

Cheers to **30 Years** *of executive education*

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

2020 Schedule

March 15-18 • Las Vegas • The Cosmopolitan of Las Vegas

May 3-6 • Orlando • Walt Disney World Swan

June 14-17 • Chicago • Westin River North

September 13-16 • Austin • Hyatt Regency Austin



MID-SIZED

**RETIREMENT &
HEALTHCARE**

PLAN MANAGEMENT CONFERENCE

**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.

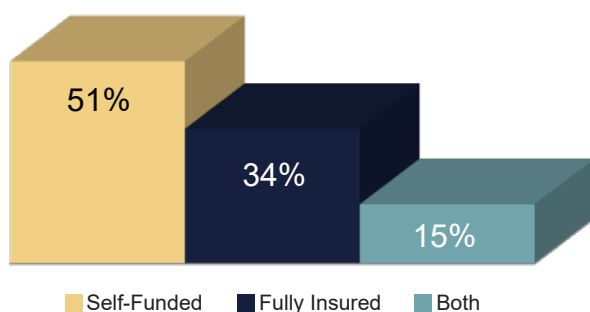
Attendees' firms
have a median of
797
employees

Who Can Sponsor?

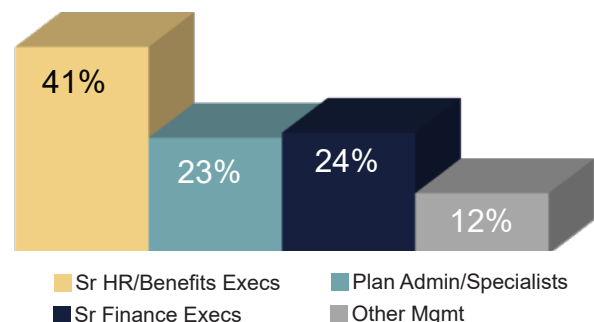
- Benefit Management Firms
- Pharmacy Benefit Managers
- Health and Wellness Providers
- Third Party Administrator
- Leading Insurers
- Consultants
- Re-Insurers
- Other vendors of products and services for employer-sponsored health plans

2019 Audience Demographics

Plan Funding



Job Responsibility



Choose Your Level of Exposure

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

NATIONAL SPONSORSHIP *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 2020
- Mobile app banner ad for each 2020 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 2020 **Mid-Sized Retirement & Healthcare Plan Management Conferences**

LEVEL 1 SPONSORSHIP *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

- 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

- 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 in conference on-site schedule and signage
- Tabletop exhibit space, including a 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 full contact information
- Ongoing exposure to attendees through the posting of your conference presentations on the website

Conference Organizer:

University Conference Services



UNIVERSITY
CONFERENCE
SERVICES

- UCS is based in Research Triangle Park, North Carolina
- We have more than 30 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

Academic Partner:

University of North Carolina's Kenan-Flagler Business School



KENAN-FLAGLER BUSINESS SCHOOL
Executive Development

- 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*

"This conference had already paid for itself before the first keynote presentation was over. Every single breakout session was fantastic. The entire conference experience was a cut above others I've attended."

— Christopher Tyler, VP Human Resources, Astera Credit Union

2019 Sponsors Include:

Doctor's Choice

DiMeo Schneider

Dietrich & Associates

Fidelity Investments

FPS Trust, LLC

Franklin Templeton Investments

HealthSCOPE Benefits, Inc.

Innovative Rx Strategies, LLC

John Hancock Retirement Plan Services

Lincoln Financial Group

Millennium Trust Company

Mutual of Omaha

NFP

Nyhart

Plante Moran

Prudential

Qualified Plan Advisors

Rael & Letson

River and Mercantile Solutions

SageView Advisory Group

Strategic Retirement Partners

SWBC Retirement Plan Services

Transamerica

Trion, a Marsh & McLennan Agency, LLC

UnitedHealthcare Medicare Solutions

Willis Towers Watson