



# CAHU

## Annual Convention & Symposium

October 3-5

# 2019

*Costa Mesa*





Dear Industry Colleagues,

It is our pleasure to announce the California Association of Health Underwriters' (CAHU) Annual Convention & Symposium to be held on October 3 – October 5, 2019 at the Hilton Orange County/Costa Mesa.

This year's event will deliver high-value content from extraordinary speakers and our industry's most knowledgeable, insightful and influential professionals. Attendees will gain crucial knowledge, meet inspiring peers and walk away with ideas that will help their business skyrocket.

In addition to the Main Platform, there will be many ways to learn in Focus Sessions, Cornerstone Presentations and CAHU Speaks. Attendees will walk away with up-to-date information on national and state legislative and regulatory developments, as well as CAHU's Single Payer Coalition, and the latest trends, concepts and ideas in employee benefits. Our Vanguard Council will be hosting a fun and exciting event designed for networking and developing meaningful lifelong relationships.

CAHU welcomes you to become an exhibitor at this premier industry event, as well as a Corporate Metallic Sponsor. We are expecting upwards of 500 attendees and 50 sponsor/exhibitors representing employee benefits, technology and ancillary providers and organizations. We are planning an aggressive statewide attendee promotion to include all California licensed agents, sister trade associations and publications and the property and casualty industry. Attached is information on how to become a CAHU sponsor and exhibitor.

Please do not hesitate to contact us for any reason. We look forward to seeing you there!

Bruce D. Benton, RHU, REBC  
CAHU President-Elect (2019-2020)  
2019 Annual Convention Chair



## DYNAMIC PROGRAM

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Motivating Main Platform presentations, detailed Focus Sessions and CAHU Speaks will improve your productivity, client engagement strategies and business practices.



## CAHU CONNECTION

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Connect with other bright minds of the business and talk strategies with peers facing similar challenges. Grow. Connect. Thrive.



## BE INSPIRED

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Share and listen to ideas that will advance your business and be a driving force to inspire growth in your professional and personal life long after you leave the meeting.



## CELEBRATE SUCCESS

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Celebrate CAHU tradition at this extraordinary event with members around the state and be recognized among the best in the profession.

## LOCATION

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The 2019 CAHU Annual Convention & Symposium and its official hotel will be located in Costa Mesa, California just 2.4 miles from John Wayne Airport and 18 minutes to Disneyland. Click [HERE](#) for special room block rates.

Hilton Orange County/Costa Mesa  
3050 Bristol Street  
Costa Mesa, CA 92626



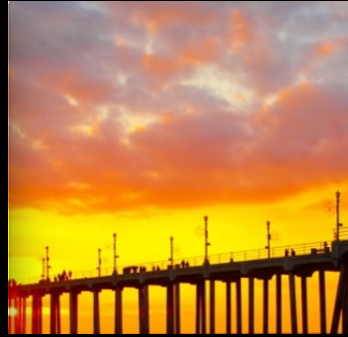
## PROGRAM

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### OPENING CEREMONY

Features NAHU EVP/CEO Janet Trautwein and presentations by high-profile speakers.



### MAIN PLATFORM

Hear highly sought-after speakers share thoughts on improving productivity and professional skills.



### CORNERSTONE PRESENTATIONS

Presentations provide a deeper exploration of relevant topics to help you up your game.



### FOCUS SESSIONS

Industry experts and thought leaders share knowledge in marketing, prospecting, business processes and technology.



### GRAND EXHIBIT HALL

Visit with over 35 industry sponsors and exhibitors for up to date product and client value-based services.



### CAHU SPEAKS

A special state and federal legislative update including CAHU's Single Payer coalition.



# *Unique Experiences*

## **ConnectionZone**

Make the ConnectionZone your first stop after registration. In this fun and innovative space, you can connect with colleagues, meet new friends, get your photo taken and find great entertainment.

## **Visit the CAHU Foundation Booth**

The CAHU Foundation is dedicated to educating Californians on health care finance and consumption in an effort to advance cost restraint, satisfaction in delivery of care and understanding of the system in our state.



**CAHU FOUNDATION**  
Educating California on Health Insurance



## SCHEDULE AT A GLANCE

### Thursday, October 3, 2019

9 a.m.	5 p.m.	Registration Open   Exhibitor Set Up
10 a.m.	2 p.m.	CAHU Board Meeting <i>(Open to all attendees)</i>
		CAHU Chapter Leadership & Development <i>(For all local chapter board members. Open to all attendees)</i>
2:30 p.m.	4 p.m.	General Session
		Breakout Sessions
		Conclusion
4 p.m.		Hotel Check-In   Dinner on your own
6 p.m.		Welcome Reception

### Friday, October 4, 2019

7 a.m.	5 p.m.	Registration Open
		<b>Focus Sessions</b>
		Session 1
9 a.m.	10 a.m.	Session 2
		Session 3
		Session 4
		Session 5
10:15 a.m.	11:15 a.m.	Session 6
		Session 7
		Session 8
		Session 9
11:30 a.m.	12:30 p.m.	Session 10
		Session 11
		Session 12
12:45 p.m.	1:45 p.m.	Grand Exhibit Hall Opening   Buffet Lunch
2 p.m.	2:45 p.m.	Visit and Introduction of Sponsors and Exhibitors
3 p.m.	5 p.m.	<b>Grand Opening General Session</b>
5 p.m.	6:30 p.m.	CAHU Happy Hour in Exhibit Hall
7 p.m.		Vanguard Event

### Saturday, October 5, 2019

7 a.m.		Registration open
8 a.m.		Plated Breakfast
		Awards Ceremony
		<b>Power General Session</b>
8:30 a.m.	9:15 a.m.	CAHU Speaks
		Legislative Update & Single Payer Coalition
9:15 a.m.	10 a.m.	Cornerstone Presentation
10 a.m.	11 a.m.	Coffee Break with Exhibitors
11 a.m.	11:45 a.m.	Cornerstone Presentation
11:45 a.m.	12:15 p.m.	Cornerstone Presentation
12:15 p.m.	12:45 p.m.	Closing remarks, raffles & prizes <i>(Must be present to win)</i>
1 p.m.		CAHU-PAC Luncheon



## Vanguard Council Costume Party

Friday, October 4<sup>th</sup> at 7:00 – **Free to CAHU Members**, \$25 for non-members

Halloween arrives early at Vanguard Council's costume social including karaoke, dancing and out-right insanity. Full-filled networking guaranteed to develop meaningful lifelong relationships. **Click here** to register.

CAHU Members – Use promo code MEMBER





# REGISTRATION AND PRICING

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Registration begins in April, 2019 and is open to all CAHU members and non-members on a first-come, first-served basis. Register early to secure your place. Availability is non guaranteed. The meeting will close when capacity has been reached and this meeting expected to sell out early. We encourage you to **book your hotel room** at the time of registration.

## PRICE

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### EARLY REGISTRAION

**\$79**

April 1 – July 31

### ADVANCE REGISTRATION

**\$99**

August 1 & On-site

On-site registration is not guaranteed

### VANGUARD EVENT

*(requires separate registration)*

**\$25**

**Free to CAHU Members**

[Click here](#) to view refund and cancellation information.





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## Thank you to CAHU's Metallic Sponsors

Metallic Sponsors provide CAHU with extraordinary levels of support and financial assistance. In return and in appreciation, CAHU provides Metallic Sponsors with high-value recognition, maximum visibility and cost-effective packages that combine conference exhibit booths, conference program and newsletter advertising including CAHU's website. We invite you to visit [www.cahu.org/our-sponsors](http://www.cahu.org/our-sponsors) for more information on becoming a CAHU Metallic Sponsor.

A very special thank you to the 2019 CAHU Annual Convention & Symposium  
*Main Event, Breakfast, Lunch, Vanguard Event and Focus Sessions Metallic Sponsors.*

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# CAHU Annual Convention & Symposium Sponsorship Opportunities

*Available on a first-come, first-served basis*

Satisfies CAHU Metallic Sponsor recognition including additional benefits

## **Hotel Key Card and Parking Sponsor - \$15,000 (1 available)**

*Your logo will be on hotel key cards, plus all attendees will receive parking validation at your exhibitor booth*

- 2 additional exhibitor registrations
- 2 registrations to Vanguard event
- Signage at hotel check in and exhibit hall doors
- Sponsorship recognition throughout the Convention including Metallic Sponsor benefits

## **Welcome Reception Sponsor - \$5,000 (4 available)**

*Welcome reception will take place on Thursday, October 3<sup>rd</sup> at 6:00pm and will include members from the CAHU Board, local chapter leaders and conference attendees.*

- Signage during Welcome Reception
- Sponsorship recognition throughout the Convention including Metallic Sponsor benefits

## **Happy Hour Sponsor - \$5,000 (4 available)**

*Happy Hour takes place on Friday, October 4<sup>th</sup> in the Exhibit Hall immediately following the Grand Opening General Session. All Convention attendees and Main Platform Speakers will be in attendance.*

- Signage during Happy Hour
- Sponsorship recognition throughout the Convention including Metallic Sponsor benefits

## **Event Registration Sponsor - \$2,500 (2 available)**

- Includes exhibitor booth package
- Signage at registration table
- Sponsorship recognition throughout the Convention including Metallic Sponsor benefits

## **Bag Sponsor - \$2,500 (1 available)**

*We will use the bag you provide and hand out at the registration table*

- Includes exhibitor booth package
- Signage at registration table
- Sponsorship recognition package including Metallic Sponsor benefits

## **Lanyard Sponsor - \$2,500 (1 available)**

*We will use the lanyard you provide and hand out at the registration table*

- Includes exhibitor booth package
- Signage at registration table
- Sponsorship recognition package including Metallic Sponsor benefits

## **Podium Sponsor - \$2,500 (2 available)**

*Your logo will be displayed on the Main Platform podium during all General Sessions*

- Includes exhibitor booth package
- Signage at registration table
- Sponsorship recognition package including Metallic Sponsor benefits



## \$1,500 Sponsor Opportunities

*Includes signage and sponsorship recognition throughout the Convention. Exhibitor booth is not included.*

- Audio Visual Sponsor
- CAHU Board Meeting/Lunch Sponsor
- CAHU Education Foundation Booth Sponsor
- CAHU Leadership & Development Session Sponsor
- Charging Station Sponsor
- Coffee Break Sponsor
- ConnectionZone Photo Booth Sponsor
- Keynote Speaker Sponsor

## \$1,000 Sponsor Opportunities

- Friends of CAHU Sponsor



## Exhibitor Booth Package

Price: \$1,000

- Single booth (table) 72 X 30"
- Including 2 exhibitor attendee registrations
- 10% discount for additional exhibitor attendees







As the premier trade association representing health insurance agents and brokers, CAHU continues to protect the indispensable role that professional benefits specialists play in serving consumers.

CAHU is the largest statewide chapter of The National Association of Health Underwriters (NAHU), representing more than 100,000 licensed health insurance agents, brokers, general agents, consultants and benefit professionals through more than 200 chapters across America. CAHU members service the health insurance needs of large and small employers as well as people seeking individual health insurance coverage. Every day, CAHU members work to obtain insurance for clients who are struggling to balance their desire to purchase high-quality and comprehensive health coverage with the reality of rapidly escalating medical care costs. As such, one of CAHU's primary goals is to do everything we can to promote access to affordable health insurance coverage.

CAHU members help millions of consumers by guiding them through the complexities of health insurance purchasing and enrollment, while ensuring they get the best policy at the most affordable price. We seek to understand each personal situation to create recommendations that complement a client's financial and medical security needs. And our job does not end with the sale. Our licensed producers help their clients with claims issues, service questions and compliance matters throughout the life of each policy they sell.

The clients of CAHU members range from Fortune 500 companies to mom-and-pop businesses and individuals seeking health insurance. Our members have a unique understanding of consumer health care needs, the perspective of business owners and the economic realities of health insurance markets. We not only sell traditional health insurance products, but also coverage such as dental, long-term care, disability, Medicare Advantage and Medicare Supplements and a variety of consumer-driven products. Members agree to abide by NAHU's Code of Ethics, which requires them to always make health care coverage recommendations with the customer's best interest in mind.

CAHU offers its members a multitude of educational opportunities, continuing-education classes and provides our members with professional conferences and networking functions, publications and business-development tools. We conduct advocacy efforts at the state and federal levels of government to advance the interests of health insurance professionals and to promote affordable and responsible private health insurance market solutions.





## Sponsorship Opportunities

Selection Form (page 1)

- |  |  |
|--|--|
| <input type="checkbox"/> Hotel Key Card & Parking Sponsor - \$15,000 | <input type="checkbox"/> Welcome Reception Sponsor - \$5,000       |
| <input type="checkbox"/> Happy Hour Sponsor - \$5,000                | <input type="checkbox"/> Event Registration Sponsor - \$2,500      |
| <input type="checkbox"/> Bag Sponsor - \$2,500                       | <input type="checkbox"/> Lanyard Sponsor - \$5,000                 |
| <input type="checkbox"/> Podium Sponsor - \$2,500                    | <input type="checkbox"/> Welcome Reception Sponsor - \$5,000       |
| <input type="checkbox"/> Audio Visual Sponsor - \$1,500              | <input type="checkbox"/> CAHU Board Meeting Sponsor - \$1,500      |
| <input type="checkbox"/> CAHU Foundation Booth Sponsor - \$1,500     | <input type="checkbox"/> CAHU Leadership Session Sponsor - \$1,500 |
| <input type="checkbox"/> Charging Station Sponsor - \$1,500          | <input type="checkbox"/> Coffee Break Sponsor - \$1,500            |
| <input type="checkbox"/> ConnectionZone Photo Booth - \$1,500        | <input type="checkbox"/> Keynote Speaker Sponsor - \$1,500         |
| <input type="checkbox"/> Friends of CAHU Sponsor - \$1,000           |  |

2520 Venture Oaks Way, Suite 150 • Sacramento, CA 95833 • [www.cahu.org](http://www.cahu.org) • [info@cahu.org](mailto:info@cahu.org)

## Sponsorship Opportunities

Selection Form (page 2)

### Sponsor Payment Options

Please designate your sponsorship level on page 1 and complete the information below.  
Please mail check payable to "CAHU" or credit card information to the address listed:

California Association of Health Underwriters  
2520 Venture Oaks Way, #150  
Sacramento, CA 95833

Please do not e-mail contract or credit card information. Please mail or fax to (916) 924-7323.

Upon receipt of payment, you will receive a confirmation e-mail and personal phone call along with with other details related to the event, such as how to register for free attendees, shipping, setup, etc. Space assignments will be e-mailed by September 3, 2019. Based on sponsorship level, vendors may be entitled to free registrations to the Convention. Any additional attendees are required to pay the applicable registration fee. The Vanguard event may require separate registration fees, which will be determined by CAHU membership status. Registration instructions will be included with the confirmation e-mail. Thank you.

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- ☐ We are enclosing a check for \$\_\_\_\_\_ (make payable to CAHU)  
☐ Charge my credit card \$\_\_\_\_\_ ☐ Visa ☐ MasterCard ☐ American Express

Card number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CID# \_\_\_\_\_

Billing Address \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_

Name/Company (to be listed as the sponsor) \_\_\_\_\_

Contact Person \_\_\_\_\_ E-Mail \_\_\_\_\_

Address \_\_\_\_\_ City, State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Thank you for your generous support!

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