



2023 ANNUAL CONFERENCE

# WINNING STRATEGIES

**Impactful** • **Innovative** • **Inclusive**

April 26-28, 2023 | JW MARRIOTT | WASHINGTON, DC

## Sponsorship Prospectus

Join us at the JW Marriott in Washington, DC for Business Group on Health's 2023 Annual Conference – the top health and benefits event for leading employers and their industry partners. The conference will focus on emerging trends and best practices in well-being and workforce strategy, health care cost and delivery opportunities and benefit transformation for large employers.

### Who Will You Reach?

Business Group on Health events are attended by the most innovative health care executives, purchasers, and decision-makers managing human resources, total rewards, clinical programs, benefits, health and well-being strategy and compliance for more than 60 million individuals in 200 countries.

Our 2022 Annual Conference attracted approximately **700 attendees** representing over **250 companies**.

**Act now and become a 2023 Annual Conference Sponsor!**

To secure your sponsorship, please contact:

Stacey Poudrier at (202) 558-3020 or [poudrier@businessgrouphealth.org](mailto:poudrier@businessgrouphealth.org)

# Sponsorship Opportunities

Sponsorship opportunities are available to Business Group on Health member companies only. Please contact the Business Group's Membership Department with questions about your company's membership status or joining the Business Group ([membership@businessgrouphealth.org](mailto:membership@businessgrouphealth.org)).



## General Sponsorship Benefits

All investment opportunities include the following benefits:

- **Sponsor recognition:** on applicable event signage, the conference app and the Annual Conference website.
- **Sponsor pass/passes**
  - Access includes conference sessions and networking events, starting with the April 26 Welcome Party.
  - Access **does not include** April 26 Employer-only sessions or the *Best Employers: Excellence in Health and Well-being (Best Employers) Award Celebration* (except for the sponsor of that event).
- **Employer pass/passes**
  - Access includes all sessions and events April 26 - 28, including employer only sessions and the *Best Employers Award Celebration*.
  - Employer passes are intended for individuals representing your current or future employer clients in internally facing benefits/HR roles, who should be registered no later than **April 7, 2023**.
    - May not be used by one of your company's employees
    - Must be approved by Business Group on Health
- **Ability to host a private event during the conference week**
  - Private event locations must be pre-approved by Business Group on Health.
  - Private events must not occur during conference activities, including receptions and meals.
- Day 2 private events should take place in DC's Wharf District. The Day 2 Cocktail Hour will take place at La Vie in the Wharf District.
- Marketing and communications for private events must be pre-approved by Business Group on Health.
- **Pre-conference and post-conference attendee lists**
  - One (1) pre-conference attendee list provided approximately two weeks before the event start date, and one (1) post-conference attendee list provided approximately one week after the event end date.
    - For attendees who opt in to share their contact information, the list will include first and last name, job title, company name and email address.
    - For attendees who opt out of sharing contact information, the list will include only their company name.
    - Sponsors are limited to only one pre-conference email to those attendees who have opted to share their contact information. The one pre-conference email includes any invitations to private events. Email language must be pre-approved by Business Group on Health.

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# Sponsorship Bundles

Pre-packaged sponsorships designed for broader sponsor exposure.



## REGISTRATION PACKAGE

**\$35,000**

Package includes:  
3 Sponsor Passes  
2 Employer Passes



### Badge Kiosks and Lanyards

Put your company's name and logo at each attendee's fingertips by sponsoring conference badge kiosks and lanyards. Your company logo will be used in badge kiosk and lanyard branding.



### Conference Welcome Gift

Provide conference attendees with an official welcome gift. The welcome gift will be provided upon event check-in at the Conference Registration and Information Desk. The gift will be selected and sourced by the Business Group. Your company's logo and the Business Group's logo will be part of the design and printed on the item (exact location to be determined).



### Registration and Information Desk

Include your company logo in the design of the Conference Registration and Information Desk. The design of the desk, and its surrounding area, will be created by a Business Group appointed designer.



### Registration Process Branding with your company logo on:

- Conference Registration Website,
- Individual attendee Registration Confirmation Messages, and
- 1 Prepare to Participate Message (the official Business Group on Health pre-conference email sent one week before the event to all registered conference attendees).



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## CONFERENCE DECOR PACKAGE

### \$35,000

**Package includes:**  
3 Sponsor Passes  
2 Employer Passes



### Powder Room Branding and Rest Area

Elevate conference area restrooms on the Ballroom Level by providing a relaxing, upscale atmosphere when attendees enter the restroom space. Powder rooms and counterspace within the restrooms will contain floral arrangements, hand towels and convenience items, such as mints, branded with your company logo. Mirror clings containing conference graphics and your logo will be included on restroom mirrors.

A rest area will be provided in between restroom entrances. The rest area will contain a small table that can display your company's pamphlets for attendees to pick up at their leisure. The rest area can be further personalized with pop-up signage to further your company's branding within that area.



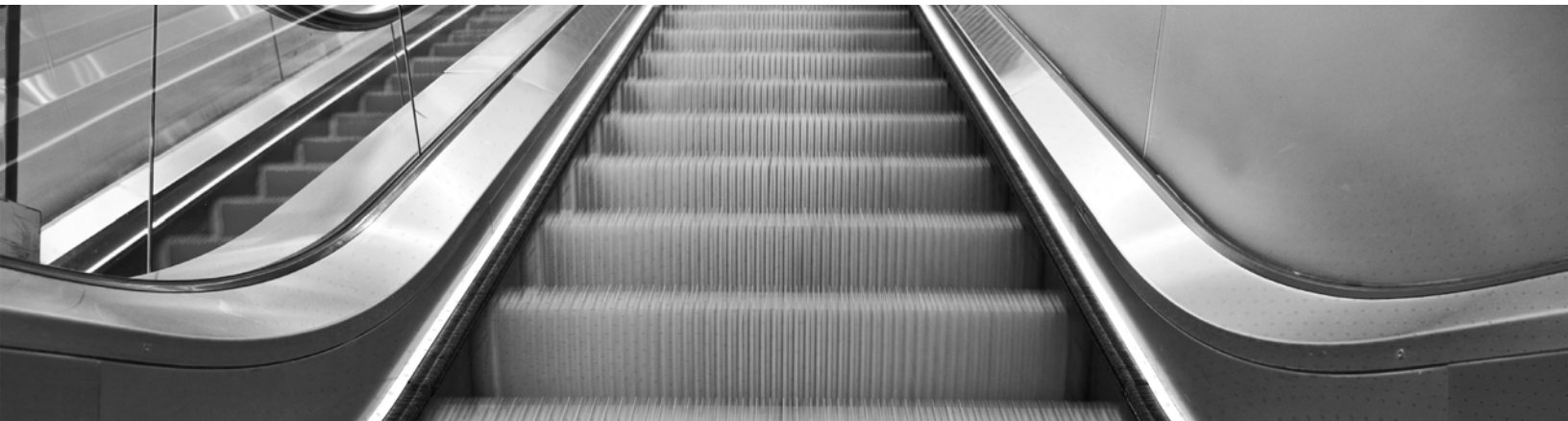
### Elevator Column and Escalator Branding

Reach across the conference with event branding used to identify the conference space. Your logo will be included in the design of clings placed on elevator columns and escalators on the Ballroom Level – one of the main locations for conference activities. Clings can also include a company message or QR code and will be created by a Business Group appointed designer.



### Digital Navigation Signs

Lead conference attendees through the event with digital navigation signs guiding attendees toward general sessions, breakout rooms and refreshment areas. Your company logo will be featured at the top or bottom of the digital navigation signs. A digital ad for your company can also be displayed on rotation.



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## GUEST ROOM PACKAGE

### \$30,000

**Package includes:**  
3 Sponsor Passes  
2 Employer Passes



#### Conference Guide to DC

Help attendees navigate the city and locate conference events scheduled outside of the JW Marriott. The Conference Guide will show the location of the conference Welcome Party, Cocktail Hour and the location of any private event your company may host during the conference week.



#### Key Card and Door Hanger

Welcome attendees to the beautiful JW Marriott hotel with a key card personalized with your company's logo. Door hangers featuring your logo will be placed on every attendee's room door handle. Coming and going, every attendee will see your company's logo as their transition between their room and conference activities.



#### Room Drop (Wednesday, April 26)

Claim the exclusive rights to provide an in-room gift to conference attendees on April 26. Sponsorship fees cover the hotel's room drop charges. Room drop delivery will be limited to the night of your sponsorship between 5-7 pm. Room drop items will be provided to conference attendees staying at the JW Marriott hotel within the Annual Conference room block. As the room drop sponsor, your company will provide the pre-assembled room drop items for in-room delivery (including any specialty packaging). All room drop items must be pre-approved by the Business Group before the start of the conference. Additional costs for room drop items (including design, product orders, and delivery to conference site) are paid separately by the sponsoring company.



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## CONFERENCE CONNECTIONS TECH PACKAGE

### \$30,000

Package includes:  
3 Sponsor Passes  
2 Employer Passes



#### Connect Me! Wireless Internet

Place your company front and center when attendees access the internet. Your company's name will be used to create the access code for attendees to connect to the Internet and their logo will appear when accessing the service. Your company will also be recognized on all applicable event signage and informational material given to each attendee in their conference bag and/or agenda (both separately sponsored conference items).



#### Conference App

Achieve continuous brand exposure with the conference app - the one-stop, electronic source for attendees to access event information. The app will feature event program details, including speaker bios, session information, presentations and event sponsor details. The app will also provide push notifications to attendees regarding networking events and sessions. Your logo will be featured in the design of the app's menu screen.



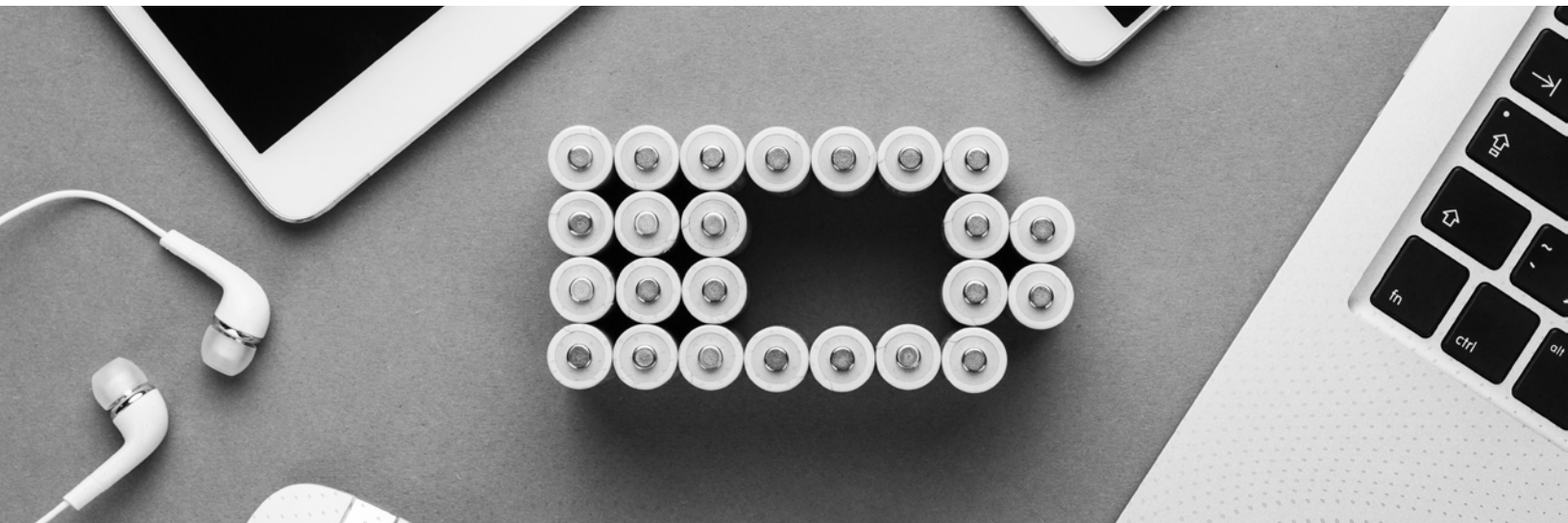
#### Charging Stations

Attendees can keep their electronic devices charged and ready to go by using the universal quick charging stations placed strategically around the conference site. Your company's logo will be included in the branded design of the stations.



#### Additional Benefits:

One (1) push message per day, sent through the conference app to all app users, highlighting your company as the app sponsor. Push messages must be pre-approved by Business Group on Health.



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## FITNESS AMBASSADOR PACKAGE

### \$25,000

Package includes:  
2 Sponsor Passes  
1 Employer Pass



### One (1) 5K Run/Walk and One (1) Fitness Session on Thursday, April 27

Support attendee fitness with a pre-designed fitness session and a 5K run/walk scheduled concurrently on Thursday, April 27. The 5K will begin and end at the JW Marriott hotel, while the fitness session will take place on-property. Package includes:

- Ability to have a company rep introduce the fitness session; and
- Ability to provide a fitness instructor of your choice and a self-designed fitness session.
  - Business Group on Health will provide final approval of sponsor's recommended fitness instructor and fitness session design.
- If the sponsor does not have a fitness instructor or self-designed fitness session in mind, then the Business Group will design the fitness session and secure the instructor.



## HEALTHY LUNCH PACKAGE

### \$25,000

Package includes:  
2 Sponsor Passes  
1 Employer Pass

Provide attendees with the healthy, energizing meals they've come to expect from the Annual Conference. Your lunch sponsorship will provide the following midday meals:



### Employer-only Day Lunch Buffet on April 26



### Lunch Buffet on April 27

One-hour lunch buffet where your company will be acknowledged through event signage placed near the buffet area. Sponsor companies will not have access to the Employer-only Day on April 26.



### Bon Voyage Boxed Lunch on April 28

Attendees will receive a boxed lunch at the end of the conference.

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## GRAB AND GO REFRESHMENT PACKAGE \$25,000

Package includes:  
2 Sponsor Passes  
1 Employer Pass

Give attendees what they want - coffee and a chance to grab a quick, healthy snack between sessions. Your Refreshment Package sponsorship includes:



### Refreshment Breaks

Your company will provide continuous coffee and tea service throughout the conference and snacks between sessions. Breaks will occur in the morning and afternoon on April 26 –28. Your company will be acknowledged through event signage placed near refreshment areas. Sponsor companies will not have access to the Employer-only Day on April 26.



### Hydration Stations

Hydration stations bearing your company logo will be placed strategically throughout the meeting area. Branded water bottles featuring your logo will be provided to attendees at event registration, so they have a “green” option to stay hydrated throughout the event.



## BREAKFAST PACKAGE \$20,000

Package includes:  
2 Sponsor Passes  
1 Employer Pass



### (Thursday, April 27 and Friday, April 28)

Help attendees jump start the day with breakfast on Thursday, April 27 and Friday, April 28. Your company’s name and logo will be used in signs identifying the breakfast service area.

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# Networking Events



## Best Employers: Excellence in Health & Well-being Award Celebration (Wednesday, April 26)

**\$40,000**

**Includes:** 3 Sponsor Passes, with access to the sponsored Award Celebration, and 2 Employer Passes

Align yourself with top employers leading the industry with innovative health and well-being programs by becoming the exclusive Best Employers Celebration sponsor. The one-hour celebration will occur on Wednesday, April 26 before the Welcome Party (a separate sponsorship) and is open only to employer attendees, Best Employers Award recipients, and the Best Employers' Celebration Sponsor. Business Group on Health will select the event location, food and entertainment for the Award Celebration. Sponsorship includes:

- Verbal acknowledgement of sponsorship during celebration opening comments; and
- Company logo included on branded decor used to amplify the event space.
  - Decor will be selected by Business Group on Health.
  - Any design elements needed for decor will be created by the Business Group's designated graphic designer.
  - Business Group will share decor and event design ideas with you.



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## Welcome Party (Wednesday, April 26)

**EXCLUSIVE: \$60,000**

**Includes:** 3 Sponsor Passes and 2 Employer Passes

or

**CO-SPONSORSHIP: \$35,000/each** | *2 opportunities available*

**Includes:** 2 Sponsor Passes and 2 Employer Passes

Make an early impression with attendees by sponsoring the conference's first large networking event - the Welcome Party on Wednesday, April 26. The Welcome Party will be open to all registered conference attendees. The party will take place at the elegant Vue Rooftop Lounge at the Hotel Washington featuring iconic views of Washington, DC- a short walk from the JW Marriott. Business Group on Health will select food, music and event entertainment.

Sponsorship includes:

- One (1) area per sponsor company for use during the reception as an event activation or meet and greet area;
- Verbal acknowledgement of sponsorship during Welcome Party opening comments;
  - Opening comments will be made by Business Group on Health.
  - Your company will be mentioned by name during sponsorship acknowledgement.
- Company logo included on event welcome signage located at entrance of Welcome Party; and
- Company logo included on branded decor used to amplify the event space.
  - Decor will be selected by Business Group on Health.
  - Any design elements needed for decor will be created by the Business Group's designated graphic designer.
  - Business Group will share decor and event design ideas with you.



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## Cocktail Hour (Thursday, April 27)

EXCLUSIVE: **\$40,000**

Includes: 3 Sponsor Passes and 2 Employer Passes

or

CO-SPONSORSHIP: **\$25,000/each** | 2 opportunities available

Includes: 2 Sponsor Passes and 1 Employer Pass

Kick off the biggest night of conference networking with the Cocktail Hour - a "can't miss" event and networking activity, open to all registered attendees and sponsors. This year's one-hour reception will take place at La Vie in D.C.'s popular and picturesque Wharf area. Business Group on Health will select the food and entertainment for the reception.

Sponsorship includes:

- One (1) area per sponsor company for use during the reception as an event activation or meet and greet area;
- Verbal acknowledgement of sponsorship during Cocktail Hour opening comments; and
  - Opening comments will be made by Business Group on Health.
  - Your company will be mentioned by name during sponsorship acknowledgement.
- Company logo included on branded decor used to amplify the event space.
  - Decor will be selected by Business Group on Health.
  - Any design elements needed for decor will be created by the Business Group's designated graphic designer.
  - Business Group will share decor and event design ideas with you.

Note: The Wharf will be the recommended location for Day 2 private sponsor receptions, with the Cocktail Hour being the start of celebrations that evening.



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# À la carte Sponsorships



## Sponsor Kiosks (Thursday April 27 – Friday April 28)

**\$30,000** Only 4 opportunities available

**Includes:** 3 Sponsor Passes and 2 Employer Passes

Secure your own display area at the conference by purchasing a sponsor kiosk – a dedicated space in the conference lobby area in immediate vicinity of breakout session rooms. Kiosks allow you to showcase your programs and meet with attendees during conference breaks on April 27 - 28. Exact dimensions of the space surrounding the kiosk and kiosk branding opportunities are to be determined.



## Attendee Lounge and Break Spaces (Wednesday, April 26 – Friday, April 28)

**\$25,000**

**Includes:** 1 Sponsor Pass and 1 Employer Pass

Give attendees space to network with peers and to relax in between sessions. This sponsorship includes one attendee lounge and three break spaces for attendees to use throughout the conference. The attendee lounge, located on the Meeting Level, will include branded decor incorporating your company logo. The break spaces will include branded pillows and side tables featuring your company logo. Sponsorship also includes your company logo in signage, near the Attendee Lounge, noting your sponsorship and the ability to add additional branded decor to lounge space. Additional branded decor will be an extra cost to you and must be pre-approved by Business Group on Health.



## Headshot Lounge (Thursday, April 27 – Friday, April 28)

**\$20,000**

**Includes:** 1 Sponsor Pass and 1 Employer Pass

Provide an opportunity for attendees to have a professional photo taken for their bio and social media profiles. You can designate a representative to greet attendees as they wait in line to take their headshots. Sponsorship includes your company logo in signage, near the Headshot Lounge, noting your sponsorship and the ability to add branded decor to lounge space. Additional branded decor will be an extra cost to you and must be pre-approved by Business Group on Health.

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### Experiential Lounges (Thursday April 27 – Friday, April 28)

**\$20,000** 2 opportunities available

**Includes:** 1 Sponsor Pass and 1 Employer Pass

Experiential lounges will provide a guided well-being experience for attendees. Bring your ideas and we'll work with you on finalizing the theme and design. Please note that sponsorship is contingent on Business Group on Health's approval of your suggested design, theme and the planned attendee experience.

Want a smaller space with shorter hours? Want to add on to another sponsorship? Consider a 1/2 Day Information Table for \$5,000.



### ½ Day Information Table

**\$5,000**

4 opportunities available: *Thursday Morning, April 27*

4 opportunities available: *Thursday Afternoon, April 27*

4 opportunities available: *Friday Morning, April 28*

**Includes:** 1 Sponsor Pass

Want a space to share company information, but don't want a branded lounge or long hours? The information tables may be a perfect fit for you. Information tables are designed to share information about your company for a limited amount of time and can be staffed by one company representative. Purchasing an information table will secure use of the space for one segment of time – Thursday Morning, April 27, Thursday Afternoon, April 27 or Friday Morning, April 28. Due to space restrictions and limited storage, sponsor companies cannot provide giveaway items or gifts at information tables. Marketing materials such as brochures, white papers and program information are allowed.



### Coffee Cafe

**\$15,000**

**Includes:** 1 Sponsor Pass and 1 Employer Pass

Give attendees the extra boost they need with the specialty coffee cafe. The popular coffee cart from past conferences has expanded to a coffee cafe, which will include a waiting area with comfortable seating and a beverage counter for attendees to place orders for specialty coffees and teas. The coffee cafe will be strategically placed near the conference lobby on the Ballroom level. Your company logo will be included in branded signage and decor in the area. Your company name will be included in the naming of one specialty drink on the cafe's beverage menu. In addition, your company logo will be included on coffee sleeves provided to cafe customers.

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## À la carte Sponsorships | Page 3




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**Charitable Activity (Wednesday, April 26 and Thursday, April 27)**
**\$15,000**
**Includes:** 1 Sponsor Pass and 1 Employer Pass

Engage attendees with a fun activity to support the local community in the afternoon of April 26 and during the day on April 27. An area will be available, on the Meeting Level, for attendees to participate in the charitable activity during afternoon breaks on April 26 and throughout the day on April 27. Sponsorship covers the cost of activity materials, activity support and the delivery of items to a local charity after the conference. Sponsor companies will not have access to the Employer-only Day on April 26.




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**Standing Tables**
**\$10,000**
**Includes:** 1 Sponsor Pass and 1 Employer Pass

Spread brand awareness in every session without speaking a word. Standing tables will be placed in the back of session and breakout rooms to provide participants with an alternative to sitting during the session. Your company logo will be placed on each standing table.




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**Parent's Room**
**\$10,000**
**Includes:** 1 Sponsor Pass and 1 Employer Pass

Create a comfortable space for parents attending the conference. The room will be equipped with seating and a refrigerator for nursing parents to use for storage. Please note that the shipping of milk will not be provided. Your company will be recognized on signage featuring your company name and logo outside the room. A sponsor-branded "occupied/ room in use" door hanger will be used to indicate the room is in use.

Sponsorship includes:

- Ability to add branded decor to Parent's Room at a separate cost to the sponsor.
  - Business Group on Health will review and approve all planned decor prior to the start of the event.
  - Logo included in signage, near the Parent's Room, noting your sponsorship.
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## À la carte Sponsorships | Page 4



### Room Drop

**\$10,000** 2 opportunities available

**Includes:** 1 Sponsor Pass and 1 Employer Pass

Provide an in-room gift to conference attendees on April 27. Sponsorship fees cover hotel room drop charges. Room drop delivery will be limited to the night of your sponsorship between 5-7 pm. Room drop items will be provided to conference attendees staying at the JW Marriott hotel within the Annual Conference room block. As the room drop sponsor, your company will provide the pre-assembled room drop items for in-room delivery (including any specialty packaging). All room drop items must be pre-approved by the Business Group before the start of the conference. Additional costs for room drop items (including design, product orders, and delivery to conference site) are paid separately by the sponsoring company.



### Annual Conference Ally

**\$5,000** 10 opportunities available

**Includes:** 1 Sponsor Pass

Interested in supporting the conference, but don't want to purchase a branded item? This sponsorship is perfect for you. Become an Ally of the conference for a low investment with all the benefits. As an Annual Conference Ally, you will be noted as an official conference sponsor and receive notation on applicable signage, attendee lists and more.



### Business Group on Health Podcast Sponsorship

**\$3,500** 10 opportunities available

**Includes:** 1 Sponsor Pass

Add a Business Group on Health podcast to your sponsorship purchase. As a podcast sponsor, you will be the sole sponsor of two episodes in a one-month period with a recorded message included at the mid-point of the show.

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