



Advancing  
Healthcare  
Consumerism

## **38th ECFC Annual Conference**

March 20-22, 2019 | Hyatt Capitol Hill



**ADVOCACY, ADVANCEMENT & ACTION**

## **CORPORATE PROSPECTUS**

Employers Council on Flexible Compensation  
1220 L Street NW Suite 100-417 | Washington, DC 20005  
202.659.4300 | [www.ecfc.org](http://www.ecfc.org)

For more information: <https://ecfc.org/page/2019AnnualConference>

Karen Raudabaugh at [kraudabaugh@ecfc.org](mailto:kraudabaugh@ecfc.org) | 202.930.4732

## SEVERAL EXCITING, NEW & IMPROVED SPONSORSHIP OPPORTUNITIES – SEE PAGE 4

### About Your Sponsorship

The 38th ECFC Annual Conference in Washington will feature congressional speakers, in-depth briefings from our lobbying team, inside-the-beltway keynotes, regulatory agency representatives and technical panels. **Activities include** scheduled **in-person** meetings on Capitol Hill with congressional members, staffers, and more.

### Who attends?

Third Party Administrators (TPAs), Plan Sponsors, Health Plans, Payers, Payment Networks Processors, Benefits Advisors, Financial Institutions with a committed, vested-interest in tax-advantaged benefit plans

### Network with industry leaders!

55% - Third Party Administrators  
18% - Compliance and Benefits Managers  
15% - CEO, CFO, C-Suite  
10% - Service Providers  
2% - Agents, Advisors and Consultants

- **NEW: REACH ECFC'S 1,800+ MEMBERS DIRECTLY WITH A 1-HOUR WEBINAR OR EBLAST TO THE ENTIRE MEMBERSHIP! (See Sponsorship Opportunities)**
- **NETWORK WITH MORE THAN 150 INDUSTRY LEADERS – ECFC MEMBER COMPANIES ADMINISTER CAFETERIA PLANS AND HEALTH BENEFITS FOR OVER 33 MILLION EMPLOYEES**
- **JOIN ATTENDEES IN MEETING WITH CONGRESSIONAL MEMBERS AND STAFFS TO HELP THEM BETTER UNDERSTAND INDUSTRY IMPACTS ON THEIR CONSTITUENTS**
- **ALL SPONSORS RECEIVE ✓PROMINENT EVENT SIGNAGE ✓PRE AND POST ATTENDEE LISTS ✓SPONSORSHIP RIBBONS ✓LOGO AND WEBSITE LINK ON THE CONFERENCE WEBSITE AND MOBILE APP ✓PREMIUM LOCATION FOR THE SHARED SPONSORS' TABLE ✓BRANDED, SIX-FOOT POP-UP BANNER IN THE GENERALSESSION ROOM**

### Venue

The ECFC Annual Conference will be held at Hyatt Capitol Hill 400 New Jersey Ave Washington, DC 20001. Reservations 888-421-1442 Group Name: ECFC Annual Conference  
Special Hotel Room Rate: \$335.00 (Cutoff date 2/18/2019)

### Commitment Deadlines

December 3, 2018: Agreement and 50% deposit to secure sponsorship opportunity.

January 15, 2019: All Sponsorships must be paid in full.

February 1, 2019: All submission of artwork is due.

The following information outlines opportunities for engaging with attendees of the ECFC Annual Conference. However, the best sponsorship is a customized package that we can create together, through collaboration and discussion. We have a strong grasp of the needs and interests of our attendees. We welcome the opportunity to work with you to tailor a sponsorship that meets those needs and interests, while also achieving your vision of success.

### CONTACT FOR MORE INFORMATION

Karen Raudabaugh, Operations Director 202.930.4732 | [kraudabaugh@ecfc.org](mailto:kraudabaugh@ecfc.org)

# AGENDA AT-A-GLANCE

## Tuesday, March 19, 2019

1:00 p.m.—5:00 p.m. ECFC Board of Directors Meeting

## Wednesday, March 20, 2019

8:30 a.m.—12:30 p.m. ECFC Board of Directors Meeting

12:30 p.m.—1:30 p.m. ECFC Committee Meetings

9:00 a.m.— 6:00 p.m. Registration Desk Open

1:30 p.m.—2:00 p.m. First Time Attendee Event

2:00 p.m. Annual Conference Opens

2:00 p.m.— 2:15 p.m. Welcome and Introduction Remarks

2:15 p.m.—2:30 p.m. ECFC Year in Review and Looking into 2019

2:30 p.m.—3:30 p.m. Opening Keynote Speaker

3:30 p.m.—4:15 p.m. 2019 Legislative and Regulatory Update

4:15 p.m.—4:30 p.m. Refreshment Break

4:30 p.m.—5:45 p.m. 2019 Legislative and Regulatory Update Part II

6:00 p.m.—7:30 p.m. Welcome Reception

## Thursday, March 21, 2019

8:00 a.m.—11:00 a.m. Registration Desk Open

7:30 a.m.— 8:30 a.m. Networking Breakfast

8:30 a.m.— 9:00 a.m. Congressional Speaker (MEMBER)

9:30 a.m.—9:45 a.m. Congressional Staff Panel Session

9:45 a.m.—10:00 a.m. Refreshment Break

10:00 a.m.—10:30 a.m. **Preparing for Your Capitol Hill Visit with your Capitol Hill Group**

11:00 a.m.— 5:00 p.m. **Capitol Hill Visits** (*lunch on your own*)

5:00 p.m.—6:30 p.m. Debriefing Reception

***Dinner on your Own***

## Friday, March 22, 2019

7:30 a.m.— 8:00 a.m. Networking Breakfast

8:00 a.m.—9:45 a.m. Agency Guidance and Update

9:45 a.m.—10:00 a.m. Refreshment Break

10:00 a.m.— 11:30 a.m. Technical Advisory Committee and TPA Best Practices

**ECFC Annual Conference Adjourns**



**Stay up to date: <https://ecfc.org/page/2019AnnualConference>**

# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

**NEW THIS YEAR!** For Advocate-tier Sponsors and above — keep your sponsorship going all year long with special exposure to **ALL ECFC MEMBERS!**

Choose a One-Hour Webinar or Membership E-Blast. Webinars need to be educational in nature or a case study. Webinar will be set up through Webex and advertised to the whole ECFC database. Must be scheduled for the 2019 calendar year. Eblast to ECFC Membership must be scheduled for the 2019 calendar year and sponsor must supply finished HTML for distribution.

## All Sponsorships Include the following:

- Prominent Signage throughout the event
- Sponsor ribbons
- Pre and Post Attendee List
- Logo and Link on Conference website and mobile app
- Prime location for Literature on Sponsor's Table
- Your Branding on a Six Foot Pop Up Banner located in the General Session Ballroom

## CHAMPION \$17,000

All of the above **PLUS:**

- Full Page Color Ad in Program Guide
- 2 Full Conference Registrations (a \$3,000 Value)
- **NEW! One-Hour Webinar or Eblast to ECFC Membership**

Choose your Enhancement:

- Opening Night Reception
- Keynote General Session
- Conference Bags

## PATRON \$12,000

All of the above **PLUS:**

- Full Page Color Ad in Program Guide
- 2 Full Conference Registrations (a \$3,000 Value)
- **NEW! One-Hour Webinar or Eblast to ECFC Membership**

Choose your Enhancement:

- Mobile App
- Debriefing Reception
- Hotel Key Cards

## ADVOCATE \$7,750

All of the above **PLUS:**

- Full Page Color Ad in Program Guide
- 1 Full Conference Registration (a \$1,500 Value)
- **NEW! One-Hour Webinar or Eblast to ECFC Membership**

Choose your Enhancement:

- Lanyards
- Wi-Fi Sponsor
- Waffle Station

## CORPORATE \$5,750

All of the above **PLUS:**

- 1/2 Page Color Ad in Program Guide
- 1 Full Conference Registration (a \$1,500 Value)

Choose your Enhancement:

- Guest Room Amenity (additional cost for item)
- Refreshment Break Sponsor
- Breakfast Sponsor

## SUPPORTER \$3,000

All of the above **PLUS:**

- 1/2 Page Color Ad in Program Guide
- 1 Full Conference Registration (a \$1,500 Value)

For more information on sponsorships contact Karen Raudabaugh  
at [kraudabaugh@ecfc.org](mailto:kraudabaugh@ecfc.org) or 202.930.4732

## ADVERTISING OPPORTUNITIES

Complete your marketing campaign with targeted advertisements designed to reinforce your message and improve the effectiveness of your outreach and/or sponsorship. Advertising at the ECFC Annual Conference has a variety of onsite advertising.

### CONFERENCE PROGRAM GUIDE AD

Program Guide AD	Advertising Rates for 2019 ECFC Annual Conference		
	Upgrade to your Sponsorship	Other ECFC Member Rate	Non-Sponsor/ Exhibitor Non-Member Rate
Full Page 4-Color 5"(w) x 8"(l) non-bleed	\$550	\$750	\$1,000
½-Page (Horizontal) 4-Color 5"(w) x 3.75"(l) non-bleed	\$350	\$475	\$500
Inside Front Cover 4-Color	\$1,250	\$1,875	\$2,500
Inside Back Cover 4-Color	\$1,250	\$1,875	\$2,500

### PROFESSIONAL HEADSHOT BOOTH – ONE ONLY!

Everyone needs a professional headshot at some point in their career and this booth will provide attendees a convenient opportunity to have a quality photo taken and emailed directly to them. The sponsor will receive branding on-site and on all materials promoting this activity.

**Exclusive Sponsorship \$3,000**

### MOBILE APP ACTIVITIES

**Push Message, Live Poll or Promoted Post on ECFC Annual Conference Mobile App**

Mobile App Advertising	Member Rate	Non-Member Rate
Mobile App Activities each	\$495.00	\$945.00

#### Artwork Specifications

HALF PAGE PROGRAM AD: Non-bleed 5"(w) x 3.75"(h) Bleed 5.5"(w) x 4.25" (h) with an 1/8" bleed

FULL PAGE PROGRAM AD: Non-bleed 5"(w) x 8"(h) Bleed 5.5"(w) x 8.5"(h) with an 1/8" bleed

POP-UP BANNER: The trim is 33.13" x 86.18" and the bleed is 33.38" x 86.43"

#### Sponsors Logo:

Print—Vector eps, Illustrator ai file or PDF format at 600 dpi Online: JPG, GIF or PNG; 72 dpi minimum at 100% of size, largest size possible.

#### Submission Deadlines

All Artwork is due February 1, 2019

Please send all artwork to: Karen Raudabaugh at [kraudabaugh@ecfc.org](mailto:kraudabaugh@ecfc.org)