

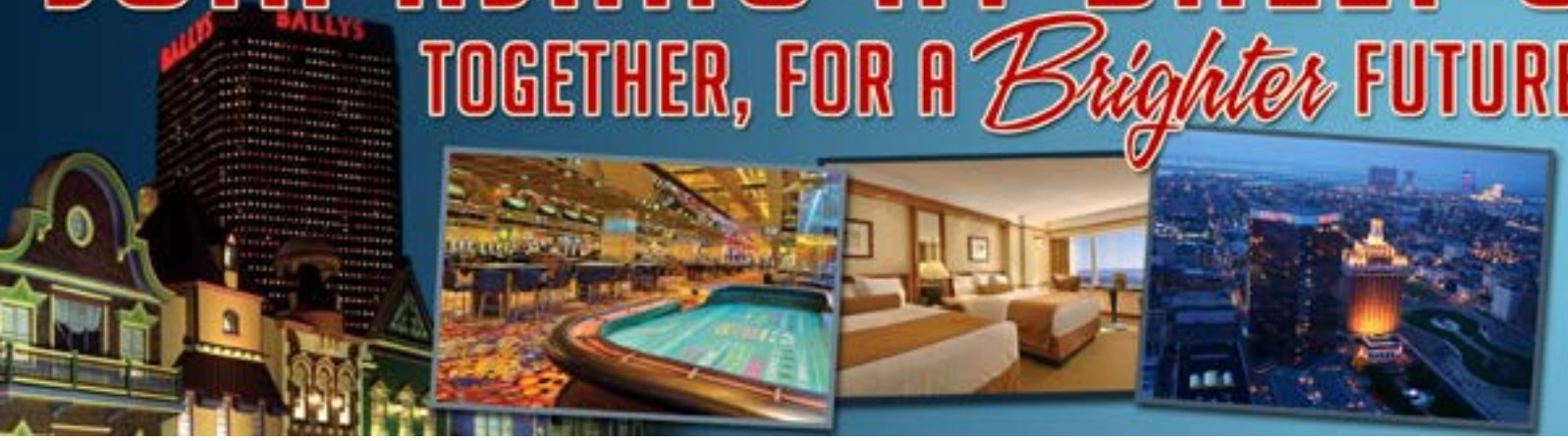
TOGETHER, FOR A *Brighter* FUTURE



PROSPECTUS

NJAHU CONFERENCE 2017
BALLY'S ATLANTIC CITY HOTEL & CASINO
MAY 15-17, 2017

JOIN NJAHU AT BALLY'S TOGETHER, FOR A *Brighter* FUTURE



Plan now to be a part of the 2017 NJAHU Sales Conference. Contact the NJAHU office with questions at info@njahu.org or 908-349-0789.

Register as a Sponsor or Exhibitor Today!

Please follow these instructions to register. You have a choice to pay by credit card, or receive an invoice to pay later by check.

How to Register:

1. For a Conference Sponsor or Exhibitor, visit www.njahu.org click on NJAHU 2017 Conference
For a Golf Sponsor, visit www.njahu.org click on NJAHU 2017 Conference
2. Click **Register Now**
3. Proceed as a guest without logging in
4. Enter your **contact information**. Under Special Instructions, Conference Sponsors/ Exhibitors may request booth placement if applicable. Every effort is made to assign space on a first-come, first-served basis. However, Management reserves the right to assign exhibitors to the best alternate space in the event that all of your first choices are already reserved and to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the exhibition. Conference sponsors are given preferential placement over exhibitors. **(See Exhibit Hall map on page 8 of this booklet)**
5. Choose your level of **sponsorship** or exhibit booth by selecting the corresponding **ticket**, and **add to your cart**. You will be prompted to add the names and emails of your attending guests. If you don't know who your attending guests will be, please enter TBD for the name and enter **your email address**. We will contact you for your attendees at a later date. When you have completed entering the names, **click Continue**.
6. **Confirm your registration** information and then **click Continue**.
7. **Payment:**
If you will be paying by credit card, enter your credit card information here and **click Continue**. If you need to receive an invoice to submit to your company, **click Bypass Payment now**.
8. **Receipt:**
If you have paid by credit card, you will automatically receive a receipt by email.
If you have **bypassed payment**, you will receive an invoice by email. You can then mail a check to **NJAHU, 45 Academy Street, Suite 501, Newark, NJ 07102**

Exhibitors and sponsors at the NJAHU Conference will reach a highly interested group of conference attendees including:

Agents/Brokers · General Agents · Financial Planners · Worksite Marketers
Sales Reps · Long Term Care Specialists · Technology Experts

PUBLICITY

Our print newsletter, e-newsletter and website(www.njahu.org) vigorously promote conference sponsors and exhibitors as they come on board. You will not want to miss out on having your name in front of hundreds of brokers and agents across NJ, NY and PA.

****NEW** lower attendee pricing will attract more brokers than ever!**

- **NJAHU local chapters are already promoting the 2017 Sales Conference at their monthly meetings**
- **Our Carrier and GA partners will be offering incentives to their brokers to attend**
- **The conference is cross-promoted to NJ, NY and PA chapters of the National Association of Health Underwriters (NAHU), NAIFA-NJ, and Professional Insurance Agents**

EXCITEMENT

Don't be left out! Sign up early for a prime location in our exhibitor area. Sponsor early and enjoy widespread promotion in all Conference materials. We will bring in the crowd with our 2017 NJAHU offerings. Bally's Hotel & Casino offers it all: from its four-star restaurants to the world-class pool and spa to the deluxe gaming opportunities, Bally's Hotel & Casino is truly the place to be; don't miss the 2017 NJAHU Conference!

FUNDAMENTALS

- **CE classes covering timely topics, approved for NJ, NY & PA credits.**
- **Engaging presentations on industry topics including the latest legislative updates.**
- **A two-day exhibitor show with strong incentives for attendees to visit the exhibits.**
- **Prize drawings – to be chosen on a “must be present in the Exhibit Hall to win” basis.**
- **Networking opportunities including two cocktail parties - one in the Exhibit Hall.**
- **An exciting Golf outing! Register early to play!**

Carriers and brokers are encouraged to host private events on Monday evening only. On Tuesday night we will feature the return of the NJAHU Lounge with music, entertainment and dancing.

Exhibits will be set up during the following hours:

- **Set-up: Monday, May 15, 2017, from noon to 6:00 p.m. All exhibits MUST be in place by 6:00 p.m. Additional set up hours on Tuesday, May 16 from 9:00 a.m. to 11:30 a.m.**
- **Exhibit Hours: Monday, May 15, 2017, open from 6:00 p.m. to 8:00 p.m., and Tuesday, May 16, 2017 from 12:00 p.m. to 3:30 p.m.**
- **Dismantling: Tuesday, May 16, 2017, from 3:30 p.m. until 5:30 p.m.**

***Times Subject to Change**

Plan now to be a part of the 2017 NJAHU Sales Conference. Contact the NJAHU office with questions at info@njahu.org or 908-349-0789.

2017 NJAHU CONFERENCE SPONSORSHIP OPPORTUNITIES

SIGNAGE AT THE CONFERENCE INCLUDED IN ALL LEVELS BRONZE AND ABOVE



PLATINUM **\$25,000**

Overall Conference Sponsor – Horizon Blue Cross Blue Shield

- Triple booth
- Banner hung in General Session
- 20 attendees
- 2 golf foursomes
- Breakout session
- 3 Email blast opportunities
- Top billing on all email blasts
- Speaker at General session



DIAMOND **\$22,000**

Registration Desk Sponsor – Create

- Triple booth
- Custom Key Cards
- 20 attendees
- 2 golf foursomes
- Breakout session
- 2 Email blast opportunities
- Second billing on all email blasts



EMERALD **\$17,000**

Overall Golf Sponsor – UnitedHealthcare

- Triple booth
- 20 attendees
- 2 golf foursomes
- Breakout session
- 1 Email blast opportunity
- Hospitality suite or party



TITANIUM **\$14,000**

Name Badge Sponsor – AmeriHealth NJ

Overall Education Sponsor – Savoy Associates

Lanyard Sponsor – AVAILABLE

- Double booth
- 20 attendees
- 2 golf foursomes
- Breakout session
- 1 Email blast opportunity



GOLD **\$10,000**

Wifi Sponsor – AVAILABLE

Overall NJAHU Lounge Sponsor – Affiliated Physicians & Employers Health Plan Powered by QualCare

Keynote Speaker (includes intro of keynote) – AVAILABLE

- Double Booth
- 10 attendees
- 1 golf foursome

Sponsorship includes: Recognition in conference brochure, ability to advertise sponsorship of the NJAHU 2017 conference, signage at conference, listing on our website www.njahu.org, and recognition throughout the conference. Sponsorship also includes listing in the 2017 prospectus with thanks for your participation this year. You do not have to exhibit in order to be a sponsor.



SILVER \$7,000

5K Torch Run – **O.C.A. Benefit Services**

Cell Phone Charging Stations – **AVAILABLE**

Golf Beverage Carts – **Emerson Reid**; Second Cart **AVAILABLE**

NJAHU Lounge Cocktails – **FNA**

NJAHU Lounge Entertainment – **AVAILABLE**

Online Registration – **AVAILABLE**

Overall Golf Prizes – **AVAILABLE**

Tuesday Lunch – **Martin Insurance**

Welcome Cocktail Reception – **Slattery GA, a div. of Arthur J. Gallagher**

- Double Booth
- 7 Attendees



BRONZE \$5,000

Barista Station (custom coffees) – **AVAILABLE**

Bingo Cards – **AVAILABLE**

Breakout Sessions – **AVAILABLE**

Golf BBQ Lunch – **Aetna**

Golf Breakfast – **BenefitMall**

Golf Giveaway – **Cigna**

Monday Coffee Break – **AVAILABLE**

Multimedia Sponsor – **Nippon Life Benefits**

Shoe Shine Sponsor – **Professional Group plans**

Tuesday Breakfast – **Altomare Financial Group**

Water Cooler Stations – **AVAILABLE**

Wednesday Breakfast – **AVAILABLE**

- Single Booth
- 5 Attendees



EXHIBIT Booths \$1,550

REGISTER BY APRIL 17 & SAVE \$150!

Conference sponsors are given preferential placement over exhibitors.

****NEW Early Registration Pricing for Exhibitors****

Single Booth - \$1,400 (\$1,550 after April 17) Includes two conference registrations.
Additional attendees are \$150 ea.

(All booth attendees must be registered and wear a name badge to be permitted entry into the exhibit hall)

- Single Booth
- 2 Attendees

EXCLUSIVE GOLF OUTING SPONSORSHIPS

Prize Sponsorships - \$1,500 each

Bay Course prizes • Pines Course prizes

On-site Chair Massage - \$1,000 (before golf)

Contest Sponsor - \$600 – Sponsorships

available on the Bay Course and Pines Course

- Longest Drive Men's • Longest Drive Women's
- Closest to the Pin Men's • Closest to the Pin Women's
- Hole in One • Straightest Drive

Tee Sponsors –

\$500 for 2 holes (one on each course)

\$300 for 1 hole

Includes signage. Two-hole sponsors will be seen by all golfers

Charitable Contribution - \$100 for shared signage with proceeds donated to Children's Specialized Hospital of NJ.

Conference sponsors are given preferential placement over exhibitors.

GENERAL INFORMATION/TERMS & CONDITIONS

Lodging: Monday, May 15 and Tuesday, May 16, 2017 – Bally's Hotel & Casino, Atlantic City, NJ or Caesars Atlantic City. A limited number of rooms at Conference rates are available for reservation until April 17, 2017. After April 17, 2017, lodging cannot be assured and regular room rates will apply. Make room reservations directly with Bally's Hotel & Casino or Caesars by calling 888-516-2215. Please mention the NJ Health & Life Underwriters Association, and the code is SB05HU7 for Bally's and SC05HU7 for Caesars.

Parking: Valet parking is available at the main entrance of Bally's at a cost of \$10/day for hotel guests. Self-Parking is also available at a cost of \$5/day for hotel guests.

How to get there: Bally's Hotel & Casino is located at 1900 Pacific Avenue, Atlantic City, NJ 08401. The facility is conveniently located for easy access via:

Air: Atlantic City Airport

From the North: Take the New Jersey Turnpike to the Garden State Parkway (Exit 11). Proceed south on the Parkway to Exit 38 (Atlantic City Expressway). Take Atlantic City Expressway (East). Turn left on to Pacific Avenue.

From the West: Cross the Benjamin Franklin Bridge or Walt Whitman Bridge and follow the North-South Freeway (Route 42) to the Atlantic City Expressway. Take Atlantic Expressway (East). Turn left on to Pacific Avenue.

From the South: Take I-95 North across the Delaware Memorial Bridge and follow Route 40 East to the Atlantic City Expressway. Take Atlantic Expressway (East). Turn left on to Pacific Avenue.

Installation and Dismantling: Exhibits will be set up during the following hours in the Grand Ballroom. Times subject to change.

Set-up: Monday, May 15, 2017, from noon to 6:00 p.m. All exhibits MUST be in place by 6:00 p.m. Additional setup hours on Tuesday, May 16 from 9:00 a.m. to 11:30 a.m.

Exhibit Hours: Monday, May 15, 2017, from 6:00 p.m. to 8:00 p.m. and Tuesday, May 16, 2017 from 12:00 p.m. to 3:30 p.m.

Dismantling: Tuesday, May 16, 2017, from 3:30 p.m. until 5:30 p.m. No breakdown allowed prior to 3:30 p.m. without express permission from management. Early breakdown without permission may result in forfeiture of booth space in future years.

Exhibit Booths: Standard size booths are 8 ft. deep by 10 ft. wide and are indicated by number on the official Floor Plan. Booths include the following at no extra cost: Drapery – 8 ft. back drop with 3 ft. divider, sign indicating firm name, 6 ft. draped table and two chairs. Electrical service and all other furnishings, equipment, facilities, etc., shall be provided by the exhibitor at their expense, with arrangements to be made through the Convention Services Contractor. This information will be provided at a later time. Wireless internet access will be provided to exhibitors free of charge.

Reservations: To reserve your booth(s), you must register online at www.njahu.org. All sponsorship and exhibitor registration fees must be paid prior to the show. You will not be admitted to the exhibit program if a balance is due on your account.

Cancellation/Refund Policy: You may cancel your Exhibitor booth registration, less the non-refundable minimum deposit of 50% of total price of requested space, provided in the NJAHU registration policy. This will be the sole and exclusive right and remedy of your company in this respect. Individual cancellation is honored for emergencies only.

Use of Booths: All exhibits and demonstrations must be confined to the exhibit booth. No exhibitor shall assign, sublet or share the whole or any part of the assigned booth space. Exhibitors are urged to cooperate in closing of exhibits and clearing the Vendor Fair when requested.

Badges & Registration: Exhibitor badges must be worn at all times. Badges will not be transferable and management reserves the right to limit the quantity and to confiscate the badge used by any person other than the one to whom it was issued. All Exhibitors must be registered to get into the Exhibit Hall. Additional Exhibitor passes, other than those that come with your booth, can be purchased for \$150.

Aisle & Space: All aisle space is under the control of the NJAHU and shall not be used for exhibit or demonstration purposes.

Exhibit Restrictions: No construction in exhibit space shall exceed eight feet in height and any construction in excess of four feet in height must be kept within three feet of back line of exhibit space. All exhibit material used in the Exhibit Area must be non-flammable to conform to the fire regulations of Atlantic City. Before food or beverage is dispensed or given at booth(s), the Exhibitors shall notify Management and must purchase such food or beverage with the consent of Hotel.

Exhibit Shipping Instructions: The NJAHU has made excellent arrangements for handling of your exhibit equipment with its Convention Services Contractor. Whether you use their services completely or have your exhibit delivered directly to Hotel at show time, a Convention Services Contractor will be available if you require their services.

Conduct of Exhibitors: The NJAHU reserves the right to close any exhibit that conducts solicitation in an objectionable manner or infringes on the rights and privileges of other exhibitors. All activities of each exhibit MUST be confined to the exhibitor's allotted space.

Security: The exhibitor must have an attendant in charge of their exhibit each day during the hours the Exhibit Area is open. However, the NJAHU assumes no liability whatsoever for materials in exhibitors' booths.

GENERAL INFORMATION/TERMS & CONDITIONS

Liability: In case the premises of hotel shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, Emergency declared by any governmental agency or by Management, or for other reason, Management may, at its sole discretion, relocate the site of the show or terminate this contract. In the event of show relocation or termination, the exhibitor agrees that the sole liability of Management shall be to return to each exhibitor his space payment less the pro-rated share of all costs and expenses incurred and committed by Management. The Management, Hotel and Convention Services Contractor are not responsible for any injury to any exhibitor or to exhibitor's employees or property, or for loss by fire, theft, damage, delay, or any cause whatsoever, while exhibits and merchandise are in transit to and from the building or while in the building. Exhibitors who desire to carry insurance on their exhibits may do so at their own expense. Each exhibitor expressly releases Management, Hotel and the Convention Services contractor from such liabilities and agrees to indemnify them against any and all claims for such injury, loss or damage. The Management reserves the right to remove or eliminate any objectionable exhibits, person, advertisements, souvenirs or any other feature or action which might harm or impair the high standards of the Conference. No assembling of exhibits will be permitted during the hours when the exhibition area is formally open.

Application to Exhibit: Applications to exhibit are subject to the criteria below, and review and approval by the association. Exhibits may not be inconsistent with the professional nature and goals of the event. The Association reserves the right to request a description of your company and any information or materials you intend to exhibit. Exhibit space is not intended for airing views of a controversial social, political, or professional nature. In addition, the Association reserves the right to decline exhibit requests from companies' exhibiting products and services that could be considered competing with the intent of the event. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the Association and appropriate authorities.

Contractual Agreement: It is agreed that the Exhibitor will abide by the rules and regulations cited during and after the exhibit and by other reasonable rules consider necessary by the Association or Hotel proved that these rules do not materially alter the Exhibitors' contractual rights. All matters and questions not covered by these regulations are at the discretion of Management. These regulations may be amended at any time by the Association, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations. Exhibitor agrees to adhere to the space restrictions as defined in the 'Exhibit Fees' section of this Exhibitor Prospectus. Failure to comply may result in the termination of Exhibit privileges, at the discretion of Show Management. In such cases, no refund of Exhibitor fees will be offered.

Management Sole Discretion: Space assignment shall be as indicated on the exhibit space floor plan, which will be included with your confirmation and Exhibitor manual. However, should conditions or situations warrant, Management reserves the right to rearrange the official floor plan to accommodate the best interests of the show. The floor plan maintained by Management shall be the official floor plan. Changes may occur at any time to accommodate show needs. The Exhibitor agrees to comply with and be bound by all laws of the United States, the state and city where the exhibits is held, and wherever applicable all rules and regulations of the police department and fire department and those policies and criteria which have been established by the Hotel for use of the designated exhibit areas. Displays must not block view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. No smoking is allowed at any Conference. Neither Management nor the Hotel shall be responsible for any damage or injury that may happen to the Exhibitor or its agents, servant, employees, or property from any causes whatsoever, except the gross negligence or willful misconduct of Show Management, its servants or employees, arising out of Management's duties and responsibilities under the agreement. The Exhibitor expressly releases Management and Hotel, its directors, officers, agents, employees, and /or servants from any such loss, damage or injury. Management and the exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property. Show management, its staff, employees, and agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. The Exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the hotel leased or used by the Exhibitor, or its employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. The Exhibitor shall defend, indemnify and hold harmless the NJAHU and Jaffe Communications, its officers, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgment, and liability of every kind and description (including court costs and reasonable attorney's fee) for injury to and death of persons and /or damage to or any loss of property which are caused by, arise from, or grow out of the Exhibitor's use or occupancy of the premises or from any breach by the Exhibitor of any condition of this contract, or from any act or omission of the Exhibitor, or its employees, representatives, servants, agents, invitees, patrons, guests licensees, or contractors.

Care of Exhibit Space: Exhibitors shall care for and keep in good order the space occupied. The hotel will vacuum carpets and aisles once each day during closed hours, but this service does not include individual exhibit areas, dusting or any special cleaning. Exhibitors must surrender occupied space to the management in the same condition as it was at the commencement of occupation. If the space occupied or equipment furnished to the Exhibitor is damaged by the exhibitor, its agents or employees, the Exhibitor, on demand, shall pay such sum as shall be necessary to restore said space or equipment to the same condition as it was when first occupied or received by the Exhibitor.

Booth Subletting: Booth subleasing is strictly forbidden. Only the Exhibitor identified on the registration form is permitted exhibit at the booth.

Non-Exhibiting Supplier Status: Non-exhibiting suppliers may not "suitcase" the show, to approach attendees and exhibitors for the purpose of selling their products in the aisles. This practice is prohibited by show regulations. Anyone who is observed approaching buyers in the aisle or in an Exhibitor's booth, who is not a legitimate Exhibitor, should be reported to Show Management. The non-exhibitor will then be asked to curtail this activity or to exit the show. These measures will be strictly enforced with the intent of preserving the integrity of the show and maintaining a good relationship between attendee and Exhibitor.

THANK YOU TO OUR 2016 SPONSORS AND EXHIBITORS

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Health Republic Insurance of NJ
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 HR 360 Inc.
 HSA Bank
 Idilus Total Solution
 Individual Commercial Brokerage, Inc.
 Insurance Administrator of America, Inc
 Key Benefit Administrators
 Kistler Tiffany Benefits
 MagnaCare
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