

Sponsorship Opportunities

DINNER SPONSOR <small>(Two Available)</small>	\$3,000
One full page advertisement in program directory guide, Recognition on VAHU website, Signage, Two Registrants	
RECEPTION SPONSOR <small>(One Available)</small>	\$3,000
One full page advertisement in program directory guide, Recognition on VAHU website, Signage, Two Registrants	
LUNCH SPONSOR <small>(One Available)</small>	\$3,000
One full page advertisement in program directory guide, Recognition on VAHU website, Signage, Two Registrants	
BREAKFAST SPONSORS <small>(Two Available)</small>	\$2,500
1/2 page advertisement in program directory guide, Recognition from the podium, Signage, Two Registrants	
BREAKOUT SPONSORS <small>(Four Available)</small>	\$2,000
1/2 page advertisement in program directory guide, Private Meeting Room, Two Registrants	
WORKSHOP SPONSORS <small>(Two Available)</small>	\$1,500
1/2 page advertisement in program directory guide, One Hour Sessions, One Registrant	
HOSPITALITY SPONSORS <small>(Two Available)</small>	\$1,200
1/2 page advertisement in program directory guide, Private room to host reception, Food & beverage cost not included - must contract with Hilton Hotel directly, Two Registrants	
BREAK SPONSORS <small>(One Available)</small>	\$1,200
1/2 page advertisement in program directory guide, One Registrant	
NAME TAG LANYARD SPONSOR	\$600
1/4 page advertisement in program directory guide	
GIFT BAG SPONSOR	\$800
1/4 page advertisement in program directory guide	
MEDIA SPONSOR <small>(Two Available)</small>	\$800
1/4 page advertisement in program directory guide	
ACTIVITY SPONSOR	\$600
1/4 page advertisement in program directory guide	

Exhibitor Opportunity	EXHIBITOR	\$800
	<p>The exhibitor package includes:</p> <ul style="list-style-type: none"> • One Registration • One 8'x10' booth with one 110 volt outlet • Six-foot skirted table • Two chairs • Access to electricity (extension cords are available for a fee) • 1/8 page size advertisement in program directory guide. See below for upgrade advertisement options. <p>The package does not include:</p> <ul style="list-style-type: none"> • Drayage and placement of display equipment • Security services • Extra labor requests (such as carpenters, electricians, and drapers) • Storage of any exhibit-related materials • Gas or water supply • Disposing of items left in your booth after tear down • Audio Visual equipment (AV packages are available for a fee) 	

Program Directory Guide Advertisement Opportunity	ADVERTISEMENT																				
	<p>Advertisement space in the program directory guide is available. You need not be a sponsor or exhibitor to place an ad. Prices are listed below:</p> <p><u>Upgrade Advertisement from Sponsorship and/or Exhibitor package:</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Full page:</td> <td style="padding: 2px;">7.5" x 10"</td> <td style="padding: 2px; text-align: right;">\$250</td> </tr> <tr> <td style="padding: 2px;">1/2 page:</td> <td style="padding: 2px;">7.5" x 4.75"</td> <td style="padding: 2px; text-align: right;">\$100</td> </tr> <tr> <td style="padding: 2px;">1/4 page:</td> <td style="padding: 2px;">7.5" x 2.75"</td> <td style="padding: 2px; text-align: right;">\$50</td> </tr> </table> <p><u>Advertisement Only:</u></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px;">Full page:</td> <td style="padding: 2px;">7.5" x 10"</td> <td style="padding: 2px; text-align: right;">\$500</td> </tr> <tr> <td style="padding: 2px;">1/2 page:</td> <td style="padding: 2px;">7.5" x 4.75"</td> <td style="padding: 2px; text-align: right;">\$250</td> </tr> <tr> <td style="padding: 2px;">1/4 page:</td> <td style="padding: 2px;">7.5" x 2.75"</td> <td style="padding: 2px; text-align: right;">\$150</td> </tr> <tr> <td style="padding: 2px;">1/8 page:</td> <td style="padding: 2px;">4.25"x2.75"</td> <td style="padding: 2px; text-align: right;">\$100</td> </tr> </table> <p><u>Program Advertisement Instructions:</u> Print ready artwork must be 300dpi in a jpg or pdf format and must be supplied by August 14, 2009. Submit advertisement materials to: Jill Age, Taylor Johnson Group Phone (757) 468-6100 Email: jage@taylorjohnsongroup.com</p>	Full page:	7.5" x 10"	\$250	1/2 page:	7.5" x 4.75"	\$100	1/4 page:	7.5" x 2.75"	\$50	Full page:	7.5" x 10"	\$500	1/2 page:	7.5" x 4.75"	\$250	1/4 page:	7.5" x 2.75"	\$150	1/8 page:	4.25"x2.75"
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Event Description

The Virginia Association of Health Underwriters annual conference will be held over a 2 ½ day period. It will draw agents and brokers from all areas in Virginia. The purpose of this conference is to provide an opportunity for continuing education, networking, and discussion of new products and emerging issues in the industry.

Accommodations

Accommodations should be made directly with the Hilton Virginia Beach Oceanfront Hotel by calling 757-213-3001. The Hilton room rate is \$149.00 per night, excluding state and local taxes and fees. Rate is guaranteed until August 14, 2009. Reservations are on a first come, first serve basis. Overflow hotel accommodations will be available and information will be posted on VAHU website.

Additional Registrations

Exhibitors and Sponsors are provided a certain number of event registrations. One additional event attendee may be registered at a rate of \$150.

Exhibit Hall

Exhibitors are required to have someone at the booth during time exhibit hall is open.

Care and Use of Space

The exhibitor must, at his/her expense, maintain in good order the space for which the exhibitor has contracted. Material shall be shown only in the official area designated by VAHU. Neither exhibitors nor non-exhibitors will be allowed to show firms or display products or services in competition with the program. Products or literature may be distributed only from within the rented space.

Exhibit Set-Up

Set-Up Date: September 22, 2009 at 2:00pm
Hours for Set-Up: 2 hours

Breakdown

Breakdown Date: September 24, 2009 at 9:00am. No early breakdowns will be permitted. Violations will result in a penalty of \$250.

Conflicting Meeting and Social Functions

To ensure maximum participation in all VAHU activities, exhibiting companies may not schedule meetings or social functions which would encourage the absence of attendees or exhibitors from scheduled functions.

Cancellation

Booth cancellations will be honored until August 28, 2009. A 20% service charge will be deducted from the refund for each booth. Refunds less the service charge for cancellations after August 14, 2009 will be made only if VAHU's exhibit space can be resold. Any space not claimed or occupied or for which arrangements have not been made with VAHU by 8:00 a.m. September 22, 2009 will be forfeited without refund

Electrical Requirements

Electrical requirements beyond a single 110 volt outlet should be directed to the Hilton Virginia Beach Oceanfront Hotel's audiovisual department.

Audio Vision

Audio Vision Packages are available for an additional fee based on specific needs. Contact Brenda Cutting at (757) 624-5232 or bcutting@sterlingbenefit.com for additional information.

Exhibits & Exhibit Space Guidelines

- Hotel has limited storage space for crates, palettes, or other large containers.
- Exhibitors shall indemnify and hold harmless hotel and its servicing agents from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits.
- Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.
- Hotel requires each exhibitor to provide a fully completed data sheet including a summary of the Exhibitor's requirements for the exhibit area, the floor load, electrical needs, and square footage requirements for each booth and the total square footage to be used in the exhibit hall.
- Hilton understands that there may be persons or groups attending the event who may wish to schedule additional meetings over the convention dates. These affiliated persons or entities will be expected to pay for use of function space requested at the Hotel's published rates.

Exhibits & Exhibit Space Guidelines Continued

- Alcohol may not be served to guests under the age of twenty-one (21), and those unable to produce acceptable identification. Hotel reserves the right to discontinue any and all service in the event of blatant or willful disregard for the law on the part of the event sponsor or guests in attendance, or if continued service is inconsistent with the Hotel's Alcohol Service Policy. Hotel is required by law to terminate liquor service to any guests who, in Hotel's judgment, appears intoxicated.
- Because of Hotel's legal responsibility for all food and beverage served on premises, as well as liquor licensing restrictions, Hotel requires that only food and beverage purchased from Hotel be served on Hotel property. In addition, no food or beverage, including alcoholic beverages, can leave the property if it has been prepared specifically for on-property, private functions. Under no circumstances may liquor be brought in from outside Hotel or served by anyone other than a designated Hotel representative.
- There is a 1,000 space parking deck attached to the Hotel. Self parking for overnight guests is complimentary. Valet parking for overnight guests is available at the rates of \$11.00 per car. Both are subject to change without notice. The parking garage accepts cash only for payment. Parking for individuals attending a meeting, banquet, or other function is available at the prevailing rates established by the city of Virginia Beach.
- The Hotel requires that arrangements for delivery of packages be made through the Hotel's Sales & Catering Office. The Hotel is not responsible for any arrangements or expenses of shipping materials, merchandise, exhibits, or any other items to and from Hotel. Hotel must be notified in advance of shipping to ensure proper acceptance of items upon arrival at Hotel. Any alternate arrangements are to be approved by Hotel Representative. Hotel is not able to receive COD packages. The Hotel policies of safe handling are based on advice from the United States Postal Service (USPS) and the federal Center for Disease Control and Prevention (CDC). Any materials being sent to the Hotel must include the following information:
 - Hold for Arrival - Attn:(Guest's Name and Organization Name)
 - Complete return address
 - Hilton representative's name
 - Number of packages (Example: Box 1 of 2, Box 2 of 2, etc.)
 - Date the function is being held
 - Address package to hotel as follows:

Hilton Virginia Beach Oceanfront
3001 Atlantic Ave
Virginia Beach, VA 23451

Exhibits & Exhibit Space Guidelines Continued

- Handling and storage charges for inbound and outbound items will be applied as follows:

1 to 20 lbs.	\$3.00 per item
21 to 99 lbs.	\$10.00 per item
100+ lbs.	\$20.00 per item
Palette	\$50.00 per palette
- The Hotel does not accept any liability for equipment, goods, displays or other materials that arrive unmarked or fail to arrive at the Hotel. The group is responsible for insuring its property for loss or damage.
- Palette items will not be accepted without seven (7) days advance notification. Please contact the Group's Hotel representative for details. Due to limited storage space, additional storage charges will be applied to packages stored more than three (3) business days.
- Only a minimum of pre-approved decorations, signs, or displays are permitted in the public areas. This enables Hotel to maintain the public areas with a professional and attractive appearance. Banners, posters, props and similar decorations may not be adhered to walls, ceilings, windows, doors or floors, without the express written consent of Hotel and supervision of Hotel staff. There is a \$50.00 labor charge for hanging each banner or sign. Any costs to repair or clean Hotel property as a result of self-installations will be added to the final bill. Please consult the Convention Services Manager for assistance in displaying all materials and decorations.
- Hotel reserves the right to review and approve any advertisements or promotional materials in connection with Group's event which specifically reference the Hilton name or logo, or the Hotel's name or logo.
- Each party agrees to protect, indemnify, defend and hold harmless the other and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of actual or threatened claims or causes of action resulting from the gross negligence or intentional misconduct of such party or its respective officers, directors, employees, agents, contractors, members or participants connected with Group's function, except those claims arising out of the sole negligence or willful misconduct of the Hotel. Group represents and warrants that Group's activities conducted at the hotel and in connection with the function shall not infringe the patent, copyright or trademark rights or violate rights of privacy or publicity of any third party.



VAHU 2010 Conference

General Planning Agenda (for exhibitor use only, not for distribution, subject to change)

September 22, 2009

2:00pm – 4:30pm Registration Open
 Exhibit Set-Up
 5:00pm – 7:00pm President's Welcome Reception – Cash Bar

September 23, 2009

8:00am – 9:00am Breakfast Buffet and Registration
Exhibit Hall Open
 9:00am – 10:00am General Session
 10:00am – 11:00am Breakout Session or Workshop
 11:00am – 12:00pm Breakout Session or Workshop
 12:00pm – 1:15pm Lunch
 1:15pm – 2:00pm **BREAK – Exhibit Hall Open**
 2:00pm – 3:00pm Breakout Session or Workshop
 3:00pm – 4:00pm Breakout Session or Workshop
 4:00pm – 4:30pm **BREAK – Exhibit Hall Open**
 4:30pm – 6:00pm ACTIVITIES – Bike Cart
 6:00pm – 7:00pm Cocktail Reception – Cash Bar
Exhibit Hall Open
 7:00pm – 9:00pm Dinner Buffet – Guest Speakers
 9:00pm – 11:00pm Hospitality Suites

September 24, 2009

8:00am – 9:00am *Breakfast Buffet*
Exhibit Hall Open
 9:00am – 10:00am General Session
 10:00am – 11:00am CE Class
 11:00am – 12:00pm CE Class

End of Conference 12:00pm

NOTE: EXHIBITORS MUST NOT BREAKDOWN PRIOR TO 9:00AM ON THURSDAY, SEPT 24TH

**2009
Sponsor
And
Exhibitor
Contract
Form**

Contract Form (Please print or type):

Company _____ Telephone _____
 Address _____ Fax _____
 City _____ Email _____
 State _____ Zip _____

Authorize by or contact name: _____

Please send all exhibit information to:

Name _____ Telephone _____
 Address _____ Fax _____
 City _____ Email _____
 State _____ Zip _____

Selection:

Exhibitor Package: _____

Sponsorship Package: _____

Our sign should read:
 (26 character maximum): _____

Need 110 volt electrical outlet? Yes No

Program Directory Guide Advertisement:

Full Page: 7.5" x 10" \$250 (Sponsor Upgrade) or \$500 (Ad Only)
 1/2 Page: 7.5" x 4.75" \$100 (Sponsor Upgrade) or \$250 (Ad Only)
 1/4 Page: 7.5" x 2.75" \$50 (Sponsor Upgrade) or \$150 (Ad Only)
 1/8 Page: 4.25" x 2.75" \$100 (Ad Only)

We have read and agree to the Rules and Regulations included in this contract.
 Enclosed is a check for \$_____. We understand that this contract shall be legally binding between VAHU and the sponsor/exhibitor upon acceptance of this contract in writing by VAHU. We understand any changes in booth representation or exhibits, products, or services must be received by August 28, 2009.

Signed _____ Date _____

Please return this form and check made payable to VAHU to:

Brenda Cutting, Sterling Benefits, One Commercial Place, Suite 1450, Norfolk, VA 23510
 Phone: (757) 624-5232 FAX: (757) 624-5215 Email: bcutting@sterlingbenefit.com