



# 28th Annual Convention & Medicare Summit

Chateau Elan, Braselton Georgia August 14th-  
August 16th, 2018

## Embrace the Future: Building Tomorrow's Solutions



Join the Georgia Associations of Health Underwriters in the beautiful North Georgia Foothills for the opportunity to learn, connect, share and build your plan for the future

**Hear about new and exciting ways to expand your ability to be invaluable to your clients. Learn from your peers, and an impressive array of speakers, innovative ways to provide guidance in this new and endlessly changing landscape of health insurance.**

The Georgia Associations of Health Underwriters (GAHU) represent the interests of eight local chapters of the National Association of Health Underwriters (NAHU).

We are a professional organization of agents, administrators and insurance company representatives who have joined together to strengthen the private health care financing marketplace for all Americans.



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The 2017 GAHU Convention featured our first ever Medicare Summit, which we are making bigger and better in 2018! Held at Chateau Elan, it was a Huge Success and featured over 200 attendees from across Georgia.

Thank you to all our attendees & generous sponsors!

**GAHU Would Like to Thank our 2017 Convention Sponsors!**

**Platinum Sponsor:**

**Aetna**

**Gold Sponsor:**  
**Admin America**

**Silver Sponsors:**

- ACS Benefit Service
- Adams Keegan
- AFLAC
- Aleira Healthcare
- Allied National
- Allstate Benefits
- Ameriflex
- Avesis
- BASIC
- BCBS
- Benefit & Risk Management Services
- Benefit Mall
- Broker Spotlight by Elevate Benefits
- Capstone Administrators
- Creative Risk Underwriters
- Ease Central
- Flexcare
- Group Resources
- HCC Tokio Marine
- Humana
- Info Armor
- Infinisource
- Meritain
- Tasc
- ProCare RX
- Canadian Drug Store
- Ritter Insurance marketing
- Medicare Summit Sponsors:
- Ameritas
- Blue Cross Blue Shield
- Cigna
- Humana
- United Healthcare



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Other Sponsors:  
HR360 Avesis Info Armor Flexcare



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## Convention Sponsorship Options

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### Platinum Investment = \$ 5,000

- Double Booth with 2 draped 6 foot tables and 2 chairs
- Microphone time at a general session and speaker introduction
- Platinum Level Mobile App Package (see package details on next page)
- Company Logo on GAHU Website for 1 year
- Single Booth Sponsor at Medicare Summit (August 16, 2018 – details listed in packet)
- 3 Complimentary Golfers in Golf Event
- 5 Complimentary Convention Registrations
- Pre-convention listing of registrants prior to event
- Post-convention listing of attendees

### Gold Investment = \$ 3,000

- Single Booth with 1 draped 6 foot table and 2 chairs
- Gold Level Mobile App Package (see package details on next page)
- 2 Complimentary Golfers in Golf Event
- 3 Complimentary Convention Registrations
- Pre-convention listing of registrants prior to event
- Post-convention listing of attendees

### Silver Investment = \$ 1,800

- Single Booth (6 foot) with 1 draped 6 foot table and 2 chairs
- Silver Level Mobile App Package (see package details on next page)
- 1 Complimentary Golfers in Golf Event
- 2 Complimentary Convention Registrations
- Pre-convention listing of registrants prior to event
- Post-convention listing of attendees

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## Convention Package Details

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### Platinum Level Mobile App Package (included with Platinum Sponsorship)

- **Splash Page:** Your company ad displays when the App is launched or refreshed for excellent brand visibility
- **Push Notifications (2):** Messages get sent directly to attendees' mobile devices, which can be scheduled in advance and segmented for select attendees or event-goers at-large
- **Sponsor Listings & Exhibitors:** In-app profile that will appear with enhanced information, collateral, photos and video
- **Map Pins:** Pins help users find sponsor booths, sessions and other landmarks. A sponsor is highlighted along with pins on the map to link the sponsors in-app profile
- **Beacons (2):** Bluetooth-enabled beacons create stopping power by triggering strategic messages to whoever passes by
- **Surveys:** The opportunity to survey plus capture opinions via push notifications, sponsored listings and session pages
- **Banner Ads (2):** Rotating banner ads appear at the top or bottom of the screen and serves as a cost-effective way to create brand awareness.

### Gold Level Mobile App Package (included with Gold Sponsorship)

- **Sponsor Listings & Exhibitors:** In-app profile that will appear for enhanced information, collateral, photos and video
- **Map Pins:** Pins help users find sponsor booths, sessions and other landmarks. A sponsor is highlighted along with pins on the map to link the sponsors in-app profile
- **Surveys:** The opportunity to survey plus capture opinions via push notifications, sponsored listings and session pages
- **Banner Ads:** Rotating banner ad appear at the top or bottom of the screen and serves as a cost-effective way to create brand awareness.

### Silver Mobile App Package (included with Silver Sponsorship)

- **Sponsor Listings & Exhibitors:** In-app profile that will appear for enhanced information, collateral, photos and video
- **Map Pins:** Pins help users find sponsor booths, sessions and other landmarks. A sponsor is highlighted along with pins on the map to link the sponsors in-app profile

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# 2018 GAHU Medicare Summit

Chateau Elan, Braselton Georgia

August 16, 2018

GAHU will be holding a Medicare Summit at Chateau Elan on August 16, 2018

## Diving Deep into Medicare related topics

We have several sponsorship opportunities

### Summit Sponsor = \$1,000

- Single Booth (six foot table) with two chairs
- 2 complimentary registrations to event
- Company logo listed in program and on signage
- Post summit list of attendees

### Add-on's to Convention Package

**Gold Convention Sponsor Add-on = \$500** (choose this level if you are a Gold Convention Sponsor)

- Single Booth (six foot table) with two chairs
- 2 complimentary registrations to event
- Company logo listed in program and on signage
- Post summit list of attendees

**Silver Convention Sponsor Add-on = \$750** (choose this level if you are a Silver Convention Sponsor)

- Single Booth (six foot table) with two chairs
- 2 complimentary registrations to event
- Company logo listed in program and on signage
- Post summit list of attendees

### Lunch Sponsor = \$750

- 1 complimentary registration to event
- Company Logo in program and on signage
- Post summit list of attendees

### Afternoon Break Sponsor = \$500

- 1 complimentary registration to event
- Company listed in program and on signage

### All Day Beverage Service Sponsor = \$500

- 1 complimentary registration to event
- Company listed in program and on signage

### Continental Breakfast Sponsor = \$500

- 1 complimentary registration to event
- Company listed in program and on signage

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## Non-Exhibiting Convention Sponsorship Options

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*All include signage, verbal recognition and one complimentary convention registration*

### **Convention Mobile App Sponsorship - \$2,000**

Crowd Compass Mobile app for all attendees to access schedules, presentations, sponsors & exhibitors and attendees with your company logo displayed. Sponsors will be recognized during functions and on signage

### **Name Badge Holder - \$1,500**

This is a great opportunity to promote your company's brand. Name badges will be given to all attendees at check-in. Investment includes badge production with your logo of choice (1 color)

### **Welcome Reception (Tuesday) - \$1,500**

Network and promote your company. Sponsor will be recognized during the function and on signage and napkins with their company logo (1 color)

### **Kathy Cruce Gala (Tuesday) - \$2,000**

Sponsor will be recognized during function, on signage and napkins with their company logo (1 color)

### **Lunch (Wednesday) - \$ 2,000**

Sponsor will be recognized during the function, on signage and napkins with their company logo (1 color)

## **Golf Sponsorship Packages**

*All include signage, verbal recognition - does NOT include complimentary convention registration*

### **Hole Sponsor - \$100**

Company Sign at Golf Course Hole

### **Breakfast Sponsor - \$750**

Company Sign at Golf Breakfast on Tuesday Morning. Includes Golf Hole Sponsor Sign.

### **Drink Cart Sponsor - \$750**

Company Sign on Drink Cart during Golf Tournament. Includes Golf Hole Sponsor Sign.

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## Convention and Medicare Summit Agenda

**Tuesday | August 14, 2018**

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**7:30 am - 11:30 am - Golf Event**

9:00 am – 1:00 pm – Exhibitor Move in - *Paris Ballroom I/II/III*

12:00 pm – 5:00 pm – Attendee and Exhibitor Registration - *Paris Ballroom Pre-Function*

1:00 pm – 2:00 pm – General Session: Rusty Rice, NAHU President – *Paris Ballroom V/VI/VII*

2:30 pm – 3:00 pm – Legislative Update: Russ Childers, Don Bolia - *Paris Ballroom I/II/III*

3:00 pm – 3:30 pm – Break | Afternoon Stretch | Exhibit Hall Open - *Paris Ballroom I/II/III*

3:30 pm – 4:30 pm – General Session: Stan Gatewood, Cyber Security – *Paris Ballroom V/VI/VII*

4:45 pm – 6:00 pm – President's Reception with Exhibitors - *Paris Ballroom I/II/III*

7:00 pm – 10:00 pm – "An Evening With GAHU" Kathy Cruce Memorial Health Underwriter of the Year Award Dinner – *Paris Ballroom V/VI/VII*

**Wednesday | August 15, 2018**

8:00 am – 4:00 pm

7:30 am – 8:15 am – Breakfast with Exhibitors - *Paris Ballroom I/II/III*

8:15 am – 8:30 am – Welcome from GAHU President, Mychal Walker – Sponsor Recognition and VIP Welcomes - *Paris Ballroom V/VI/VII*

8:30 am – 9:30 am – General Session: Ed Baker - *Paris Ballroom V/VI/VII*

9:30 am – 9:45 am – Break | Morning Stretch | Exhibit Hall Open

9:45 am – 10:45 am - Break out Sessions: Technology "Jetsons Health Care"/Innovative Thoughts "Association Health Plans"

10:45 am – 11:15 am – Break | Morning Stretch | Exhibit Hall Open

11:15 am – 12:15 pm - Break out Sessions: Technology "Artificial Intelligence & Healthcare" /Innovative Thoughts "Reference Based Pricing"

12:30 pm – 1:45 pm – Lunch with Exhibitors – *Atrium Inn*

2:00 pm – 3:00 pm – Breakout Sessions: Technology "Zywave"/Innovative Thoughts "Direct Primary Care"

3:00 pm – 3:30 pm – Break | Afternoon Stretch | Exhibit Hall Open- *Paris Ballroom I/II/III*

3:30 pm – 4:30 pm – General Session: Dr. Benny Tate - *Paris Ballroom V/VI/VII*

4:30 pm – 5:00 pm – Closing Remarks: Mychal Walker - *Paris Ballroom V/VI/VII*

5:00 pm – 7:00 pm – Medicare Summit Pre-Reception – *Paris Ballroom Pre-Function*

Dinner on your own Wednesday Evening

**Thursday | August 16, 2018 8:00 am - 4:00 pm**

**Medicare Summit**

Topics & Speakers to Include:

Medicare & CMS: Morte Williams, Centers for Medicare & Medicaid

Medicare Group Market: Jason McClellan, IAD Insures

At Risk Market: Gabriel Liranzo, Ask Gabe, Inc.

Social Security

Updates on Government Legislation: Dwane McFerrin, NAHU Medicare Advisory Council Chair

\* Agenda subject to change\*

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# GAHU 2018 Exhibitor Contract Commitment Form

Please check the level of sponsorship desired for your company

## GAHU Convention Exhibiting Packages

- Platinum Investment - \$5,000
- Gold Investment - \$3,000
- Silver Investment - \$1,800

## Golf Sponsorship Packages

- Hole Sponsor - \$100
- Breakfast Sponsor - \$750
- Drink Cart Sponsor - \$750

## GAHU Convention Non-Exhibiting Packages

- Convention Mobile App Sponsor - \$2,000
- Name Badge Holder - \$1,500
- Welcome Reception (Tuesday) - \$1,500
- Lunch (Wednesday) - \$2,000
- Kathy Cruce Gala (Tuesday) - \$2,000

## GAHU Medicare Summit Packages

- Medicare Summit Sponsor - \$1,000
- Gold Convention Sponsor Add-on - \$500
- Silver Convention Sponsor Add-on - \$750
- Continental Breakfast - \$500
- Lunch Sponsor - \$750
- Afternoon Break Sponsor - \$500
- All Day Beverage Sponsor - \$500

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Company Name (as signage should read)

Contact Name: (person who should be on-site Convention contact)

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Address

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Phone Fax Email

**Sponsorship Investment** \$ \_\_\_\_\_

**Additional Booth Representatives** \$ \_\_\_\_\_  
(\$ 175 in advance or \$ 200 onsite)

**Additional Golfers** \$ \_\_\_\_\_  
(\$ 125 in advance or \$150 onsite)

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

**Method of Payment:**  Invoice  Credit Card

**Account #** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Payment MUST be received prior to Convention. Make checks payable to GAHU. Submit Contract, Exhibitor Registration forms to GAHU via email, fax or postal service  
3227 South Cherokee Lane Suite 1320 Woodstock, GA 30188 | PH: 770-516-4746 or FX: 770-516-0236 [admin@gahu.org](mailto:admin@gahu.org)

I understand that this contract shall be binding between GAHU and the Exhibitor. I also understand that any change in the information in this contract must be submitted in writing. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from all such losses, damages, and claims.

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Authorized By (print name and title)

Email Address

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Signature

Date



# GAHU 2018 Exhibitor Contract Commitment Form

Complete all information on this registration form

## All Booth Representatives:

Convention Registration  Medicare Summit Registration

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

## All Golfers:

## Handicap

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

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

Company Mailing Address: \_\_\_\_\_

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

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

Primary Contact Person: \_\_\_\_\_

Primary Contact Email: \_\_\_\_\_

## Who should we contact for logo's

Contact Person: \_\_\_\_\_

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

## Who should we contact for booth setup and event attendance?

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

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

## Convention Sponsorship Representatives

Platinum = 5 representatives

Gold = 3 representatives

Silver = 2 representatives

## Non-Exhibiting Representatives

All packages = 1 representative

## Medicare Sponsorship Representatives

Summit Sponsor = 2 representatives

Platinum/Gold/Silver Add on = 2  
representatives

## Non-Exhibiting Representatives

All packages = 1 representative

## Convention Golf Sponsorships

No Representatives Included

## Convention Golfer Representatives

Platinum = 3 representatives

Gold = 2 representatives

Silver = 1 representatives

Additional Golfers = \$125