



# April 2, 2021 Senior Market Summit

South Carolina Association of Health Underwriters  
USC Pastides Alumni Center • Columbia SC

## South Carolina Association of Health Underwriters

### Thank you to our 2021 Sponsors

#### Silver Sponsor



#### Lunch Sponsor



#### Break Sponsor



#### Exhibitors



# Welcome

The South Carolina Association of Health Underwriters is excited to have you join with us for South Carolina's Second Annual Senior Market Summit and Expo April 2, 2021 in Columbia at the Pastides Alumni Center.

Sponsor Partners bring to the Summit the connection that will make the difference in our Medicare agents business and growth. This is South Carolina's second Summit of its kind but events like this are being held around the nation.

Event Sponsors will be given first priority and assigned in order of sponsor level and first paid. To quickly secure your sponsorship, please return the form with payment. We applaud you for seeing the value in our vision and hope to continue to work together in the years ahead. Prior to the Senior Market Summit, the Annual Symposium will be held on April 1.

## Friday, April 2, 2021 - Senior Market Summit and Expo

Following is a tentative schedule of events. Topics will include a legislative update from the National Association of Health Underwriters, a legislative update from SC Department of Medicare and more.

7:00 am - 8:00 am	Exhibitor Set up
8:00 am - 9:10 am	Breakfast with Exhibitors
9:10 am - 9:15 am	Welcome
9:15 am - 10:05 am	Legislative Update From NAHU
10:10 am - 11:00 am	All Things Medicare: Consumer Purchasing Behavior
11:00 am - 11:20 am	Break: Visit with Exhibitors
11:20 am - 12:10 pm	Succession Planning: Grow, Protect, Exit...Your Business
12:10 pm - 1:00 pm	Lunch
1:10 pm - 2:00 pm	Harnessing the Power of Branding and Marketing on LinkedIn
2:00 pm - 2:20 pm	Visit with Exhibitors
2:20 pm - 3:10 pm	Medicare Supplements vs. Medicare Advantage
3:10 pm - 4:00 pm	Medicare Quoting & Client Management System



**scahu.org**

# Exhibitor/Sponsor Registration

**Friday, April 2, 2021 - Senior Market Summit and Expo**

Company Name \_\_\_\_\_

Attendee Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Exhibitor / Sponsor Options

Sponsor Selection \_\_\_\_\_ Amount \_\_\_\_\_

Booth Electricity - \$50.00 \_\_\_\_\_

Additional Attendees Qty \_\_\_\_\_ @ \$50.00 each = \_\_\_\_\_

Addtl. Attendee Name \_\_\_\_\_

Addtl. Attendee Name \_\_\_\_\_

**Total Amount Due** \_\_\_\_\_

Make checks payable to:  
South Carolina Association of Health Underwriters  
PO Box 80994, Charleston SC 29416

Credit Card Payment:

Name on credit card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Exp date \_\_\_\_\_ Security code \_\_\_\_\_

Billing address \_\_\_\_\_

\_\_\_\_\_

Questions? Call SCAHU Headquarters at 843-779-7009 or email Karen@beaconamc.net.

# Sponsorship Package



**Friday, April 2, 2021 - Senior Market Summit and Expo**

Platinum Show Sponsor

\$5,000

Includes:

- Double Booth with 2 draped, 6 foot tables in exhibit hall, Premium location near door
- 6 attendee tickets
- Full-page program ad (color inside, front cover)
- Video screen ad, large display sponsor sign, promotion on event webpage and recognition from podium
- Platinum Level Mobile App Package (Splash page, 2 banner ads)
- 5-minute presentation from podium during main event
- Introduction of Keynote Speaker
- Pre/Post convention listing of attendees

\_\_\_\_ One Available **(Sold Out)**

Gold Show Sponsor

\$3,500

Includes:

- One draped vendor table, (6-ft table, 2 chairs) in exhibit hall, Prominent booth location
- 4 attendee tickets
- Half-page program ad (color)
- Gold Level Mobile App Package (Splash page, 1 banner ad)
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- 5-minute presentation from podium during main event
- Pre/Post convention listing of attendees
- 

\_\_\_\_ Two Available

Silver Show Sponsor

\$2,500

Includes:

- One draped vendor table, (6-ft table, 2 chairs) in exhibit hall, Prominent booth location
- 4 attendee tickets
- Half-page program ad (B/W)
- Silver Level Mobile App Package (Banner ad)
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- 5-minute presentation from podium during main event
- Pre/Post-convention listing of attendees

\_\_\_\_ Two Available

## Friday, April 2, 2021 - Senior Market Summit and Expo

Lunch Sponsor \$3,000

Includes:

- One draped vendor table in exhibit hall
- 4 attendee tickets
- half-page program ad (B/W)
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- Mobile App Package (2 banner ads)
- 5-minute presentation from podium during lunch
- Prominent Signage during lunch
- Pre/Post-convention listing of attendees

\_\_\_\_\_ One Available

Breakfast Sponsor \$2,500

Includes:

- One draped vendor table in exhibit hall
- 4 attendee tickets
- Quarter-page program ad
- Mobile App Package (1 banner ad)
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- Prominent Signage during breakfast Continental Breakfast
- Pre/Post-convention listing of attendees

\_\_\_\_\_ One Available

Name Badge Sponsor \$2,000

Includes:

- One draped vendor table in the exhibit hall
- 2 attendee tickets
- Logo printed on attendee lanyards
- Color Business card Ad for program
- Video screen ad, large display sign, promotion on association event webpage and recognition from podium
- Pre/Post-convention listing of attendees

\_\_\_\_\_ One Available

Audio Visual Sponsor \$1,500

Includes:

- One draped vendor table in exhibit hall
- 2 attendee tickets
- Business card ad (B&W) for program
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- Logo on Event Slide Deck

\_\_\_\_\_ One Available

## Friday, April 2, 2021 - Senior Market Summit and Expo

Registration Table Sponsor

\$1,500

Includes:

- One draped vendor table at registration (note: Table located in hallway outside ballroom door)
- Greet guests as they arrive to check in
- 2 attendee tickets
- Prominent Signage at registration table
- Business card (B&W) program ad
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- Optional: provide company table cloth on registration table and logoed bags for guests

\_\_\_\_\_ One Available

All Day Beverage Service Sponsor

\$ 1,500

Includes:

- One draped vendor table in exhibit hall
- 2 attendee tickets
- Business card (B&W) program ad
- Logoed Centerpiece on each Beverage table
- Video screen ad and recognition in printed materials, signage, website and from podium.
- Pre/Post-convention listing of attendees

\_\_\_\_\_ One Available

Break Sponsor

\$ 750

Includes:

- One draped vendor table in exhibit hall
- 2 attendee tickets
- Business card (B&W) program ad
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- Pre/Post-convention listing of attendees

\_\_\_\_\_ Three Available



## Friday, April 2, 2021 - Senior Market Summit and Expo

Program Sponsor \$1,500

Includes:

- One draped vendor table in exhibit hall
- 1 additional attendee ticket
- Logo & Recognition on front cover
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium
- Pre/Post-convention listing of attendees
- 

\_\_\_\_\_ One Available

Certified Education (CE) Sponsor (TBD) \$1,500

Includes:

- One draped vendor table in exhibit hall
- 2 attendee tickets
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium

\_\_\_\_\_ One Available

Passport/Bingo/Speedating (TBD) \$1,500

Includes:

- One draped vendor table in exhibit hall
- 2 attendee tickets
- Video screen ad, large display sponsor sign, promotion on associate event webpage and recognition from podium

\_\_\_\_\_ One Available

Exhibitor \$650

The day before the Summit, the South Carolina Association of Health Underwriters will hold its Annual Symposium April 1. Exhibit opportunities are also available for this day.

**The audience of this meeting is group health agents.**

Exhibitor for both days \$1000

Includes:

- One draped vendor table in exhibit hall
- 2 attendee tickets