

FAHU Educational Symposium & Expo

ORLANDO
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Gaylord Palms Resort
August 12-14



Taking **Charge**
new rules...new tools

Sponsoring at FAHU's Annual Educational Symposium and Expo is the best way for you to generate brand awareness and build sales. When you sponsor an event at FAHU's symposium, you position your company as an industry leader committed to the future of health benefit professionals.

SPECIAL EVENT SPONSORSHIP

	<u>COST</u>
PREMIUM EVENT SPONSOR	NEGOTIATED
SYMPOSIUM PROGRAM BOOKLETS	\$6,000
SUNDAY EVENING RECEPTION	2 at \$3,000
MONDAY BREAKFAST*	2 at \$3,000
MONDAY MORNING BREAK*	\$3,000
MONDAY LUNCH*	4 at \$3,000
MONDAY AFTERNOON BREAK*	\$3,000
MONDAY COCKTAIL RECEPTION	3 at \$2,500
TUESDAY BREAKFAST*	2 at \$3,000
TUESDAY MORNING BREAK*	\$3,000
TUESDAY LUNCH*	4 at \$3,000
SHOW BAGS	\$3,000
Send your company image home with each attendee! Includes your company logo and Web address (2 color max)	
LANYARDS	\$3,000
Terrific show exposure, since every badge will hang from your customized lanyard. Includes your company logo & Web address (1 color max)	

** Meals will be served in the Exhibit Area*

Sponsorships of \$6,000 or more will receive a full-page color ad and priority placement in the program book.

Sponsorships of \$3,000 will receive a half page color ad.



EXHIBITOR BOOTHS

GOLD - \$6,000

- Two Booths (8' x 10' each)
- Preferred placement of booth location
- Five symposium registrations
- Full page color ad in program booklet
- Honorable mention from the podium and recognition on all State communications through date of event
- Up to five additional registrations at the discounted rate of \$169.00 each
- Your logo with a link to your website on the FAHU Symposium website
- Attendee Registration Distribution List, before and after the program

SILVER - \$3,000

- 8' x 10' booth
- Three symposium registrations
- Half page color ad in program booklet
- A link to your website on the FAHU symposium website
- Honorable mention from the podium and recognition on all State communications through date of event
- Up to three additional registrations at the discounted rate of \$169.00 each
- Attendee Registration Distribution List after the program

BRONZE - \$1,500

- 8' x 10' booth
- One symposium registration

INCLUDED WITH ALL BOOTHS

- Standard 8' x 10' booth with skirted 8' table and 2 chairs
- Final program with State membership directory
- Advance show promotion by FAHU
- Attractive exhibit area



EXHIBIT HALL SCHEDULE

Tentative, times subject to change

SUNDAY, 12th

Move-In	12 Noon - 7:00 p.m.
Registration	12 Noon - 7:00 p.m.
Welcome Reception (Exhibitors Invited!)	7:00 p.m. - 9:00 p.m.

MONDAY, 13th

Breakfast	7:30 a.m. - 8:30 a.m.
Break	10:00 a.m. - 11:00 a.m.
Lunch	12:00 p.m. - 2:00 p.m.
Break	3:00 p.m. - 4:00 p.m.
Showcase Reception/ Open	5:00 p.m. - 7:00 p.m.

TUESDAY, 14th

Breakfast	7:30 a.m. - 9:30 a.m.
Grand Prize Drawing	9:00 a.m.
Move-out	10:00 a.m. - 2:00 p.m.

FAHU CONTACT FOR EXHIBIT INFORMATION

VICKY MAJOR-BELL, Sponsorship Chair: 561-308-4820 / vmbsolutions@yahoo.com
CHRISTI WATTS, Meeting Planner: 404-704-0920 / christi.watts@conferencedirect.com
DAVE SHERRILL, Executive Director: (321) 244-0427 / fahu@fahu.org

BENEFITS OF PARTICIPATION

- ✓ Two days of networking with brokers, agents, consultants, and carrier representatives
- ✓ Generate leads and inquiries in a target-rich environment
- ✓ Reach qualified brokers researching products and services to recommend
- ✓ You'll meet interested and motivated brokers face-to-face
- ✓ Enhance your marketing campaign and outdistance your competitors with a strong Expo presence
- ✓ Capture an even greater share of the health insurance and employee benefits market



FLORIDA ASSOCIATION OF HEALTH UNDERWRITERS
2012 ANNUAL EDUCATIONAL SYMPOSIUM EXPO

REGISTRATION CONTRACT (August 12 - 14, 2012)

(Please complete entire form)

REGISTRATION FORM (Please type or print all information)

Firm Name
Primary Contact Telephone
Product/Service Fax
Address Email
City State Zip

IF THE ABOVE NAMED PERSON IS NOT IN CHARGE OF ONSITE COORDINATION PLEASE PROVIDE INFO BELOW

Name
Address
City State Zip Telephone Fax Email (required)

EXHIBITOR PACKAGE REQUESTED:

- Gold \$6,000 (includes 5 symposium registrations)
Silver \$3,000 (includes 3 symposium registrations)
Bronze \$1,500 (includes 1 symposium registration)

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES (See Sponsorship Packet for options)

We Request \$

PROGRAM BOOK ADVERTISEMENT (B&W) (Camera ready artwork must be supplied by June 29, 2012)

Full Page - \$300 (7.5" x 10" - portrait) Half page - \$200 (7.5" x 4.75" - landscape) \$

IMPORTANT! PLEASE READ/FORWARD TO WHOMEVER IS CREATING YOUR AD

The ads should be tiff, eps, pdf or jpg files, 300 dpi minimum, high resolution press quality, CMYK images only.

All eps Adobe Illustrator files need to have ALL fonts converted to outline, no exceptions.

Bleeds are OK, but not preferred.

Please note that for half page ads the standard format is landscape.

IMPORTANT! PLEASE SUBMIT YOUR AD TO: robert@dixie-printing.com and/or copy christi.watts@conferencedirect.com

Please include the following in the email: Subject Line - Ad for the 2012 FAHU Program

TOTAL ENCLOSED - NO REFUNDS AFTER JUNE 1, 2012 \$

My check made payable to FAHU is enclosed. Please mail to: FAHU, P.O. Box 150358, Altamonte Springs, FL 32715-0358

Please charge my exhibitor package fee to: Mastercard Visa American Express Discover

Card Number: Signature:

Expiration Date: / /

Billing Address

FAX or e-mail form with credit card info to 407-831-2990 or FAHU@FAHU.org

**FLORIDA ASSOCIATION OF HEALTH UNDERWRITERS
2012 ANNUAL EDUCATIONAL SYMPOSIUM & EXPO
EXHIBITOR INFORMATION AND POLICIES**

Companies participating in the 2012 Florida Association of Health Underwriters (FAHU) Educational Symposium and Expo at the Gaylord Palms Resort hereby agree to conform to the following rules and regulations.

EXHIBIT MOVE-IN AND MOVE-OUT

Exhibit personnel will be allowed to set up on Sunday, August 12, 2012 from 2:00 p.m. until 7:00 p.m. All exhibits must be set up by 7:00 a.m. on Monday, August 13, 2012. Exhibitors must move out materials by noon on Tuesday, August 14, 2012. *No exhibitor may breakdown prior to 9:30 a.m. Tuesday, August 14, 2012.*

ELIGIBILITY

Companies whose proposed exhibit of products or services conforms with the purposes of the FAHU Symposium will be eligible to apply for booth space. FAHU reserves the right to reject or dismiss any exhibit undesirable.

PROTECTION OF THE EXHIBIT FACILITY

Nothing shall be tacked, posted on, nailed or otherwise attached to the walls, floors, or other parts of the pavilion or furniture. Any damage caused to the facility or furnishings will be billed to the exhibitor. Packing, unpacking and assembly of materials are to be done only in designated areas and in conformity with directions of the exhibit manager, Gaylord Palms Resort, or convention decorator.

DEFAULT OCCUPANCY

All exhibitors must set up by 7:00 a.m. on Monday, August 13, 2012. Any exhibitor failing to occupy space by the appointed hour is not relieved of the obligation to pay for such space at the full rental price, but FAHU has the right to utilize such spaces to eliminate blank space in the exhibit hall.

SECURITY, LIABILITY AND INSURANCE

The exhibitor assumes the entire responsibility and liability for losses and damages including those to exhibitor's displays, equipment and other property brought upon the premises of the Gaylord Palms Resort and shall indemnify and hold harmless the Gaylord Palms Resort, FAHU, and their agents, employees, servants from any and all such losses, damages, and claims. Small and easily portable articles should be properly secured or removed after exhibition hours. Security provided by FAHU shall be deemed purely gratuitous on its part and shall in no way be construed to make FAHU liable for exhibition space under the terms of this agreement.

STAFFING OF BOOTHS

As a courtesy to attendees, and as an added security measure, we require that each booth be occupied by a member of the exhibiting company at all times when the exhibition is open.

CARE AND USE OF SPACE

The exhibitor must, at his/her expense, maintain in good order the space for which the exhibitor has contracted. Materials shall be shown only in the official area designated by FAHU. Neither exhibitor nor non-exhibiting companies will be allowed to show films or display products or services during the FAHU Symposium in competition with exhibitors in the hall. Products or literature may be distributed ONLY from within the rented space. Exhibit booths may not be sublet or shared without written permission of FAHU.

CONFLICTING MEETING AND SOCIAL FUNCTIONS

To ensure maximum participation in all FAHU activities, exhibiting companies may not schedule meetings or social functions which would encourage the absence of attendees or exhibitors from scheduled functions.

FIRE REGULATIONS

In accordance with regulations of the Fire Department, explosives or combustible materials are not to be displayed. This includes gas, paint, propane, alcohol, turpentine, chemicals, etc. All materials used in the construction of exhibit booths must be non-flammable. No open flames are allowed. All aisles and exits must be kept clear, clean, and free from obstructions to comply with fire regulations.

SIZE, HEIGHT LIMITATIONS

Each booth space will be 8' deep by 10' wide. Out of consideration of your neighboring exhibitors, no solid exhibit construction will be permitted to exceed 42" in height except in the rear three feet of the booth. For example, in a stand 8' X 10' booth, any construction above 42" must begin 7' back from the aisle.

CANCELLATION

Booth cancellations will be honored until May 1, 2012 with a partial refund. A 20% service charge will be deducted from the refund for each 8' X 10' booth. These regulations are imposed to ensure the maximum success and safety of the FAHU Symposium, not only for FAHU, but for all exhibiting companies. Any exhibitor violating the regulations may be required to remove their exhibit immediately with no refund of fee.

**Florida Association of Health Underwriters
 Exhibit Hall - Gaylord Palms Resort
 Sun Ballroom C, D & Prefunction**

