

# VBA Voluntary Benefits Association

An Employer, Insurer and Agent Coalition



The Voluntary Benefits Association is the first national non-profit trade association focused on Voluntary Benefits for employer groups and affinity groups. Our goal is to promote the education, implementation and enrollment of Voluntary Benefits in the workplace.

## Our Mission

- To raise awareness of the important advantages of Voluntary Benefits for employees and plan members.
- To provide a reliable source of information, statistics and research data on Voluntary Benefits for employers, affinity groups, insurance companies, insurance agents and consultants.
- To create a central point for communication and networking for employers, affinity groups, insurance companies, insurance agents and consultants.
- To perform research and surveys in the area of Voluntary Benefits.
- To bring the Voluntary Benefits industry together to find more efficient and effective ways to educate, implement and enroll Voluntary Benefits.
- To reduce the costs for members of the association in enrolling or administering their voluntary benefit programs through group purchasing power.
- To work to find new systems, technologies and methods that create more effective enrollment and stronger employee and plan member participation in Voluntary Benefits.
- To identify new voluntary benefit insurance plans and products that the VBA's employer and affinity group members wish to be created and work with insurance companies to create these needed projects.

## Who Does the Voluntary Benefits Association (VBA) Represent?

We represent the Voluntary Benefits Industry and we are the only non profit trade association in Voluntary Benefits. One of the founders of the association was involved with purchasing benefits for one of the largest employers in the country. The association represents employers, affinity groups, insurance companies, Third Party Administrators (TPA's), health insurance agents, consultants, enrollment firms, technology companies and other industry participants.

If you are involved in the Voluntary Benefits industry you should be a member of the Voluntary Benefits Association.

## Annual VBA Membership Fees (Membership is annual, NOT based on the Calendar year):

Employer Membership	\$2,000
Corporate Premier	\$5,000
Corporate	\$2,000
Insurance Company	\$2,000
Health Insurance Agent	\$250
Enrollment Firm	\$1,000
Technology Provider	\$1,000
Individual Membership	\$250

## Some of the Benefits of Membership

### Introductory Email

We will send out to existing members and advisory board members an email introducing your company and providing your contact information.

### Company Profile on the Voluntary Benefits Association Website

We will add your company profile and contact information along with your logo on the VBA website.

### Exclusive Workshops and Networking Events

VBA members will have access to special workshops in Voluntary Benefits, marketing and branding, plus special invites to networking events.

### Use of Voluntary Benefits Association (VBA) Logo on Your Website

Members can use the VBA logo on their own website, if linked properly back to the VBA website.

### Branding Your Company and Protecting Your Reputation

Our VBA members separate themselves from others in the industry and show a commitment to the growth of the industry and operating by the best practices by being a member of the VBA.

### Committees

VBA members can participate in VBA committees.

### Direction of the Voluntary Benefits Industry

Members are able to give insight, advice and guidance as to the direction of the industry and the direction of the VBA.

### Networking Opportunities

VBA members received advanced networking opportunities. All of the VBA members contact information is provided on the website for any interested in the Voluntary Benefits industry to contact them. Also, the VBA will refer any Voluntary Benefit Inquiries from its website to its members.

### Building Brand Awareness of Your Company

By being a member of the Voluntary Benefits Association, you will increase awareness and branding of your company. The VBA will be promoted through an exclusive partnership with Voluntary Benefits Magazine, [www.voluntarybenefitsmagazine.com](http://www.voluntarybenefitsmagazine.com), where the magazine will promote the VBA and VBA members. Voluntary Benefits Magazine is the largest and only dedicated magazine to Voluntary Benefits.