

**12<sup>th</sup> National  
Medicare Supplement Summit  
Chicago NW May 13-15, 2020  
Renaissance Schaumburg Convention Center Hotel**



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

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## **2020 SPONSORSHIP & EXHIBITOR INFORMATION**

**WHAT:** This is the largest gathering of industry leaders who focus on Medigap. Over 820 attended in 2019, ranging from insurance company CEOs to insurance agents who market Medicare solutions. On the first day, we offer free admission to the **Selling Medicare & Senior Insurance Products Sales Day**. Hundreds of insurance agents from around the region attend to meet industry experts, attend sessions and walk the conference Exhibit Hall.

**WHERE:** Schaumburg (Illinois) is located at the crossroads of major highways and only minutes from Chicago's O'Hare Airport. Metro Chicago is the nation's 3rd largest. There are roughly 12 million people within a 2/3-hour drive. We believe this makes Schaumburg an ideal location for both our full conference - as well as those interested in driving to attend for the agent free day (even parking is free).

### **CHANGES FOR 2020 - including LOWER Costs for Sponsors & Exhibitors!**

**A Larger (Convention Center) Exhibit Hall** with larger booth spaces (10 x 10). For those seeking more than one booth space, special (lower) pricing is available for adjacent booths.

**Speaking Opportunities at the free agent day.** In 2020, sponsors and exhibitors can conduct a 30-minute session. Company and/or product promotions included. There are limited time slots available. An additional fee (\$300) helps cover room rental and a/v costs.

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## **EXHIBIT SPACES AND SPEAKING OPPORTUNITIES AT THE AGENT FREE DAY ARE OFFERED ON A FIRST-COME BASIS**

**Complete and return the attached form (see page 4)**

**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](http://www.MedicareSupp.org)**

Click the **CONFERENCE** tab

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## 2020 DIAMOND LEVEL - CONFERENCE SPONSORSHIP

Diamond-level conference sponsors play an integral role in the planning of the 2020 national Medicare Supplement conference, and are given first priority to organize, moderate or speak at sessions.

**Benefits:** Ability to participate in program-speakers, session moderator  
One Booth Space - See Diagram for DIAMOND SPONSOR booth locations  
Company logo and link on conference SPONSOR webpage  
PRE-& POST- Medicare Conference Attendee Information  
EXCLUSIVE SIGNAGE & ADD-ON OPPORTUNITIES at the conference (details explained separately)  
Discount Code for additional company registrants  
Full-page ad in the Conference printed program - premier positioning

**Diamond Sponsorship Options:**

<b>Option A</b>	<b>\$4,500</b>	<b>No booth - 4 conference registrations</b>
<b>Option B</b>	<b>\$6,500</b>	<b>Front of Exhibit Hall booth location - 4 registrants *</b>

**Additional adjacent exhibit booths @ \$1,700 each (No add'l registrants)**

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## 2020 PLATINUM LEVEL - CONFERENCE SPONSORSHIP

**Benefits:** Ability to participate in program-speakers, session moderator  
One Booth Space - See Exhibit Hall Diagram for PLATINUM SPONSOR booth locations  
Company logo and link on conference SPONSOR webpage  
PRE-& POST- Medicare Conference Attendee Information  
EXCLUSIVE SIGNAGE & ADD-ON OPPORTUNITIES at the conference (details explained separately)  
Discount Code for additional company registrants  
Full-page ad in the Conference printed program

**Platinum Sponsorship Options:**

<b>Option A</b>	<b>\$3,500</b>	<b>No booth - 4 conference registrations</b>
<b>Option B</b>	<b>\$5,500</b>	<b>Platinum Level booth location - 4 registrants *</b>

**Additional adjacent exhibit booths @ \$1,700 each (No add'l registrants)**

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## 2020 GOLD LEVEL - CONFERENCE SPONSORSHIP

**Benefits:** Ability to participate in program-speakers, session moderator  
One Booth Space - See Diagram for GOLD SPONSOR booth locations  
Company logo and link on conference SPONSOR webpage  
PRE-& POST Medicare Conference Attendee Information  
EXCLUSIVE SIGNAGE & ADD-ON OPPORTUNITIES at the conference (details explained separately)  
Discount Code for additional company registrants  
Full-page ad in the Conference printed program

**Gold Sponsorship Options:**

<b>\$4,250</b>	<b>Gold Level booth location - 4 conference registrations *</b>
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**Additional adjacent exhibit booths @ \$1,700 each (No add'l registrants)**

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## ~~EXHIBITOR FEE~~

As of Oct. 21, 2019 booths are ONLY available as part of a sponsorship package. Call 818-597-3205 to be added to our WAIT LIST. Thank you.

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\* Sponsorship and exhibitor fees **DO NOT INCLUDE** charges that will be directly paid for packages you ship directly to SourceOne, the on-site company at the Schaumburg Convention Center. Nor does it include any charges for electricity or audiovisual equipment that can be arranged.

**WANT SPECIAL FURNITURE for your booth? Request the Convention Center's comprehensive guide that shows everything you could possibly want to create a great booth space.**

**ADDITIONAL SPONSORSHIPS SEE NEXT PAGE**

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## **BREAKFAST SPONSOR - ~~Thursday (May 14)~~ or Friday (May 15)**

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

**Benefits:** Ability to speak during breakfast (meals are the only time all attendees are present in one room).  
**One Booth Space - See Exhibit Hall Diagram for Sponsor Level booth locations**  
Full-page ad in the Conference printed program  
PRE- and Post-Conference Attendee Information

<b>Exclusive Breakfast Sponsor:</b>	<b>\$8,000</b>	<b>With Diamond Level Booth Location - 2 Conference Registrants</b>
<b>Shared Sponsor (Max: 2):</b>	<b>\$6,500 each</b>	<b>With Gold Level Booth Location - 2 Conference Registrants</b>

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## **LUNCHEON SPONSOR - Thursday (May 14)**

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.  
**One Booth Space - See Exhibit Hall Diagram for Sponsor Level booth locations**  
Full-page ad in the Conference printed program  
PRE- and Post-Conference Attendee Information

<b>Exclusive Luncheon Sponsor:</b>	<b>\$10,000</b>	<b>With Diamond Level Booth Location - 2 Conference Registrants</b>
<b>Shared Sponsor (Max: 2):</b>	<b>\$7,500 each</b>	<b>With Platinum Level Booth Location - 2 Conference Registrants</b>

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## **RECEPTION SPONSOR - ~~Wednesday (May 13)~~ or Thursday (May 14)**

**Benefits:** Identified as sponsor through signage at event and in printed program.  
**One Booth Space - See Exhibit Hall Diagram for Sponsor Level booth locations**  
Full-page ad in the Conference printed program  
PRE- and Post-Conference Attendee Information

<b>Exclusive Reception Sponsor:</b>	<b>\$8,500</b>	<b>With Platinum Level Booth Location - 2 Conference Registrants</b>
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**The 2020 Medicare Supplement Industry Summit**  
- Including the Free Day for Agents - Medicare & Senior Insurance Sales Summit -  
May 13-15, 2020 Renaissance Hotel & Convention Center, Schaumburg, IL

**SPONSORSHIP OR EXHIBIT REGISTRATION FORM**

CHECK APPROPRIATE CATEGORIES \_\_\_\_\_ Sponsorship \_\_\_\_\_ (LEVEL)

# Additional Booths @ \$1,700 each \_\_\_\_\_

**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: # \_\_\_\_\_ (If Multiple Booths, SPECIFY ALL NUMBERS) Second Choice: # \_\_\_\_\_

**TOTAL AMOUNT OF PAYMENT** \$ \_\_\_\_\_ Note: For Credit Card Payments Include the 3% or we will add for you.

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

**Prefer to pay by Credit Card?** We agree to an Administrative-handling fee of 3% 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 February 15, 2020 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 February 15, 2020 or no-shows at the event are not eligible for a refund.

**ACKNOWLEDGEMENT OF EXHIBITOR DISPLAY REQUIREMENTS - SHIPPING & A/V**

I acknowledge that 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](mailto:mindy@medicaresupp.org)**

**Questions? Call 818-597-3205**

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