

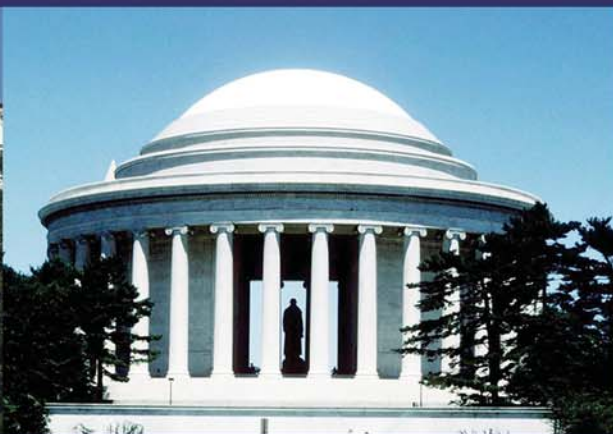


# Sponsorship



# Opportunities

## National Association of Health Underwriters



Annual Convention • Capitol Conference • Web Seminars • LPRT® • HIU Magazine



*When you support NAHU through sponsorship, you position your company as an industry leader.*

Established more than 75 years ago, NAHU has grown into one of the most respected voices on health insurance and benefits issues. NAHU is a recognized authority in health care in Washington, DC and in state capitols coast to coast. We regularly brief Capitol Hill staffers and committees on the health insurance market and are frequently asked to consult on the structure and language of proposed legislation. NAHU provides written and oral testimony for congressional and administrative agency hearings, and we routinely produce legislative research products for our members, state and federal policy makers and other interested parties.



*Supporting NAHU through sponsorship is the best way for you to generate company awareness and build sales.*

With 20,000+ members in more than 200 state and local chapters throughout the United States, NAHU is the largest professional association for those in the health insurance industry. Through your sponsorship, your company will reach agents, brokers, consultants and professional benefit advisors who serve the insurance needs of millions of Americans. These are key decision-makers, the people with buying power.



*Sponsorship provides your company with increased visibility.*

By sponsoring NAHU programs and events you can position your company before a highly targeted audience of agents and brokers; affiliate your company with NAHU, the premier organization for health insurance professionals; and enjoy outstanding visibility before, during, and after the event. Sponsors are recognized in all national promotional materials and on the NAHU web site. In addition, sponsors of the Annual Convention and Capitol Conference receive pre- and post-meeting coverage in *HIU Magazine*, which reaches more than 30,000 readers across the country. This is your opportunity to differentiate your company from your competitors!

# Sponsorship Opportunities

## Annual Convention

Each June, NAHU members from around the country come together for the association's annual convention. In addition to conducting association business, attendees hear nationally-known speakers and attend educational sessions



on a variety of industry-related topics. There are many networking opportunities and dedicated exhibit hall hours. All convention sponsorship opportunities include at least one complimentary booth in the exhibit hall.

## Capitol Conference

In the first quarter, NAHU hosts its annual legislative conference in Washington, DC. Every year over 600 members attend educational training sessions and legislative briefings given by national health policy experts, as well as an overview and analysis of current and anticipated bills and regulations. Attendees also directly lobby their Congressional representatives on Capitol Hill. Participants have the opportunity to hear speakers representing the Congressional and Executive branches of government. Recent guest speakers have included Cabinet Secretaries, Agency Directors, members of both the House and Senate Leadership, and high-ranking White House staff members. The three-day annual event concludes with a reception in the U.S. Capitol complex for several hundred members, professional Congressional staff, and Members of Congress.

## Web Seminars

The NAHU Education Foundation presents web seminars on topics of interest to NAHU members. Seminars are 60-90 minute audio conferences accompanied by PowerPoint presentations via the Internet. The presentation slides can then be printed and/or saved by participants. This format

gives NAHU the opportunity to present timely information in a user-friendly format, allowing members to attend top-quality seminars from the convenience of their desks. Additionally, the audio/video stream is recorded in CD form and is available for purchase by those unable to attend the call. By sponsoring NAHU web seminars you can position your company before a highly targeted audience of 300-500+ agents and brokers.

## Leading Producers Round Table

The Leading Producers Round Table (LPRT®) was formed in 1942 to recognize the successful sales achievements of health insurance producers. LPRT maintains a network of leading health and disability insurance professionals and

advisors who serve their clients by exemplary performance and the highest standards of ethics, knowledge, service and productivity. LPRT strives to become the premier organization for top Health, Disability, Long-Term Care and Worksite Marketing Insurance producers, carrier reps, carrier management and general agency/agency managers.



Sponsorship of LPRT will allow you to increase your company's visibility among the top producers in the industry.

## Advertising in HIU Magazine

Each month, HIU magazine is sent to all of NAHU's members, plus an additional 10,000 subscribers. By advertising in HIU, you're putting your company's products in front of the nation's top producers, who look to the magazine as a resource for information on new products and technology. HIU's breadth of coverage, unique content and timely news put it in a class over any other industry publication. Plus, its advertising rates are less than many other publications. If you're not advertising in HIU, you're missing a golden opportunity. For information on HIU advertising, please contact Mohanna & Associates (800-800-0341 or HIUadvertising@nahu.org)

For more information on how you can become a NAHU sponsor, please contact Elizabeth Walton, Manager of Board Relations, (703) 276-3801; ewalton@nahu.org.



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