



MID-SIZED

RETIREMENT & HEALTHCARE

PLAN MANAGEMENT CONFERENCE

Your Ticket to Showcasing Your Firm's Expertise

Become a sponsor of the premier educational
conference series for plan sponsors!

2019



San Diego

March 24-27

Manchester
Grand Hyatt



Boston

May 5-8

Boston Marriott
Copley Place



CHICAGO

June 4-7

Chicago Marriott
Magnificent Mile



Nashville

Sept. 15-18

Omni Nashville
Hotel

Educational conferences focused on key retirement plan and
healthcare benefits issues for mid-sized employers

Reach Your Target Audience



GET FACE-TO-FACE WITH EXECUTIVE DECISION MAKERS

The middle market is the largest segment of the plan sponsor community. Our conference attendees are senior-level HR, benefits and finance professionals with decision-making authority for plans with assets of \$5 million to \$1 billion. Attendee titles commonly include:

- Vice President of Finance
- Chief Financial Officer
- Treasurer
- Vice President of Human Resources
- Director of Human Resources
- Director of Compensation and Benefits

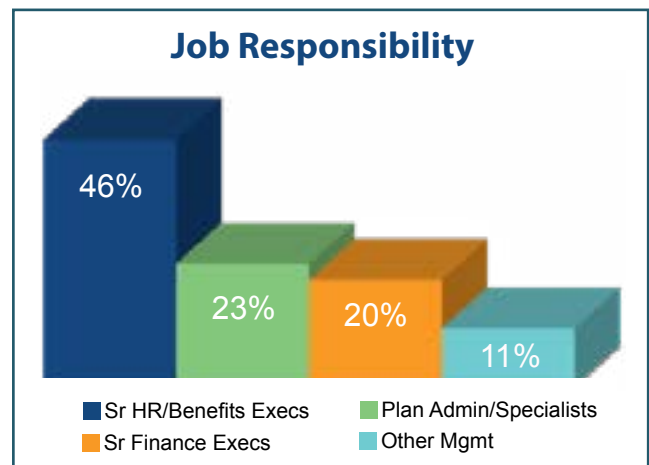
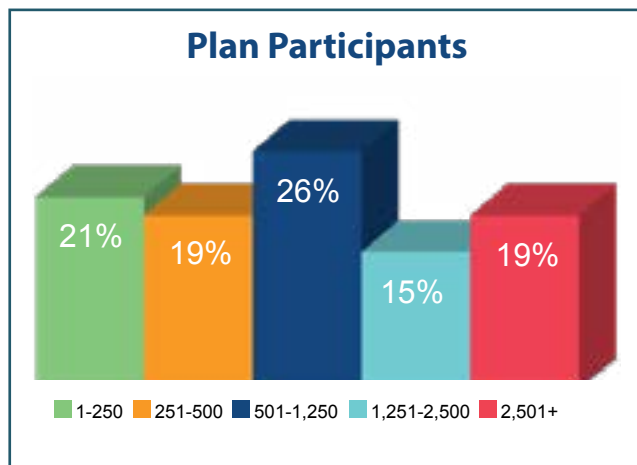
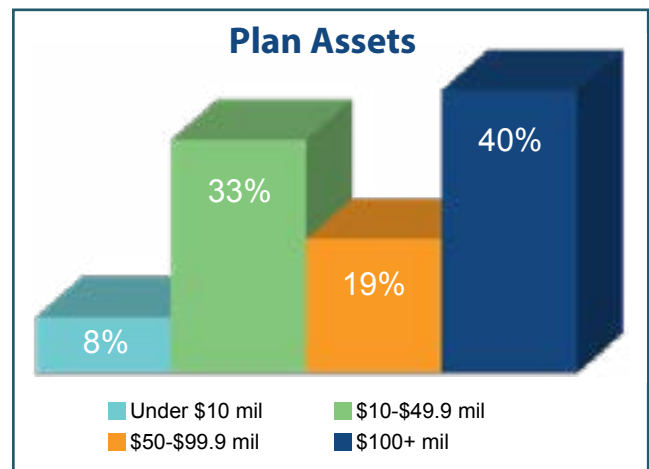
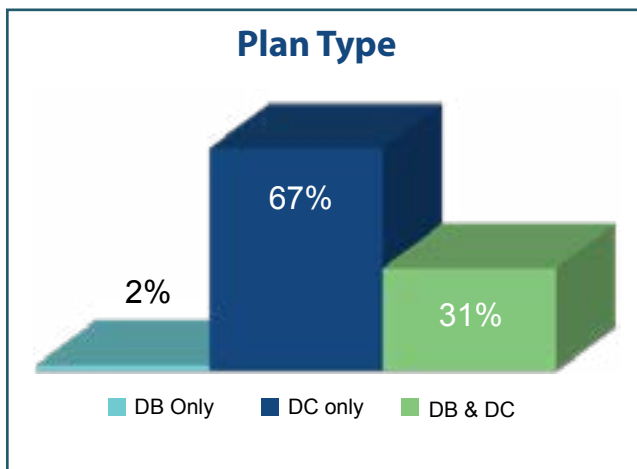
EDUCATIONAL FORMAT & NETWORKING OPPORTUNITIES

The 2½-day conferences feature a comprehensive schedule of workshops covering the full range of issues that employers face in managing their two most expensive and complex benefit plans—retirement and healthcare. **Sponsors play a prominent role in the program as workshop presenters.** Sponsor display tables, breaks, luncheons and evening receptions provide excellent opportunities for conference sponsors and attendees to meet and talk face-to-face.

SHARE YOUR KNOWLEDGE

Speaking opportunities and networking forums place you in front of your target audience. The educational format allows you to present workshops on topics in your area of expertise. Evening networking receptions offer a chance to display your company's product offerings and talk to attendees one-on-one.

2018 Audience Demographics



Choose Your Level of Exposure

Multiple sponsorship levels are available to suit your budget and the amount of exposure your company desires

NATIONAL SPONSORSHIP (for all 4 conferences) *Limited availability*

- Recognition as a National Sponsor on UCS homepage, individual conference webpages and at each venue
- The opportunity to present or participate in high-profile keynote sessions
- High-profile visibility for your keynote speakers in the conference brochure and on the website
- A minimum of two educational workshop presentations per conference
- The opportunity to present two 1-hour UCS-promoted webinars in 2019
- Mobile app banner ad for each 2019 conference where you have a keynote speaker
- Six full conference registrations for your representatives
- Deeply discounted fees for up to two additional staff members
- Additional exposure on UCS website and e-newsletters for your white papers, research, etc.
- Eight complimentary registrations for your plan sponsor clients and prospects
- Preferential placement for your tabletop exhibit space
- Discount on the combined pricing for sponsorship of the four individual 2019 **Mid-Sized Retirement & Healthcare Plan Management Conferences**

LEVEL 1 SPONSORSHIP (per conference) *Limited availability*

- The opportunity to present or participate in high-profile keynote sessions
- High-profile visibility for your keynote speakers in the conference brochure and on the website
- Two educational workshop presentations
- Three full conference registrations for your representatives
- Deeply discounted fees for up to three additional staff members
- Two complimentary registrations for your plan sponsor clients and prospects

LEVEL 2 SPONSORSHIP (per conference)

- Two educational workshop presentations
- Three full conference registrations for your representatives
- Deeply discounted fees for up to three additional staff members
- One complimentary registration for your plan sponsor client or prospect

LEVEL 3 SPONSORSHIP (per conference)

- One educational workshop presentation
- Two full conference registrations for your representatives
- Deeply discounted fees for up to two additional staff members

99%

of past attendees would recommend this program to a colleague

All levels of sponsorship include:

- The exclusivity of being one of approximately 20 sponsoring organizations of one of the most respected conferences in the employer-sponsored benefit plan arena
- A unique registration policy that restricts enrollment exclusively to plan sponsors. Non-sponsoring vendors cannot attend
- National exposure to plan sponsors with plan assets of \$5 million or more through direct mail and email campaigns
- Prominent use of company logo in conference brochure
- Company logo on conference website with link to your website
- Company logo, description and contact information in conference program materials
- Prominent use of company logo on conference pocket schedule and on-site signage
- Tabletop exhibit space, including a custom-made sign with your logo
- Profile page on conference mobile app
- The opportunity to offer your plan sponsor clients and prospects a \$200 discount on the registration fee
- Ready-to-use, customized message to offer your clients the \$200 discount OR the option for us to handle the mailing for you
- Pre-conference attendee list with names, addresses AND plan asset and plan participant information
- Ready-to-use post-conference attendee list with contact information
- Ongoing exposure to attendees through the posting of your conference presentations on the website

Conference Organizer: University Conference Services



- UCS is based in Research Triangle Park, North Carolina
- We have more than 25 years' experience in developing, organizing and producing executive education conferences and seminars in conjunction with leading business schools
- UCS manages four national *Mid-Sized Retirement & Healthcare Plan Management Conferences* each year that attract financial and human resource professionals

Our Academic Partner: University of North Carolina's Kenan-Flagler Business School



- The University of North Carolina's Kenan-Flagler Business School is one of the 10 major providers of university-based general management programs for U.S. executives
- Kenan-Flagler's executive education custom programs are ranked among the best in the world—#1 in Value, #2 for Program Design and Top 3 for Learning and Teaching Methods/Materials by the *Financial Times*

I had more takeaways in one day here than I do in three days at other conferences. If you are looking for industry-specific knowledge and not theory, this is the conference for you.

Zach Costlow, Director, Total Rewards and HR Operations, JPS Health Network

2018 Sponsors Include:

Allsup	Mutual of Omaha	The Benefit Services Group, Inc.
Amino	NFP	The Horace Mann Companies
Assurance	Nyhart	The Standard
Fidelity Investments	Plante Moran	Transamerica
FPS Trust, LLC	Prudential	Trion, a Marsh & McLennan Agency, LLC
Franklin Templeton Investments	P-Solve	Trucker Huss
HealthSCOPE Benefits, Inc.	Qualified Plan Advisors	UBS
Innovative Rx Strategies, LLC	SageView Advisory Group	United Healthcare
Millennium Trust Company	SWBC Retirement Plan Services	Vanguard