

68TH ANNUAL EMPLOYEE BENEFITS CONFERENCE

October 23-26, 2022 | Mandalay Bay Resort & Casino | Las Vegas, Nevada

Special Annual Conference Advertising Opportunities!

You've signed up to be part of the action—Now it's time to make your presence known. Maximize your success at this year's Annual Conference by promoting your participation in six ways!

At the Conference . . .

1 DIRECTORY OF EXHIBITS

Stand out from your competition and create a lasting impression with color or b&w display ad options. The directory is distributed to all conference participants and **used as a resource all year long!**

Insertion Order Due: August 22, 2022

Artwork Deadline: September 6, 2022



2 FLOOR STICKERS

Floor stickers are a highly visible way to guide attendees to your booth, share your conference hashtag or build brand awareness. Don't be left out! Stickers will be located in high-traffic areas of the convention center.

Limited number available!

Price: \$500 each | Specs: 3'x 4'

Insertion Order Due: August 31, 2022

Artwork Deadline: September 12, 2022



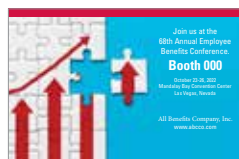
3 NEW! POSTCARD MAILING

Design your own double-sided postcard to be **sent to all conference attendees** by the Foundation on your behalf. Promote your booth, sponsorship, product, prize drawing, function, etc. (Note: Limited opportunity—available to the first ten Exhibitors with Double/Triple/Quad Booths and to Sponsors at the Gold through Titanium levels).

Price: \$15,000 | Specs: 8.5" x 5.5"

Insertion Order Due: August 22, 2022

Artwork Deadline: September 6, 2022



. . . And All Year Long

4 TODAY'S HEADLINES

Reach more than 18,000 members each day by placing a digital ad in *Today's Headlines*, the Foundation's most popular member benefit! Your exclusive, weeklong placement will receive more than 90,000 impressions and will link to your website or promotion of choice. As an exhibitor or sponsor, **you'll receive a 50% discounted rate of \$1,095/week for any 2022 ad.** Sold on a first-come, first-served basis.



5 BENEFITS MAGAZINE

Printed bi-monthly with a circulation of 24,000+, *Benefits Magazine* is the premier publication of the International Foundation. **Stay in touch all year long.** Many options are available to fit your budget—Plus mention this ad and **receive a 15% discount** on any ad booked for 2022!



6 SERVICE PROVIDER DIRECTORY

Accessed on the Foundation home page, the Service Provider Directory is used daily by thousands of Foundation website visitors in search of new employee benefits vendors. Available in either six- or 12-month durations, **your ad can land your logo on our website home page!**



For more information and order forms, contact:

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