



2016 BENEFITS EXPO



Benefit Specialists: Leading the way to Healthcare Stability

May 4-5, 2016

Wyndham Garden Sterling Heights
34911 Van Dyke Ave, Sterling Heights, MI 48312

[Click here to reserve a room](#)

Must see events New to this year's EXPO:

- **Compliance Corner Station:** Compliance experts from the industry will be on hand to answer your questions and assist you with compliance issues you and your clients are tackling
- **Social Media 101:** Social Media experts will be on hand to assist you in creating a Linked In, Twitter, Instagram, or other social media account. Get the answers to your questions on how to set up and use social media in your business
- **Website 101:** Website designers will be on hand provide feedback on your agency websites and how you can drive more traffic to them. If you do not have a website this is the perfect chance to speak with the experts on how to create one.
- **Lights, Camera, Action!:** Professional coaches will be on hand to assist you in how to best deliver your sales pitch, "The elevator speech." We will film a 1-2 minute video you can use on social media to promote yourself and your business.
- **Get in the Swing!:** Prepare for the MDAHU Golf outing and the upcoming season with our golf simulators and golf experts

*Plus several new exhibitors with technology, compliance and ancillary solutions
will be part of this year's exhibit hall.*

CLICK HERE TO REGISTER




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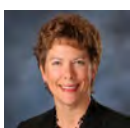

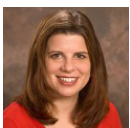

Schedule of Events

Benefit Specialists: Leading the Way to Healthcare Stability

Wednesday May 4:

- 12:00pm-2:00pm** MAHU Board Meeting
- 12:00pm-4:00pm** Exhibitor registration and set up
- 5:00pm-8:00pm** Expo Kick Off and VIP Networking Reception
Exhibit Hall Open
- 5:30pm-7:30pm** Silent Auction to benefit NAHU Education Foundation & HUPAC Administration Fund
Bar and appetizer stations
- 6:45pm-7:05pm**  Special Election update and the inside on DC
Janet Trautwein, *NAHU CEO*
- 7:05pm-7:15pm** MDAHU AWARDS Ceremony

Thursday May 5:

- 7:30am-12:30pm** Registration open
- 7:30am-8:30am** Exhibit Hall Open & Breakfast
- 8:20am** MDAHU Welcome
- 8:30am-9:10am**  Leveraging Partners and Technology to Manage Compliance Regulations
Rick Chouteau, *Senior Vice President Paycor*
- 9:10am-9:55am**  Legislative & NAHU Update
Janet Trautwein, *NAHU CEO*
- 10:00am-11:30am**  LinkedIn Marketing Strategies
Mel Schleisinger
- 11:30am-12:30pm**  The Path to Stability is Cobbled with Compliance Instability. Mitigate the Pain of Broker-Fasciitis by Staying Current and Relevant.
Karen Kirkpatrick, *CEO, On Your Mark Consulting*
- 12:30pm-2:00pm** Lunch with exhibitors
- 1:30pm-5:00pm**   NAHU Account Manager Certification Course
Presented by Susan Rider and Jessica Waltman
Separate fee & registration required – [click here to register](#)
- 2:00pm-5:00pm**  Ethics CE 3 hours
Troy Cook, *VP Sales and Development for Telligen*



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Admission Fees

Early Bird Registration: Until April 4, 2016

HUPAC \$150 Contributor and above Member: \$25.00

Member : \$40.00

Guests: \$60.00

General Registration: April 5-May1, 2016

HUPAC \$150 Contributor and above Member: \$35.00

Member : \$ 50.00

Guests: \$: 75.00

Walk-ins at door:

HUPAC \$150 Contributor and above Member: \$45.00

Member : \$65.00

Guests: \$85.00

MDAHU Members who donate \$150 or more annually are eligible for the HUPAC Pricing. These members will receive an email from MDAHU confirming their eligibility.

Price covers both days and CE (except the NAHU Account Manager certification which is a separate fee).

CLICK HERE TO REGISTER