

**2011 Exhibitor's Manual – 2011 Health Care Benefits New York Show & Conference  
March 7, 2011, Monday, Set-up Sunday, March 6**

**Set-Up Sun**, March 6: 1-6 pm, Mon Morning March 7: 6-8 am

**Show Opens Mon**, March 7: 8 am – 4 pm.

**Roosevelt Hotel**, East 45th Street & Madison Avenue, Mezzanine

Freight: 70 Vanderbilt Ave Between E 45th & 46th St. No loading dock.

**Deadlines Begin Feb 7, 2011**

**Show Set-Up begins Sun, March 6, 1-6 pm & Mon, March 7, 6 - 8 am.**

Show opens Monday with coffee service 8 am.

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| <p><b>2011 Benefits Health Care New York<br/>Flagg Management Inc<br/>353 Lexington Ave<br/>New York, NY 10016<br/>212-286-0333 Fax 212-286-0086<br/>flaggmgmt@msn.com<br/>registration: flaggmgmt.com/ben</b></p> |
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**Show Hours:** Mon, March 7, 8 am – 4 pm.

**Conference Hours:** Mon, March 7, 8:30 am – 4:50 pm

**1. PROMOTE YOUR FIRM AT THE SHOW.** Download and email free show invitations.

**2. PHONE FOR HOTEL RESERVATIONS TODAY TO:**

Roosevelt Hotel, East 45th Street & Madison Avenue, 212-661-9600

Ask for "Flagg Management/2011 Health Care Benefits", room rate \$209/single or double plus tax.

**3. SUBMIT FREE EXHIBITOR BADGES TO FLAGG MANAGEMENT INC.**

**4. SUBMIT FREE LISTING IN OFFICIAL DIRECTORY TO FLAGG MANAGEMENT INC.**

**5. OPPORTUNITIES ARE STILL AVAILABLE FOR SPONSORSHIPS AND DIRECTORY ADS.** See order forms.

Dear Exhibitor Colleague:

Please order electric, telephone, connectivity service from the Roosevelt Hotel if you require them. You must have a credit card to confirm your order. For electric, connectivity, telephone service, use the order forms in your exhibitor's manual or call Christine Traina at the Roosevelt Catering Services at 212-885-6079.

**Installation and set-up begins on Sunday 3-6 pm. Come in Sunday only if you need more time.** Set-up continues Monday 6 – 8 am, when the show opens at 8 am. Please order electric and connectivity and phone service from the Roosevelt Hotel in advance. It will be waiting for you when you arrive on Sunday.

**Conference registration will begin at 7 am and the opening general session will begin at 8:30 am, on Monday, in the Grand Ballroom, Mezzanine Level.** The Roosevelt Hotel at East 45th Street and Madison Avenue in the heart Manhattan and convenient to Grand Central and ground transportation as well as subway and commuter train service.

**Shipping:** Ship to arrive before Fri, March 4. Shipments will be stored in the package room until move-in Sun 1 pm. Address your shipments:

FLAGG

Company name: \_\_\_\_\_, Booth #: \_\_\_\_\_

2011 Health Care New York, March 7, Mezzanine Exhibit Area

Roosevelt Hotel

70 Vanderbilt Ave, (between East 46th and East 45th Streets)

New York, NY 10017, phone: 212-661-9600.

**Note: The hotel does not have fork lift trucks or a loading dock.** For heavy loads, your trucker should have a tail gate lift to unload into the street at 70 Vanderbilt Ave. The hotel does have a pallet jack to deliver inside the hotel. The hotel will deliver your items up to the show on Sunday by 3 pm. If you have items that you cannot find in your booth, they may still be in the package room, call 212-661-9600 x6489 or the convention services manager. The hotel charges for delivering boxes.

**Conference Sessions:** All sessions are in the Grand Ballroom and the Plaza Suite on the Mezzanine Level of the hotel. The opening session is at 8:30 am. All exhibitors are invited to this opening session.

**Show Hours: Show hours are 8 am – 4 pm**, and have been set to maximize conference traffic and walk-in traffic. Dedicated show viewing periods: **8-8:30 am** Registration and coffee service. **10-11 am** Midmorning break in the exhibits.

**1-1:30 pm** Dessert service in the exhibits. **3:15-4 pm** Afternoon break in the exhibits.

**Dismantling:** Show closes at 4 pm, Mon. All valuables must be out by 5:00 pm. All freight must be removed completely by 5:00 pm. ALL GOODS LEFT UNATTENDED ARE THE RESPONSIBILITY OF THE EXHIBITOR. See information on Move-Out: FedEx or UPS at Show Close. FedEx Phone: 800-463-3339 UPS Phone: 800-742-5877

**Move-Out 4:00 pm – FEDEX or UPS at Show close:**

1. Bring your FedEx air bills with you. 2. Make sure you have your FedEx account number. 3. You must phone FedEx and get a FedEx pick-up number. 4. If you are shipping Federal Express or UPS at the show close, you must prepare completed FedEx or UPS air bills with your FedEx or UPS account number and the complete address where you are shipping your FedEx or UPS material.

Call FedEx and schedule a pick-up from the Roosevelt Hotel, 70 Vanderbilt Avenue, NY, NY 10017. FedEx Phone: 800-463-3339; UPS Phone: 800-PICK-UPS (800-742-5877) **DO NOT LEAVE FEDEX OR UPS SHIPMENT WITHOUT MAKING PROVISIONS FOR FEDEX OR UPS AIR BILLS AND PICK UP. Also, if you wish to ship UPS ground, you should have special shipping labels for UPS ground.**

**Move-Out 4:00 pm UPS at Show Close:** is also available for pick-up at the Roosevelt Hotel. You must have a UPS account number and UPS land or air bills. Call UPS and schedule a pick-up at 800-742-5877.

**Exhibitor Badges: NOTE:** Pick up all exhibitor badges at the Registration Desk on the Mezzanine Level Coat Room by the elevators of the Roosevelt Hotel. None have been mailed in advance. Additions or corrections may be made at the show.

**Badge Colors:** Conference: yellow. Exhibitors: blue. Show-Only: white. Speaker: white ribbons Press: red ribbons.

**Security:** EXHIBITORS ARE NOT RELIEVED OF THEIR PRIMARY RESPONSIBILITY FOR ALL OF THEIR GOODS SHIPPED TO THE SHOW. DO NOT RISK LOSS OR DAMAGE TO ANY OF YOUR VALUABLES. DO NOT STORE ANY OF YOUR VALUABLES UNDER YOUR BOOTH. IF IT'S VALUABLE, TAKE IT WITH YOU. Valuable software, laptops, give-aways, briefcases, cameras, purses, and any other shoplifter type goods should be watched carefully. Women are advised to carry purses, do not set down anywhere. A prudent approach to show security can save loss or damage to goods.

**Responsibility:** The last person to leave is responsible for packing and shipping out all goods. DO NOT LEAVE YOUR BOOTH UNATTENDED, AND ESPECIALLY AT THE SHOW CLOSE.

**Promote the Free Show in advance:** Emails can generate new awareness about your company and your participation in the show. Use your emails to promote attendance. Go to our website and download Free email invitations. You can download from our website: [www.flaggmt.com/ben](http://www.flaggmt.com/ben).

**Hotel Accommodations:** Make hotel reservations at the Roosevelt Hotel. Room rates are \$209 single or double plus tax for the dates March 6-7, 2011. Phone 212-661-9600. Ask for "Flagg Management/2011 Health Care Benefits" room rates.

**Booth Package** includes: hotel area carpeting, a draped 6' table – 30" high, 24' wide, two chairs, special I.D. sign on an easel, waste basket - everything you need in your exhibit space that is 6' deep by 8' across.

**Free Directory Listing:** Fax in your Official Directory listing form and your exhibitor personnel badge form to Flagg Management Inc. Badges must be worn at all times. Business and professional visitors only.

**Download Banners and Buttons to put on your website.** Use our 2011 Health Care New York banners and buttons to encourage your customers to visit you at the free show. You can download from our Website: [www.flaggmt.com/ben](http://www.flaggmt.com/ben)

**Download new email free show passes to your email customer lists.** Maximize your impact. Generate new awareness about your company and your participation in the show. Use emails to promote attendance. Go to our Website and download these email invitations. You can download from our Website: [www.flaggmt.com/ben](http://www.flaggmt.com/ben)

**Show Management:** Russell Flagg will be available at the show on Sun-Mon, March 6-7, to the show close. Do not wait to resolve any problem. See Russell Flagg and put his experience to work for you.

FLAGG MANAGEMENT INC

Russell E. Flagg,  
Show Management

|   |                   |
|---|-------------------|
| <b>2011 HEALTH CARE NEW YORK</b>            |                   |
| ROOSEVELT HOTEL, EAST 45TH ST & MADISON AVE |                   |
| SHOW SCHEDULE AT A GLANCE                   |                   |
| Show Hours: Mon                             | 8 am – 4 pm       |
| Conf Hours: Mon                             | 8:30 am – 4:50 pm |
| Move-in: Sun                                | 1 – 6 pm          |
| Move-in: Mon                                | 6 – 8 am          |
| Move-out: Mon                               | 4 – 5 pm          |

## Service Contractors and Roosevelt Hotel Contacts

### **Roosevelt Hotel – Electric, Phones, Connectivity**

Roosevelt Hotel Catering/Convention Services

Madison Ave at East 45th Street

New York, NY 10017

212-661-9600 fax: 212-885-6162

Christine Traina, Catering Manager, 212-885-6079 fax: 212-885-6162 [ctraina@rooseveltnyc.com](mailto:ctraina@rooseveltnyc.com)

Kime Melesse, Dir. of IT, 212-885-6038 [kmelesse@rooseveltnyc.com](mailto:kmelesse@rooseveltnyc.com)

Mike Santos, PSAV Sales Manager, 212-867-8768 [msantos@psav.com](mailto:msantos@psav.com)

Lissa Oliver, Package Room 212-661-9600 ext. 6489

### **Roosevelt Hotel Shipment & Loading Door**

70 Vanderbilt Ave

Between East 45th & 46th Streets

212-661-9600

### **No fork lift trucks or loading dock.**

Your driver's truck should have a lift gate to lower your shipment onto the street at 70 Vanderbilt Avenue.

Mark your FedEx, UPS and show shipments:

FLAGG

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Roosevelt Hotel for March 7 – 2011 Health Care New York

70 Vanderbilt Avenue

New York, NY 10017

212-661-9600

### **NMR/National MicroRentals Inc.**

Computer, Monitor, Printer, VCR, and Other A/V Rental Services

28 Abeel Road

Monroe Twp, NJ 08831-2036

800-637-2496, 609-395-0550 fax: 609-395-7142 [www.nmrrents.com](http://www.nmrrents.com)

Jim Clark, Nat'l Trade Show Mgr. [jclark@nmrrents.com](mailto:jclark@nmrrents.com)

### **Morris Brothers Signs**

Special Signs, Banners, Graphics of Any Type

115 Grant Avenue

Nutley, NJ 07110

212-675-9130 fax: 973-667-3501

Peter Bellantone [peter@mbgraphics.com](mailto:peter@mbgraphics.com)

Michael Bellantone [michael@mbgraphics.com](mailto:michael@mbgraphics.com)

### **Photographer**

Dov Friedmann

cell: 347-886-7246

[dovfriedmann@mac.com](mailto:dovfriedmann@mac.com)

[PhotographybyDov.com](http://PhotographybyDov.com)

**2011 Health Care Benefits New York  
March 7, 2011, Roosevelt Hotel, New York, NY**

Partial List of Exhibitors as of 1/10/11

|  |      |
|--|------|
| Aetna Voluntary Plans and Consumer Serv                      | 206  |
| AFLAC New York   | 201  |
| Benefit Express  | 219  |
| BeneScript Div. of HealthTrans                               | 102  |
| Consult A Doctor   | 221  |
| Dearborn National  | 211  |
| EyeMed Vision Care   | 218  |
| First Symetra National Life Insurance<br>Company of New York | 210  |
| Free & Clear   | 206A |
| Greater New York Chamber of Commerce                         | 103  |
| HM Life Insurance Company of New York                        | 106  |
| Leader's Edge Magazine                                       | 215E |
| Liberty Mutual Group   | 212  |
| Lockton Companies  | 224  |
| Luther Appliance and Furniture Sales                         | 214  |
| Mercer   | 213  |
| MetLife  | 104  |
| OptumHealth Financial Services                               | 222  |
| Purchasing Power   | 211A |
| Renaissance Dental   | 204  |
| The Taben Group  | 202  |
| Transamerica Affinity Services, Inc.                         | 220  |
| United Health Actuarial Services Inc.                        | 105A |
| U.S. Department of Labor                                     | 215D |
| US Script, Inc.  | 223  |
| VPI Pet Insurance  | 217  |
| VSP  | 209  |
| Walgreens  | 207  |
| XL Communications, Inc.                                      | 216  |

**OFFICIAL DIRECTORY LISTING (ALPHABETICAL)**

**DEADLINE: FEB 7**

**RETURN COMPLETED FORM TO  
SHOW MANAGEMENT IMMEDIATELY**

**2011 HEALTH CARE BENEFITS NEW YORK**

**MAKE A DUPLICATE OF THIS FORM FOR YOUR RECORDS.**

MAIL TO: 2011 HEALTH CARE BENEFITS NEW YORK  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016 **FAX: 212-286-0086**

**SPECIAL NOTE: NEW PRODUCTS**

Please indicate new products that will be shown for the first time in New York in 2011.

**NEW PRODUCTS** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PLEASE TYPE OR BLOCK LETTER**

BOOTH # \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

DIVISION OF: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Email address: \_\_\_\_\_ URL address: \_\_\_\_\_

Indicate a brief generic description of the products, systems or services that you will have on display (limit to about 25 words). This listing will be edited for consistency and brevity. (PLEASE PRINT)

\_\_\_\_\_

For identification purposes, please print name of official submitting this form:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

**EXHIBITOR CONFERENCE**

**DEADLINE: FEB 7**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**2011 HEALTH CARE BENEFITS NEW YORK**

**MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS**

MAIL TO: 2011 HEALTH CARE BENEFITS NEW YORK  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016      **FAX: (212) 286-0086**

**EXHIBITOR CONFERENCE – ALL BADGES TO BE PICKED UP AT THE SHOW**

YOUR BEST CUSTOMER OR PROSPECT IS INVITED TO REGISTER IN ADVANCE AT NO CHARGE FOR THE FULL CONFERENCE PROGRAM AS YOUR GUEST. THIS IS A \$395 VALUE. PLEASE INDICATE BELOW WHOM THAT INDIVIDUAL WILL BE AND WE WILL RESERVE A SPACE AT THE CONFERENCE AND SEND THEM CONFIRMATION.

PLEASE PRINT

INDIVIDUAL NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

For identification purposes, please print name of official submitting form.

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**BOOTH PERSONNEL**

**RETURN COMPLETED FORM TO SHOW  
MANAGEMENT IMMEDIATELY**

**DEADLINE: FEB 7**

**2011 HEALTH CARE BENEFITS NEW YORK**

**MAKE DUPLICATE OF THIS FORM FOR YOUR RECORDS**

MAIL TO: 2011 HEALTH CARE BENEFITS NEW YORK  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE  
NEW YORK, NY 10016      **FAX: (212) 286-0086**

**BOOTH PERSONNEL TO RECEIVE EXHIBITOR BADGES – ALL BADGES TO BE PICKED UP AT THE SHOW**

PLEASE PRINT

BOOTH # \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

For identification purposes, please print name of official submitting form.

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

Booth personnel, named by you, will be furnished with show badges that will admit them to the Show during its entire course, including the installation and dismantling periods. List only the individuals who will staff your booth.

NOTE: Booth personnel will be permitted into the Exhibition Hall at any time. Any exhibitors who wish to participate in the Conference must register separately.

| <u>First Name</u> | <u>Last Name</u> | <u>Title</u> | <u>Company</u> |
|-------------------|------------------|--------------|----------------|
| 1. _____          | _____            | _____        | _____          |
| 2. _____          | _____            | _____        | _____          |
| 3. _____          | _____            | _____        | _____          |
| 4. _____          | _____            | _____        | _____          |

**2011 Health Care Benefits New York**  
**March 7, Roosevelt Hotel, New York**

**Sponsorship Opportunities**

Assigned exhibitors will have the opportunity to become participating sponsors in our exciting show and conference program. At the **Platinum, Gold and Silver sponsorship level**, sponsors will have branding and company logo on all our printed and online and electronic promotional material, they will have their logo displayed on our website and cross-linked to the exhibit firm website, and sponsor's logos will be prominently featured on our at-show banners and graphics, and in our pre-show and at-show official program guide.

**Platinum sponsorship level – \$15,000**

Will include a speaker on the program, branding and company logo on keynote program banner, identification of speaker and keynote program on all printed material, website and email promotional materials, platinum sponsorship logo on the Show welcome banner, platinum sponsorship logo in the official directory, one-page 4-color ad in the official directory, 15 full conference registrations to invite guests of your choice to the conference program.

**Gold sponsorship level – \$10,000**

Will include branding and company logo on program banner, identification of speaker and program on all printed material, website and email promotional materials, gold sponsorship logo on the Show welcome banner, gold sponsorship logo in the official directory, one-page 2-color ad in the official directory, 10 full conference registrations to invite your guests of your choice to the conference program.

- On site program guide (Gold sponsor) – \$10,000
- Tote bags (Gold sponsor) – \$10,000
- Luncheon – \$10,000

**Silver sponsorship level - \$5,000**

Will include branding and company logo on program banner, identification of sponsor on all printed material, website and email promotional materials, sponsorship logo on the Show welcome banner, sponsorship logo in the official directory, 5 full conference registrations to invite guests of your choice to the conference program.

- Coffee & Beverage Break Service – three individual sponsorships each – \$5,000  
1. Mon am coffee service, 2. Mon pm dessert service, 3. Mon pm coffee service.
- Badge Holders – \$5,000
- Badge Holder Lanyards – \$5,000

**Advertising and print marketing - \$5,000 - \$3,000**

The Official Program and Exhibitor's Guide will accept advertising, and will be distributed at the event to all conference and show participants. This 8 ½ x 11 program will be a compendium of the 2011 conferences and the exhibitors. This reference will have a 6 months promotional life after the event is concluded. Send film and ad print by Feb 7. Specs: Send film separations, 133 line screen, emulsion side down, right reading, with color proof, ad copy size 7x10, no bleeds without approval.

Advertising in the Official Program:

- Back cover, 7x10, 4-color – \$5,000
- Inside front cover, 7x10, 4-color – \$4,000
- Inside back cover, 7x10, 4-color – \$4,000
- 2-color, 7x10 ads – \$3,000

Other sponsorship opportunities will be considered.

Flagg Management Inc  
353 Lexington Avenue,  
New York, NY 10016  
Phone: 212-286-0333 Fax: 212-286-0086  
Email: [flaggmgmt@msn.com](mailto:flaggmgmt@msn.com)



**RETURN COMPLETED FORM TO  
SHOW MANAGEMENT IMMEDIATELY**

**DEADLINE: FEB 7**

MAIL TO: 2011 HEALTH CARE BENEFITS NEW YORK  
c/o FLAGG MANAGEMENT INC  
353 LEXINGTON AVENUE, 10<sup>TH</sup> FLOOR  
NEW YORK, NY 10016 **FAX: 212-286-0086**

**OFFICIAL DIRECTORY ADVERTISING INSERTION ORDER**

The Official Directory for the Health Care New York Show is the most complete guide to the conference sessions, speakers, exhibitors, and events which will take place at this event. This is the only Official Directory and will have an active promotional life during the one-day Show & Conference, as well as months after the show is done. This Official Directory is the most complete guide to exhibitors, their products and services, addresses, and phone and fax. Over 800 copies of this Directory will be printed and distributed at the show at the Roosevelt Hotel, New York, NY.

PLEASE TYPE OR BLOCK PRINT

Desired Advertising Insertion: \_\_\_\_\_

Booth # \_\_\_\_\_ Company Name: \_\_\_\_\_

Division of: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

RATE FOR OFFICIAL DIRECTORY ADVERTISING: Advertising in the Official Directory is non-commissionable.

BACK COVER (4-COLOR): \$5,000.

INSIDE BACK COVER (2-COLOR): \$4,000.

INSIDE FRONT COVER (2-COLOR): \$4,000.

FULL PAGE (2-COLOR): \$3,000.

TRIM SIZE: 8½ X 11 Full page dimension 7 wide x 10 deep

The Official Directory is offset, saddle stitch, 115 lb coated stock.

The Official Directory reserves the right to establish the PMS 2<sup>nd</sup> color in a 2-color ad.

Color ads: Composite negatives with a maximum of 133-line screen, right-reading, emulsion-side down required.

Line screen: 133-line maximum.

Bleeds: Contact management if bleed is required.

Mailing instructions: Send negatives by Feb 7 along with any special instructions for printer to:

FLAGG MANAGEMENT INC  
HEALTH CARE NEW YORK  
353 LEXINGTON AVENUE, 10<sup>TH</sup> FLOOR  
NEW YORK, NY 10016  
212-286-0333