

2020 MDAHU MEDICARE SUMMIT

Sponsorship Opportunities

Don't miss the virtual event of the summer. Join hundreds of insurance professionals on September 17th at the **2020 MDAHU Medicare Summit**.

Silver, Gold, and Platinum Sponsorships available, but space is limited so reserve your spot today.



NETWORKING

Virtual events allow for online connections, immediate meetings, and networking flexibility



LEADS

All booth traffic and session attendance are automatically recorded.



MARKETING

Social media, email and web channels boost company exposure and SEO



ANALYTICS

Attendee and event analytics for buyer insight, uncovering sales, and marketing opportunities.



THE MDAHU MEDICARE SUMMIT IS GOING VIRTUAL

Metro Detroit Association of Health Underwriters (MDAHU) is hosting its annual Summit online this year. Because the event is virtual, a record number of attendees nationwide is expected.

Interaction, networking, and connecting will be encouraged throughout the event for sponsors and attendees to get the most out of this year's event.

Questions, contact Tracy Shippy at tracy@johnjboyd.com or 586-718-2340

2020 MDAHU MEDICARE SUMMIT

Record attendance expected
this year from agents across
the United States.

SILVER LEVEL

\$2,000

Perfect for first-time sponsors and companies who want to be a part of the event, and get additional company exposure among agents.

GOLD LEVEL

\$3,500

From breakout session sponsorships to attendee information and social media exposure, the gold sponsorship comes with an array of sales and marketing opportunities to help drive revenue for your company.

PLATINUM LEVEL

\$5,000

Only three platinum sponsors, making it the most exclusive sponsorship level. Platinum sponsors have the highest company visibility throughout the event, with access to additional attendee analytics and a 30-minute breakout session in front of a captive audience.

VIRTUAL EVENTS BRING SPONSORS

HIGHER ENGAGEMENT + VALUABLE ATTENDEE DATA + POSITIVE ROI



Online attendee behavior
allows for warm lead
identification



Leads followed up within 5
minutes are 9x likely to
convert



64% of buyers say seeing
a video made them more
likely to buy



8-10% profit increase when
big data is added to lead
information

2020 MDAHU MEDICARE SUMMIT

SPONSORSHIP LEVELS

SILVER LEVEL

\$2,000

- Five event registrations, **\$250 value**
- Logo showcased on event page of MDAHU website and all pre-event, event and post-event emails
- Virtual booth in expo hall of event with **two booth attendees**
- All booth visitors automatically captured and recorded
- Private chat options within booth, including in-event meeting request capability
- Logo on event chat carousel
- Logo and company listing on sponsorship tab of the event
- Post-event attendee list, including contact information and attendee analytics
- Social media exposure on Twitter, Facebook, and LinkedIn (**up to four posts**)

Unlimited Availability

GOLD LEVEL

\$3,500

- Seven event registrations, **\$350 value**
- Logo showcased on event page of MDAHU website and all pre-event, event and post-event emails
- Virtual booth in expo hall of event – **extended booth size with three booth attendees**
- All booth visitors automatically captured and recorded
- Private chat options within booth, including in-event meeting request capability
- Logo on event chat carousel
- Logo and company listing on sponsorship tab of the event
- Post-event attendee list, including contact information and attendee analytics
- Social media exposure on Twitter, Facebook, and LinkedIn (**up to six posts**)

GOLD LEVEL PERKS

- **Breakout session sponsorship** (company name, logo, description, website)
- **Product spotlight opportunity** in a virtual booth
Pre and post-event attendee list with contact information, **PLUS** attendee information and event analytics including what sessions attended and line of business information

Six Spots Available

PLATINUM LEVEL

\$5,000

- Ten event registrations, **\$500 value**
- Logo showcased on event page of MDAHU website and all pre-event, event and post-event emails
- **Premium size** virtual booth in expo hall of event – **with accent banner and five booth personnel**
- All booth visitors automatically captured and recorded
- Private chat options within booth, including in-event meeting request capability
- Logo on event chat carousel
- Logo and company listing on sponsorship tab of the event
- Post-event attendee list, including contact information and attendee analytics

- Social media exposure on Twitter, Facebook, and LinkedIn (**up to eight posts**)
- Keynote session sponsorship (company name, logo, description, website)
- Product spotlight opportunity in a virtual booth
Pre and post-event attendee list with contact information, **PLUS** attendee information, and event analytics including what sessions attended, line of business information, and carriers they do business with.

PLATINUM LEVEL PERKS

- **30 Minute Breakout Session** (topic approved by MDAHU) with attendee polling capability
- Keynote sponsorship opportunity (includes logo and company information)
- **Prestige logo placement** on header of event website

Three Spots Available

Contact Tracy Shippy at tracy@johnjboyd.com or 586-718-2340 for sponsorship signup



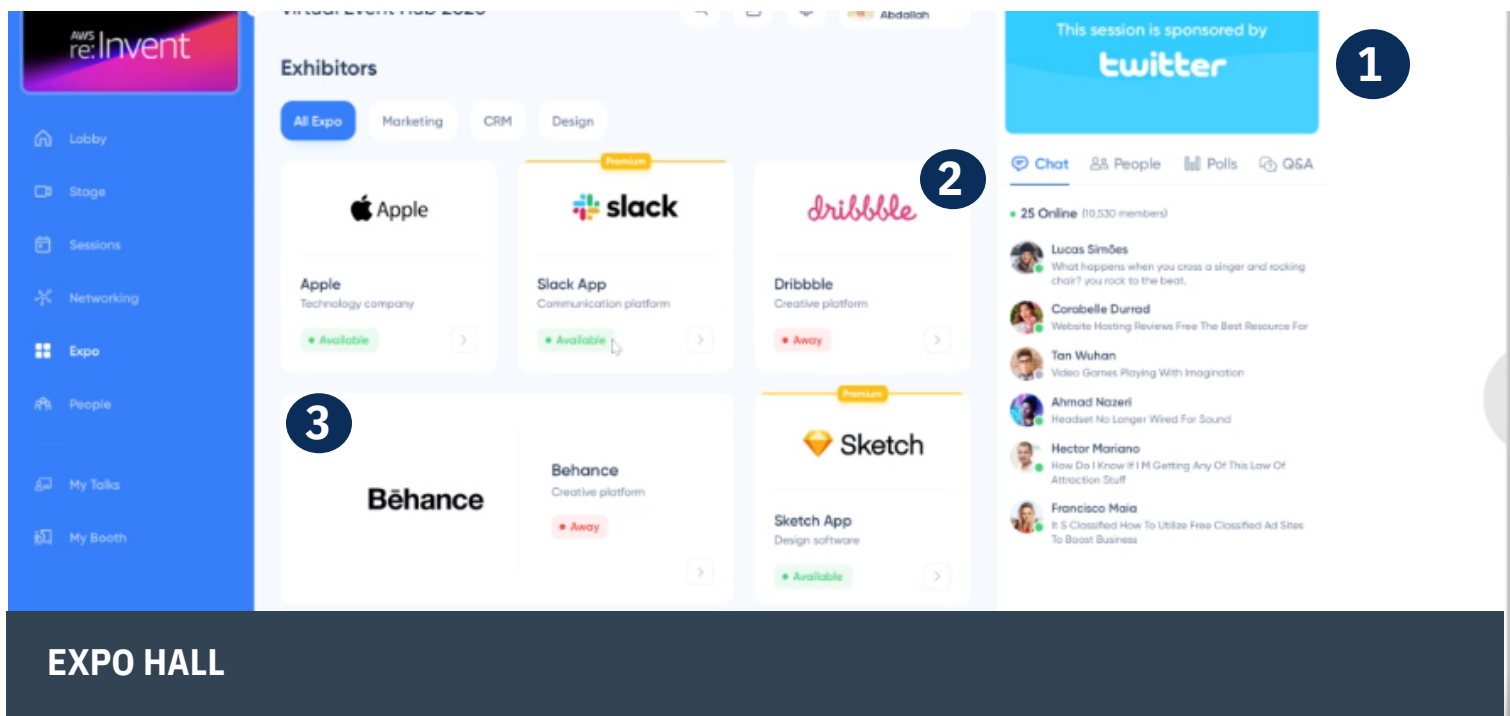
CHOOSE THE RIGHT SPONSORSHIP FOR YOUR BUSINESS

Effortless follow-ups, optimized product placement, and positive attendee experience are all a part of your sponsorship experience. By limiting top sponsorship opportunities, you get optimized digital exposure for your investment.

Game Changer: Event Analytics

Attendee and event analytics is a game-changer for virtual events. Know what attendees are interested in your products and services by tracking their digital movements, engagements, and activities during the event.

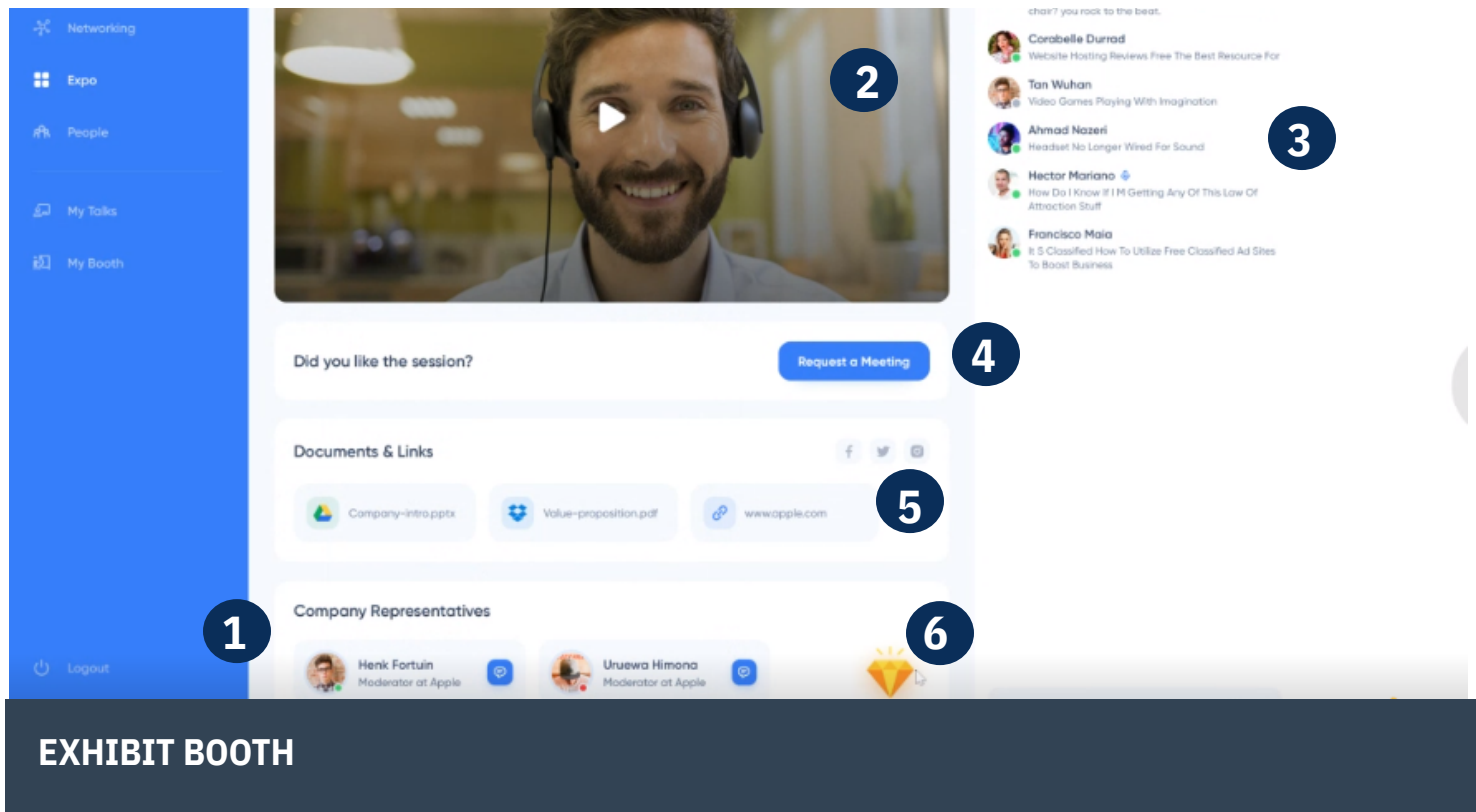
Stop second-guessing if an attendee is the right target for your sales and marketing team and use the analytics provided by MDAHU to get the answers.



The expo section of the event offers many opportunities for sponsors to showcase their organization. Each sponsorship level comes with booth space in the expo hall and includes a booth space highlighting the company logo and category. Booth size is dependant on sponsorship level.

1. Example of prestige logo placement for Platinum Sponsors
2. Sample booth for Silver Sponsors
3. Sample booth space for Gold Sponsors

2020 MDAHU MEDICARE SUMMIT



Every sponsor gets their own private booth space where they can showcase their company. Booth space includes live stream or pre-recorded video options for Gold and Platinum sponsors, the ability for sales representatives to network and privately chat with booth visitors, automatic booth capture functionality, the ability for attendees to notate if they would like a follow-up demo or meeting and space for product collateral, sales sheets for download and gamification options like giveaways to drive traffic to your booth.

1. Booth representatives (number of personnel dependant on sponsorship level)
2. Video presentation capability (live or prerecorded) for gold and platinum sponsors
3. Chat feature for booth attendees
4. Button for attendees to use when requesting a follow-up meeting or demo (gold and platinum sponsors only)
5. Designated area for documents for download or links
6. Gamification feature for attendee giveaways and challenges



Gold and Platinum sponsors have the ability to sponsor a speaking session. Company logo, description and website are showcased and the sponsor is mentioned in the introduction of the sponsored session. Platinum sponsors also have polling capability during non-sponsored and general sessions.

1. Sponsor tab of speaking session (Gold for breakout session and Platinum for keynote session).
2. Prestige logo placement for Platinum sponsors. This placement is on every event page.

Questions, contact Tracy Shippy at tracy@johnjboyd.com or 586-718-2340



2020 MDAHU Medicare Summit Sponsorship Contract

September 17

Contact Information

Company Name

Contact Name (first and last)

Contact Title

Contact Email

Contact Phone

Sponsorship Selection

☐ Platinum Level \$5,000

☐ Gold Level \$3,500

☐ Silver Level \$2,000

Exhibitor Information

Company Name

Company Address

City

State

Zip

Company Website

Company Email

Company Toll-Free or Sales Phone Number

We agree to abide by all rules and regulations governing the event, as printed in the sponsors and exhibitor's prospectus and this application. Acceptance of this application by the Board Members of the Metro Detroit Association of Healthcare Underwriters Medicare Summit constitutes a contract.

Authorized By (please print)

Authorized Signature

Date

Payment Information

☐ Credit Card ☐ Invoice Me ☐ Check (payable to MDAHU)

Credit Card #

Exp Date MM/YYYY

CVV

Amount

Cardholder Address, City, ST and Zip

Cardholder Signature

All cancellations must be received in writing. Cancellations received on or prior to August 30, 2020, will be liable for 50% of the cost of sponsorship. For cancellations received after August 30, 2020, sponsors are liable for 100% of the cost of the sponsorship. No refunds will be made after August 30, 2020. For questions please contact tracy@johnjboyd.com