

6th Annual

# 2010 Health Care Benefits New York

Show & Conference

Monday, March 1, 2010

Roosevelt Hotel, New York

Madison Ave at East 45th St next to Grand Central Station

Coproduced by

EmployeeBenefit  
news

EMPLOYEE BENEFIT  
Adviser

2010  
Health Care  
Benefits.  
Plan to Exhibit Now.

**Health care is the number one issue for the President, Congress, and American business. Featured speakers include *Employee Benefit News* and *Employee Benefit Adviser* editors focused on health care.**

**Exhibit at our New York and Northeast show for health care, benefits, retirement, wellness, pharmacy, eye care, cost containment, employee communications, mega trends, legal and regulatory.**

- The 2010 New York Health Care Benefits Conference sponsored by *Employee Benefit News* and *Employee Benefit Adviser* is your opportunity to meet New York area health care benefits and HR professionals who want informed opinions about the new health care legislation.
- *Employee Benefit News* and *Employee Benefit Adviser* are the leading benefits publications. They also sponsor the 22nd Annual Benefits Forum & Expo.
- This is your opportunity to meet health care, benefits and HR decision-makers at one time and one place in the nation's headquarters city. Benefit advisers and HR consultants will also be there to keep pace with their HR clients in New York.
- The show is at the friendly and convenient Roosevelt Hotel at Grand Central Station, where exhibitors can do their own work and save money in a no-hassle New York facility.

Contact Flagg Management Inc today by email or website to reserve your place in the show and conference.

Produced by Flagg Management Inc  
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DAVID ALBERTSON  
EMPLOYEE BENEFIT NEWS



KELLEY BUTLER  
EMPLOYEE BENEFIT NEWS



*The Roosevelt Hotel is in the heart of New York, and convenient to major corporate headquarters in midtown Manhattan.*



*Health care brings out the leading decision-makers for this timely one-day Show.*



[www.flaggmgmt.com/ben](http://www.flaggmgmt.com/ben)

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## Join this audience with your health care and benefits solutions

**MEET A COMBINED AUDIENCE OF HEALTH CARE**, benefits, HR, and benefit advisers at one time and one place.

**THE ROOSEVELT HOTEL IS A LANDMARK NEW YORK HOTEL** within walking distance of major New York corporations, financial headquarters, and executive offices of major Fortune 1000 employers. The Roosevelt Hotel is located right next to Grand Central Station. This is a no-hassle facility where exhibitors can do their own work saving additional costs for labor, freight handling and decorations.

**THE HOTEL IS CONVENIENT** to subways, commuter trains, and ground transportation and is a popular meeting site for major corporations headquartered in the midtown New York area.

## A complete package of services is included in this one-day show:

Booth rental is \$2,500 for one 6' x 8' booth complete with:

- Area carpeting
- Draped tables and chairs
- Your booth sign with your logo on an easel
- Free listing in all printed and electronic and website promotional announcements
- Free cross-listing on our website to increase traffic to your company website
- Free registration for booth personnel
- Free electronic show invitations to email your customers to attend the free Show
- Free post-show attendee names and addresses
- Flagg Management Inc marketing and show management to produce a smooth and well organized event for exhibitors
- A major program of *Employee Benefit News* advertising in their monthly issues until the Show, electronic, and web promotion to generate a quality audience of health care, benefits and HR professionals
- One free conference registration for a senior executive from your firm to attend the conference.



*The Show is your opportunity to meet key decision-makers person-to-person.*



*"Good show. We got quality leads and we'll be back in 2010." 2009 Exhibitor*

## A SOPHISTICATED MARKETING CAMPAIGN

- Your company's name will appear prominently in promotional material going to more than 45,000 Health Care Managers, Benefits Officers, Operations Managers, Controllers and VPs of Finance.
- The Benefits New York Show will have the full support of *Employee Benefit News* and *Employee Benefit Adviser* in providing editorial resources, advertising and promotion, circulation and distribution.
- Your firm's name will appear in ads in *Employee Benefit News* and *Employee Benefit Adviser*, as well as in our web services emails and on our Show website.
- The Conference program will generate quality attendance. Content drives attendance. The full program includes general sessions, breakout sessions, industry luncheon and exclusive Show viewing times to see all the exhibits.

# Sponsorships and advertising: Your best investment for high visibility and exposure at the Show.

Assigned exhibitors will have the opportunity to become participating sponsors in our exciting show and conference program.

At the Platinum and Gold sponsorship level, sponsors will have a speaker on the program, will have their company logo on all our printed and online and electronic promotional material.

## SPONSORSHIPS WILL INCREASE YOUR VISIBILITY AND EXPOSURE TO THIS AUDIENCE.

Each sponsorship provides visibility, exposure and brand awareness on our website, in our email promotion, in our advertising and printed material promoting the show in advance, and our Official Directory at the show. Each sponsorship includes a booth package and free invitations to invite your key customers to the conference program.

Contact Flagg Management Inc, or go online to see complete Sponsorship Opportunities.

**Platinum Sponsorships** are available at \$15,000. Keynote speaking opportunities are available at the Platinum Sponsorship level.

**Gold Sponsorships** at \$10,000. Panel speaking opportunities are available at the Gold Sponsorship level.

**Silver Sponsorships** at \$7,500.

**Advertising and Marketing** at \$5,000 - \$3,500.

Contact Flagg Management Inc or Source Media today by phone or email to reserve your space as an exhibitor or sponsor.

### Flagg Management

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### Chris Frey

National Sales Manager  
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fax: 212-803-8526  
christopher.frey@sourcemediaconferences.com  
www.sourcemediaconferences.com

# Floorplan Roosevelt Hotel New York



THE EXHIBIT AREA IS IMMEDIATELY ADJACENT TO THE GENERAL SESSION GRAND BALLROOM ON THE MEZZANINE LEVEL OF THE ROOSEVELT. Coffee service and the registration is all within the exhibit foyer.

All booths 8' wide and 6' deep, and include hotel carpeting, table, chairs, company sign and easel.

## Partial List of 2010 Exhibitors

6th Annual  
**2010 Health Care Benefits**  
**New York**  
 Show & Conference  
 Monday, March 1, 2010  
 Roosevelt Hotel, New York



2009 exhibitors reported health care, benefits, and HR attendees they wanted to see.

▶▶ **APPLICATION FORM**

OUR BOOTH SELECTION IS SUBJECT TO OUR FINAL APPROVAL:  
 (INDICATE GENERAL AREA- ENTRANCE, FOOD & COFFEE AREA, CORNER LOCATION,  
 AND COMPANIES NEXT TO WHOM YOU WISH TO BE ASSIGNED).

1 \_\_\_\_\_ 3 \_\_\_\_\_  
 1 \_\_\_\_\_ 4 \_\_\_\_\_

The Rate is \$2,500. Per Single Booth (6x8'). Booth has complete services which are listed to the right, and will provide booth decorations and at-show marketing.

THIS IS A NON-BINDING COMMITMENT. YOUR SPACE WILL BE HELD SUBJECT TO YOUR FINAL APPROVAL.  
 A CONTRACT WILL BE SENT TO YOUR ATTENTION AT THE ADDRESS INDICATED BELOW.

COMPANY \_\_\_\_\_

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

E-MAIL \_\_\_\_\_ URL: \_\_\_\_\_

PRODUCTS, SERVICES, SYSTEMS OR EQUIPMENT TO BE EXHIBITED:  
 \_\_\_\_\_

PLEASE INDICATE PRINCIPAL CONTACT for future correspondence, contracts and assigning specific exhibit spaces and correspondence

NAME \_\_\_\_\_

**A complete package of services is included in the booth rental:** hotel carpeting, draped table, chairs, easel and exhibitor sign with your logo, free download e-tickets, free listing on our website and cross-listing to your company website, free listing in all printed and electronic promotion, free lists of attendees names and addresses for pre-show and post-show marketing, free listing in the Official Directory, free registration for your exhibitor staff, and one free conference registration for your top executive.

**The exhibit fee is a cost-effective** \$2,500. larger spaces are available at same rate: \$5,000. per double booth; \$7,500. per triple booth; \$10,000. per quadruple booth. All booths include a complete package of services.

**Platinum Sponsorships** are available at \$15,000 with a complete package of services.

**Gold Sponsorships** are available at \$10,000 with a package of services.

Please complete all information and mail to:

**2010 Health Care Benefits New York**

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 New York, NY10016

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