors may have a selected (**Gold**) exhibit booth location.
Company logo and link on conference SPONSOR webpage.
PRE-& POST-Conference Attendee Information
Exclusive Discount Code for additional company registrants
Full-page ad in the Conference printed program.

Gold Sponsorship Options:	\$4,250	Gold (G) booth location - 4 conference registrations
----------------------------------	----------------	---

2019 CONFERENCE BREAKFAST SPONSOR - Thursday (June 6) or Friday (June 7)

Sponsors can give a presentation during the breakfast session. 20 Minute (Exclusive sponsor) / 10 Min max (Shared)

Benefits: Ability to speak to all attending the selected breakfast session.
Breakfast sponsors may have a selected (**Gold**) exhibit booth location.
Full-page ad in the Conference printed program
PRE- and Post-Conference Attendee Information

Exclusive Breakfast Sponsor:	\$8,500	Prime (P) booth location - 2 conference registrations
Shared Sponsor (Max: 2):	\$4,750 each	Gold (G) booth location - 2 conference registrations

2019 CONFERENCE LUNCHEON SPONSOR - Thursday (June 6)

Sponsors can give a presentation during the luncheon session. 20 Minute (Exclusive sponsor) / 10 Min max (Shared)

Benefits: Ability to speak to all attending the ONLY luncheon session.
Breakfast sponsors may have a selected (**Gold**) exhibit booth location.
FREE Full-page ad in the Conference printed program
PRE- and Post-Conference Attendee Information

Exclusive Luncheon Sponsor:	\$10,000	Prime (P) booth location - 2 conference registrations
Shared Sponsor (Max: 2):	\$5,500 each	Gold (G) booth location - 2 conference registrations

2019 CONFERENCE RECEPTION SPONSOR - ~~Wednesday (June 5)~~ or Thursday (June 6)

Benefits: Identified as sponsor through signage at event and in printed program.
Special Discount Code for use when registering additional attendees
FREE Full-page ad in the Conference printed program
PRE- and Post-Conference Attendee Information

Exclusive Reception Sponsor:	\$8,000	Prime (P) booth location - 2 conference registrations
Shared Sponsor (Max: 2):	\$4,500 each	Gold (G) booth location - 2 conference registrations

EXHIBIT BOOTHS - IMPORTANT CHANGES FOR 2019

Based on feedback from our prior sponsors and exhibitors, we have established the following ground rules that are designed to make this an optimal experience for all conference participants.

INSIDE THE EXHIBIT HALL there will be 75 exhibit spaces.

OUTSIDE the Exhibit Hall and adjacent to the ballroom where meals and receptions take place - there is space for SEVEN exhibits that can have side walls. See **DIAMOND LEVEL SPONSORSHIP** for details.

All exhibit spaces will be nine (9) feet x nine (9) feet.

INSIDE THE EXHIBIT HALL - ONLY back displays similar to the image shown here will be permitted. These are generally 8 feet wide, self-standing units. No sidewalls can be erected between booths. Of course, smaller pull-up displays or displays that sit on top of a rear table are permitted.

Each exhibit space comes with one 6-foot x 30" covered table, one rear table (typically narrower) and two chairs.

Exhibitors will receive a full conference attendee list following the conference. Pre-attendee lists are a special benefit of Sponsorship.

2019 Exhibit Fee: \$2,500 with 2 full conference registrants

Exhibit fee does **NOT** include.

Attendee information for the FREE day attendees (you may collect data at your booth).

Portage charges for delivery of material to/from your booth. Services provided by the FedEx Store Price Sheet available.

Any needed AV or electricity. The hotel will provide pricing.



BONUS OPPORTUNITIES FOR THE FREE AGENT DAY

#1: BE A SPEAKER

Give a 30-minute presentation - whatever you feel is valuable to attendees - as part of the Free Day for Agents (June 5).

Select either track: **SELLING MEDICARE SOLUTIONS** - or - **SELLING SENIOR INSURANCE PRODUCTS**

Presentations must be provided in advance as they are all loaded on one laptop.

Additional Fee To Speak \$450 for 30 minutes, \$800 for 60 minute session.

Please call Jesse Slome to discuss. 818-597-3205

#2: FULL PAGE AD IN PRINTED PROGRAM FOR FREE AGENT DAY

Full page ad cost: \$400 (Limited availability, based on first come).

#3: (PENDING) DISTRIBUTE PARKING DISCOUNTS

Draw FREE DAY attendees to your booth. Offer a discount on self-parking. **Cost: Pending (Limited to 4 parties)**

The 2019 Medicare Supplement Industry Summit

- Including the Free Day for Agents - Medicare & Senior Insurance Sales Summit -
June 5-7, 2019 The Marriott Marquis, downtown Atlanta, GA

SPONSORSHIP OR EXHIBIT REGISTRATION FORM

SELECT APPROPRIATE CATEGORY _____ Sponsorship _____
_____ Exhibitor Only _____ Other _____

CONTACT INFORMATION

Company Name _____ Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail Address _____

PREFERRED BOOTH NUMBER - Please select 2 choices

Booths are limited and reserved on a first come basis. The most current Exhibit Hall layout can be found online.
Or, call the Association at 818-597-3205 for information.

First Choice: # _____ Second Choice: # _____

PAYMENT TOTAL AMOUNT OF PAYMENT \$ _____

Check Make checks payable to "American Association" and mail to address below.

Prefer to pay by Credit Card? An Administrative-handling fee of 3% will be added to the total payment amount due.

Name on Card _____ Signature _____

Billing Address _____ City, State, Zip _____

Credit Card No. _____ Exp. Date _____ CVV Code _____

Request 1099 Tax Form: Call 818-597-3205.

CANCELLATION / REFUND POLICY

Cancellation for all registered exhibitors prior to April 1, 2019 are eligible for a 50% refund of paid funds. Requests for cancellation/refund must be made in writing and delivered by confirmed delivery (FedEx, certified mail) to the Association offices. Email requests are only acceptable when acknowledged receipt has been confirmed. Cancellations after April 1, 2019 or no-shows at the event are not eligible for a refund.

ACKNOWLEDGEMENT OF EXHIBITOR DISPLAY REQUIREMENTS - SHIPPING & A/V

I acknowledge treading the exhibitor information and that only a rear display such as single eight (8) foot wide display will be permitted. I understand and accept that no sidewalls between booths are permitted. Fees charged by the Association do not include costs for inbound and outbound delivery of material nor for additional electrical or audiovisual equipment provided directly from the hotel (FedEx office for material; PSAV for electricity and av).

Signature _____ Date _____

I agree to all terms and guarantee payment in full due to the amount indicated on the registration form. Exhibit spaces are designated on a first-paid basis with preference given to conference sponsors. Exhibitor agrees to select from available spaces or to have a space designated by the conference organizers. Costs for shipments made to and from the hotel are not included and will be paid separately to the vendor. If for any reason the conference must be cancelled, the conference producers are not liable for any costs other than the exhibit fees that are already pre-paid.

PLEASE EMAIL THIS FORM TO mindy@medicaresupp.org Questions? Call 818-597-3205

or mail form and payment to: American Association, 32504 Carrie Place, Westlake Village, CA 91361