

Boost your visibility.



**Your one-stop marketing opportunity
to reach the ENTIRE benefits community!**



WEB

Worldwide Employee
Benefits Network

2005 WEB Sponsor & Exhibitor Program

**Sponsorships Exhibits Advertising
Success Stories Web Links And More!**

WEB offers it all!

Promote your company's employee benefits programs, solutions and services to:

- Decision-makers representing every aspect of employee benefits
- Trusted, top influencers of benefits decision-makers
- Small, mid-size and large market plan sponsors and providers

WEB's membership includes plan sponsors as well as services providers and consultants on the full gamut of employee benefits programs and services. These individuals directly impact the purchasing decisions of Corporate America.



Reach the employee benefits community.

- WEB Sponsors can make the most of a host of year-round promotional opportunities.
- Benefits Solutions Conference Exhibitors share valuable time with powerful influencers of those who purchase employee benefits products and services.
- Advertisers in *Network*, WEB's all-member quarterly electronic newsletter, increase company brand recognition.
- Publishing a case history provides an opportunity to relate proven success in solving the most difficult benefits challenges.
- Complimentary WEB membership(s) increases your networking opportunities among benefits professionals.
- Use of WEB's mailing list allows you to communicate urgent and timely messages to your target audiences.



WEB - THE National Organization Representing the Entire Benefits Community

The Worldwide Employee Benefits Network supports and furthers the personal growth and professional development of individuals working in the diverse employee benefits disciplines. WEB members work in all aspects of benefits: health and welfare; retirement; third party administration; executive compensation; investments; accounting, legal, and actuarial services; communication; and more.

Working for or consulting with companies of all sizes, WEB members seek innovative solutions to ever-changing niche as well as global benefits challenges.





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For more information, contact:

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Executive Director

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or call 1.888.795.6862 Toll Free

Increase your company's market share and name recognition within the benefits community. Take advantage of year-round marketing opportunities available through the WEB Network. Choose from:

- Year-round and Conference Sponsorships
- Conference Exhibits
- Year-round Advertising and Other Marketing Opportunities
- Job Bank Sponsor, Benefactor or Friend Levels - New in 2005!

2005 WEB Benefits Solutions Conference

"Mastering the Challenges: Cost, Compliance, and Communication"

April 14-15, 2005

Chicago, IL

and

2005 WEB Excellence in Benefits Awards (WEBA) Program

April 14, 2005

The 2005 WEB Excellence in Benefits Awards (WEBA) salute plan sponsors, service providers and public servants who demonstrate visionary leadership and accomplishment within the employee benefits community.

2004 Benefits Solutions Conference Participant Profile

- Professionals with an average of 16 years' experience as decision-makers and those who influence the decisions of their employers and/or clients on the full range of employee benefits.
- Individuals who represent small, medium, and large companies.

WEB's Benefits Solutions Conference offers practical solutions and insight into employee benefits trends to a growing number of professionals:

<u>Conference Year</u>	<u>Location</u>	<u>Attendance</u>	<u>Exhibiting Companies</u>
2003	Washington, DC	125	9
2004	Washington, DC	180	19
2005	Chicago, IL	225 anticipated	28 anticipated

2005 WEB Sponsors and Exhibitors Basic Benefits

- 75-word company description published both on WEB's website 2005 Sponsor and Exhibitor Page and in the 2005 Benefits Solutions Conference Notebook
- A minimum two-month link from WEB's website to company website
- A 500-word case study written by the Sponsor or Exhibitor, telling WEB members how a plan sponsor-service provider partnership solved an employee benefits challenge, published in the all-member *Network* newsletter and posted on WEB's website
- E-mail announcement of Sponsor or Exhibitor status to all WEB members
- Acknowledgement in a New Member Welcome Letter
- 2005 Benefits Solutions Conference - Six-foot draped exhibit table, on-site signage, at least two Conference registrations, listing in all Conference-related promotions, and pre- and post-Conference registration mailing lists for your use
- At least one individual one-year WEB membership

2005 Sponsor & Exhibitor Level	Fee	Advertising	Website Link	Use of WEB Membership	# of WEB Memberships Mailing List	Additional Benefits
Partner	\$17,500/year \$50,000/3 years	<i>Network</i> Newsletter Four 1/2 page ads Conference Notebook Full-page 2-color ad (Premium Position)	12 months	4 times during 2005	3 Corporate Memberships (15 individual one-year members)	4 additional Conference Registrations AND 2 nights Conference hotel lodging
WEBA Sponsor WEB Excellence in Benefits Award (Includes Conference Luncheon on April 14, 2005)	\$12,500/year \$35,000/3 years	<i>Network</i> Newsletter Four 1/3 page ads Conference Notebook Full-page 2-color ad (Premium Position)	12 months	3 times during 2005	2 Corporate Memberships (10 individual one-year members)	1 night Conference hotel lodging AND 2 additional WEBA Luncheon Reservations
Platinum Sponsor Two Available Choose from Conference Reception (April 14, 2005) Conference Luncheon (April 15, 2005)	\$7,500 each	<i>Network</i> Newsletter One 1/2 page 2-color ad Conference Notebook 1/2 page 2-color ad	6 months	2 times during 2005	1 Corporate Membership (5 individual one-year members)	2 additional Reception OR 2 additional Luncheon Reservations
Gold Sponsor Two Available Choose from Conference Notebook Conference Bag	\$5,000 each	<i>Network</i> Newsletter One 1/2 page 2-color ad Notebook Sponsor's name and logo will be printed on the front cover with a 2-color "First Ad" position in Notebook Conference Bag Sponsor's name and logo will be printed on the bag and a sponsor-provided brochure may be inserted in the bag	4 months	1 time during 2005	1 Corporate Membership (5 individual one-year members)	
Silver Sponsor Two Available Choose from Continental Breakfast (April 14, 2005) (April 15, 2005)	\$3,500 each	<i>Network</i> Newsletter One 1/2 page 2-color ad	3 months	1 time during 2005	1 Corporate Membership (5 individual one-year members)	
Bronze Sponsor Three Available Choose from Conference Break (AM April 14, 2005) (PM April 14, 2005) (AM April 15, 2005)	\$2,500 each	<i>Network</i> Newsletter One 1/3 page 2-color ad	2 months	1 time during 2005	2 individual one-year memberships	
Conference Exhibitor 28 Available	\$1,500		2 months		1 individual one-year membership	

Additional Marketing, Advertising & Networking Opportunities

Annual WEB Job Bank Sponsor - Exclusive\$5,000

- Advertisement on WEB's Job Bank home page with link to sponsor website during 2005
- E-mail announcement of sponsorship sent to all WEB members (one-time)
- Announced to all new members in a Welcome Letter
- One-time use of WEB membership mailing list
- Four 1/3 page ads in *Network*, WEB's all-member electronic quarterly newsletter
- Two individual one-year WEB memberships

WEB Benefactor - Unlimited\$1,000

- Corporate name, logo and website address on WEB's Benefactor and Friends website page during 2005
- Listing in 2005 issues *Network*, WEB's quarterly all-member electronic newsletter
- One-time use of WEB membership mailing list
- Two individual one-year WEB memberships

Friend of WEB - Unlimited\$500

- Company name, logo and website address on WEB's Benefactors and Friends Page on WEB's website during 2005
- Listing in 2005 issues of *Network*, WEB's quarterly all-member electronic newsletter
- One individual one-year WEB membership

"Great sponsor/exhibitor show. Good networking time with the exhibitors."
Manager, Employee Benefits, Major Furniture Rental Company

Network All-Member Newsletter, Published September, December, March & June

Distributed to 2,000 decision-makers and influencers of decisions regarding employee benefits. All ads are black-and-white.

Full Page	One-half Page	One-third Page
1-2 Times \$500 each	1-2 Times \$300 each	1-2 Times \$225 each
3-4 Times \$450 each	3-4 Times \$250 each	3-4 Times \$200 each

Benefits Solutions Conference Notebook - Published in April 2005

Distributed to all persons attending the 2005 WEB Benefits Solutions Conference

Size	Dimensions	Format	2-Color	Black & White
Full Page	9" x 6" V	TIF, GIF, JPG	\$500	\$400
1/2 Page	4 1/2" x 6" H	TIF, GIF, JPG	\$350	\$300

Log on to www.webnetwork.org for more information about our organization.



"I am very pleased with the conference. Excellent time with exhibitors. Thanks for a job well done!"
Manager, Employee Benefits, Major Plan Sponsor of Retirement, Health, and Flexible Benefits



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