

2027 Annual Conference

April 28-30  MARRIOTT MARQUIS
WASHINGTON, DC

Sponsorship Prospectus

Join us at the Business Group on Health 2027 Annual Conference. One of the premier industry events that consistently attracts employers, industry experts, and innovators. The highly regarded conference provides opportunities for employers and their partners to connect and explore new and proven ways to manage healthcare costs, consider impactful innovations and discuss trends in health and well-being benefits.

Annual Conference Highlights

750

Attendees focused on improving employee health, well-being and benefits

3 Days

of sharing innovative solutions to optimize workforce strategies

50+ Sessions

specifically curated to address the current healthcare trends and pressing cost drivers

What Attendees Value Most



Connection and networking opportunities



Diversity of expertise and topics



Meeting with thought leaders and hearing about best practices



Attention to detail that creates unique conference experience



Sponsors that are approachable and embrace the value of our conference

Sponsor Eligibility

Sponsorship opportunities are available exclusively to Business Group on Health member companies. Due to high demand, supporting sponsorships may be limited to one opportunity per member company.

Questions about membership status? Contact Business Group on Health's Membership Department. (membership@businessgrouphealth.org). To become a member, please visit our [webpage](#).

Supporting Sponsorship Levels

2027 Annual Conference sponsorship opportunities are grouped by sponsorship level:

P PREMIUM SPONSORS Priced from \$35,000 to \$45,000 Includes two sponsor passes and two employer client passes	C CORE SPONSORS Priced from \$15,000 to \$30,000 Includes one sponsor pass and two employer client passes	A ALLY SPONSORS Priced at \$5,000 Includes one sponsor pass
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Sponsorship opportunities do not include exhibit space. Opportunities are organized into two sponsorship categories:

INTERACTIVE - Includes a designated table during the conference or sponsored activity where company representatives can engage with attendees.

BRANDING - Provides heightened sponsor recognition through visible company branding throughout the event.

Benefits Included with All Sponsorships

- Complimentary attendee passes that do not count toward the company limit. The number of passes determined by sponsorship level.
- Listing in the 2027 Annual Conference app sponsor section, including company description, logo and contact information.
- Company logo on the conference website and on digital signage throughout the conference space.
- Access to pre- and post-conference attendee lists for registrants who consent to sharing their email address.
 - Pre-conference registration list to be provided approximately (2) weeks prior to the 2027 Annual Conference.
 - Sponsors are limited to sending one (1) pre-conference email to the registrants who opt-in to share their email address.
 - Post-conference attendee list to be provided approximately (1) week after the 2027 Annual Conference.

Sponsorship Level	Investment	Opportunities	Passes Included	Activation/ Table	Employer-Only Access	Best Fit
P Premium	\$35,000– \$45,000	13	2  2 	Interactive opportunities include a sponsor table or activation space; branding-only opportunities do not.	Available for some of the opportunities, including the April 27 Employer Reception and Evening Monument Tour and the April 28 meal package.	High-visibility sponsors seeking premium positioning and employer attendee engagement.
C Core	\$15,000– \$30,000	34	1  2 	Interactive opportunities include a table or activation space; branding-only opportunities do not.	Limited to the April 27 pre-conference activities.	Sponsors seeking flexible visibility, attendee engagement and branded conference experiences.
A Ally	\$5,000	10	1 	Recognition only; no sponsor table or activation space.	Not included.	Organizations seeking entry-level recognition and additional conference pass.

Sponsor Access Schedule

Sponsors of activities or meals during employer-only conference portion

- April 28 - Main stage sessions and meals between 7:30 am - 3:15 pm

All-sponsor access begins April 28

- April 28 - Welcome Remarks and Opening Keynote beginning at 3:45 pm
- April 28 - 2027 Annual Conference Welcome Party at 6:00 pm
- April 29 - All sessions and activities
- April 30 - All sessions and activities
- Sponsors may host private dinners or events only outside Annual Conference sessions and networking activities, excluding the April 29 Business Group on Health NFL Draft Watch Party. Only official 2027 Annual Conference sponsors may host or co-host private events in conjunction with the conference.

P

PREMIUM LEVEL

Pre-Conference Employer Reception April 27 5:30 – 7:00 pm

INTERACTIVE

\$45,000

Sponsor an exclusive employer-only reception before the three-day conference begins. On April 27, employer attendees will gather at The Dignitary, located in the Marriott Marquis, for a speakeasy-style networking event. Your company will be recognized as the exclusive reception sponsor.

- Dedicated space with an information table, which can be used for sponsor activation during the event.
- Verbal acknowledgment of the sponsor during reception opening remarks.
- Sponsor logo included on branded décor used to amplify the event space and signage.
- Sponsorship includes access to employer-only conference portion (main stage sessions and meals).

Conference Welcome Party at Planet Word April 28 6:00 – 8:00 pm

INTERACTIVE

\$40,000/each

**Party Co-sponsor -
4 opportunities available**

Co-sponsor the Conference Welcome Party on Wednesday, April 28 and help launch the 2027 Annual Conference celebration. Open to all registered attendees, this event at Planet Word offers high-visibility branding and direct engagement in an interactive and engaging setting.

- Dedicated space with an information table, which can be used for sponsor activation during the event.
- Verbal acknowledgment of the sponsor during Welcome Party opening remarks.
- Sponsor logo included on branded décor used to amplify the event space and signage.

Registration Sponsor

BRANDING

\$40,000

Put your brand in front of attendees from the moment they register. Your logo will appear on the registration homepage, confirmation emails, one "Prepare-to-Participate" email, the conference registration desk, attendee badges and lanyards.

- Registration desk co-branded with your company logo.
- Attendee badges and lanyards, branded with your company logo.
- Company logo featured on registration website and in registration confirmation messages.
- Company logo in one (1) "Prepare-to-Participate" email sent to all registrants the week before the conference.

P

PREMIUM LEVEL *Continued*

April 28 Meal Sponsorship including Best Employers Awards Lunch

INTERACTIVE

\$40,000

Sponsor meals and snack breaks during the employer-only portion of the conference on April 28, including breakfast, breaks and the Best Employers Awards lunch recognizing leading organizations committed to advancing employee health and well-being and delivering healthcare value. Your company name and logo will be featured on signage in meal and snack service areas.

- Information table for company representatives during meal times and refreshment breaks on April 28.
- Menus and napkins branded with your company logo.
- Sponsorship includes access to employer-only conference portion (main stage sessions and meals).

Well-being Path: Lounge

INTERACTIVE

\$35,000/each

2 opportunities available

Sponsor a comfortable wellness lounge where attendees can recharge and participate in either physical or mental health activities between sessions. Additional activations, such as meditation, massages or branded décor, require Business Group on Health approval and may involve additional costs.

- Information table for your company representatives located in the lounge.
- Fully designed area with theme-related wellness activity provided.
- Signage and select décor branded with your company logo in the lounge.

Employer Attendee Evening Monument Tour April 27 7:00 – 9:30 pm

INTERACTIVE

\$35,000

Sponsor a guided evening tour of the iconic monuments around the National Mall for employer attendees. This premium pre-conference experience offers direct access to participants and recognition during the activity.

- Information table staffed with company representatives at the meeting site for the excursion.
- Verbal acknowledgment of sponsorship during opening remarks.
- Sponsorship includes access to employer-only conference portion (main stage sessions and meals).

Experiential Zones

INTERACTIVE

\$35,000/each

3 opportunities available

Create meaningful attendee engagement in dedicated Experiential Zones located in prime conference center spaces. Sponsors may provide activities and signage, subject to Business Group on Health approval.

- Highboy information table for company representatives.
- Dedicated room across from the main ballroom on Meeting Level 2.
- Signage branded with your company logo in the Zone.

C CORE LEVEL

“Embassy Row” Networking Reception April 29 5:00 – 6:30 pm

INTERACTIVE

\$30,000/each

**Networking Reception Co-sponsor
- 4 opportunities available**

Co-sponsor the 2027 Annual Conference Networking Reception at the Mezzanine of the Marriott Marquis on April 29. Open to all attendees, this Embassy Row-themed event will feature dedicated sponsor spaces where attendees can visit each “embassy” using a reception passport. Business Group on Health will manage the reception design and food selection.

- Information table for your company representative during the event.
- Verbal acknowledgment of sponsors during reception opening remarks.
- Sponsor logo included branded décor used to amplify the event space and signage.

Business Group on Health NFL Draft Watch Party April 29 8:00 – 9:30 pm

INTERACTIVE

\$30,000

The opening night of the 2027 NFL draft will take place in Washington, DC on April 29 starting at 8:00 pm. Annual Conference attendees can huddle up in the Marriott Marquis “Beer Lab” to watch live from Washington, DC. With draft picks on screen and draft beer on tap, this sponsorship is a fun, memorable way to connect with attendees after hours.

- Information table for your company representative during the event.
- Sponsor logo included on branded décor used to amplify the event space and signage.
- Signage branded with your company logo.

Charitable Activity: Readers to Leaders

INTERACTIVE

\$30,000

Sponsor a creative, hands-on charitable activity. Participants will decorate bookmarks and personalized bookplates to inspire children’s love of reading. The finished items will be paired with elementary school books and donated to a local school, library, or youth-focused organization. Sponsors also receive event recognition and visibility in the activity space.

- Information table for your company representative during the charitable activity.
- Signage branded with your company logo in the activity space.
- Business Group on Health will provide staff to run the activity.

C

CORE LEVEL Continued

**Employer Attendee
Pre-conference Activity:
Capitol and Library of
Congress Tour
April 27 2:00 – 5:00 pm**

INTERACTIVE

\$30,000

Give employer attendees an authentic DC experience with a combined tour of two historic landmarks. Participants will explore rarely seen areas of the Capitol building, then walk through the Library of Congress tunnel for a guided tour of the Library.

- Information table staffed with company representative at the meeting site for the excursion.
- Verbal acknowledgment of sponsorship during opening remarks.
- Sponsorship includes access to employer-only conference portion (main stage sessions and meals).

**Employer Attendee
Pre-conference Activity:
Famous First Lady and
Presidential Favorites
April 27 2:00 – 5:00 pm**

INTERACTIVE

\$30,000

Sponsor a distinctive tour highlighting Washington locations connected to past first ladies and presidents. Guests will explore the everyday side of White House life, from neighborhood spots where presidents relaxed after work to small businesses that served administrations for decades. The tour also features city landmarks that shaped how first families experienced life in Washington.

- Information table staffed with company representative at the meeting site for the excursion.
- Verbal acknowledgment of sponsorship during opening remarks.
- Sponsorship includes access to employer-only conference portion (main stage sessions and meals).

Digital Signage Sponsor

BRANDING

\$30,000

Help attendees navigate the conference venue while keeping your brand highly visible. As the Digital Signage Sponsor, your company logo will appear on all digital displays throughout the 3-day conference.

- Your company logo included in digital directional and session signage throughout the conference center.
- Branded full screen digital ad on rotation (designed by sponsor).

C

CORE LEVEL Continued

April 29 Meal Sponsorship

INTERACTIVE

\$30,000

Sponsor fresh and nutritious meals on April 29, including breakfast, snack breaks and lunch buffet. Your company name and logo will be featured on signage in meal and snack service areas.

- Information table for company representative during meal times and refreshment breaks on April 29.
- Menus and napkins branded with your company logo.

Sponsor Kiosks (Premium Placement)

INTERACTIVE

\$30,000/each

4 opportunities available

Secure a premium placement kiosk in the conference lobby near the escalator and Marquis Ballroom. Positioned in a more prominent, high traffic location to enhance brand visibility and offer ample opportunities to meet attendees during breaks.

- Fully designed and 360° branded kiosk with power and chair on Meeting Level 2.
- Back branding with visibility from main escalators.
- Add a monitor to your kiosk for an additional fee.

Sponsor Kiosks

INTERACTIVE

\$25,000/each

7 opportunities available

Secure a branded kiosk in the conference lobby near the Marquis Ballroom. This dedicated kiosk gives your team a convenient place to meet attendees during breaks.

- Fully designed front branded kiosk with power chair on Meeting Level 2.
- Add a monitor to your kiosk for an additional fee.

Headshot Corner

INTERACTIVE

\$27,500

Create convenient access to professional photography experience in this dedicated space. This sponsorship aligns your brand with a practical, high-value attendee benefit.

- Information table for your company representative, located right by the Meeting Level 2 entrance escalators.
- Fully designed area with photographer and editor.
- Signage branded with your company logo.

C CORE LEVEL *Continued*

Morning Wellness Activity: Puppy Yoga April 29 7:00 – 7:45 am

INTERACTIVE
\$25,000

Sponsor a memorable morning wellness experience where attendees can start the day with guided yoga accompanied by puppies from a local rescue. This activity offers a fun, engaging way for participants to recharge, connect, and associate your brand with a joyful well-being moment during the conference.

- Information table for company representative or promotional materials during the activity.
- Puppy yoga class with instructor and mats for 30 people.
- Signage branded with your company logo.

April 30 Meal Sponsorship

INTERACTIVE
\$25,000

Sponsor the April 30 buffet breakfast and grab-and-go lunch. Your company name and logo will appear in meal service areas and branded to-go lunch bags, capturing one of the final attendee touchpoints of the conference.

- Information table for company representative during meals and refreshment break on April 30.
- Menus, napkins, and to-go lunch bags branded with your company logo.

Coffee Cart (Premium Placement)

BRANDING
\$25,000

Help attendees recharge with a branded coffee cart located in the conference space on Meeting Level 2. Each cart will feature a specialty menu, including a signature drink named by the sponsor.

- Coffee Carts staffed by a trained barista.
- Signage, coffee sleeves and menus branded with your company logo.

Coffee Cart

BRANDING
\$20,000

Help attendees recharge with a branded coffee cart located on Meeting Level 3 in the Registration Lounge. Each cart will feature a specialty menu, including a signature drink named by the sponsor.

- Coffee Carts staffed by a trained barista.
- Signage, coffee sleeves and menus branded with your company logo.

Quiet Room

BRANDING
\$20,000

Support attendee comfort with a dedicated, quiet room featuring seating and a refrigerator for nursing parents. Sponsor branding will appear on room signage and an “occupied” door hanger.

- Fully designed room with sponsor branded elements and signage
- Branded door hanger with your company logo.
- Sponsor can provide additional décor or promotional materials for the room, at an additional cost.

C CORE LEVEL *Continued*

Welcome Gift Sponsor

BRANDING

\$20,000

Create the first touchpoint for attendees as the exclusive Welcome Gift Sponsor. This high-visibility opportunity connects your brand with the experience of attendee arrival.

- Co-branded Welcome Gift for all attendees.
- Branded shelving and signage by the registration area.

Restroom Sponsorship

BRANDING

\$20,000

Increase brand visibility in a high-traffic area as the exclusive Restroom Sponsor. Branded touchpoints help your company stay visible as attendees refresh and recharge throughout the conference.

- Selected mirrors and door stalls in restrooms on Meeting Level 2, branded with your company logo.
- Opportunity to provide toiletries and/or other restroom items.

Wireless Internet Sponsorship

BRANDING

\$18,000

Keep attendees connected as the Wireless Internet Sponsor. Your company name will be incorporated in the conference Wi-Fi password, and your logo will appear on the login page and Wi-Fi signage. The password must be pre-approved by Business Group on Health.

- Use of company name for Wi-Fi password.
- Company logo on Wi-Fi log in page and re-direct link to sponsor company website.

Conference App

BRANDING

\$18,000

Secure ongoing brand exposure in the conference app, the comprehensive source for real time information about the conference sessions, attendees and events. Sponsorship includes branded app placement and three push notifications.

- Company logo included in the conference app branding; on the splash screen and main screen sticky banner advertisement.
- Three (3) personalized push notifications.

Standing Tables and Charging Station

BRANDING

\$18,000

Help attendees recharge their devices and stay productive by sponsoring standing tables in session rooms and charging station by registration.

- Use of sponsor logo on standing tables in the back of session rooms.
- One (1) branded charging locker with half screen ad near the registration area (half screen ad designed by sponsor).

C CORE LEVEL *Continued*

Well-being Path: Healthy Snack Bar

BRANDING

\$15,000

Sponsor the Healthy Snack Bar where attendees can pause, refuel and engage with wellness-inspired programming. The snack bar will be available when the well-being lounges are open and will include healthy options for attendees to enjoy while visiting the adjacent Well-being Lounges.

- Snack containers and napkins branded with your company logo.
- Signage branded with your company logo on the snack bar.

Guest Room Sponsorship

BRANDING

\$15,000

Put your brand directly in attendees' hands as the Guest Room Sponsor. Sponsorship includes branded hotel keycard holders and "do-not-disturb" room signs for attendees staying at the Marriott Marquis, creating repeated visibility throughout their time in Washington, DC.

- Branded hotel room door hanger with company logo and QR code.
- Co-branded hotel room key card holders.

A ALLY LEVEL

Annual Conference Ally

BRANDING

\$5,000/each

10 opportunities available

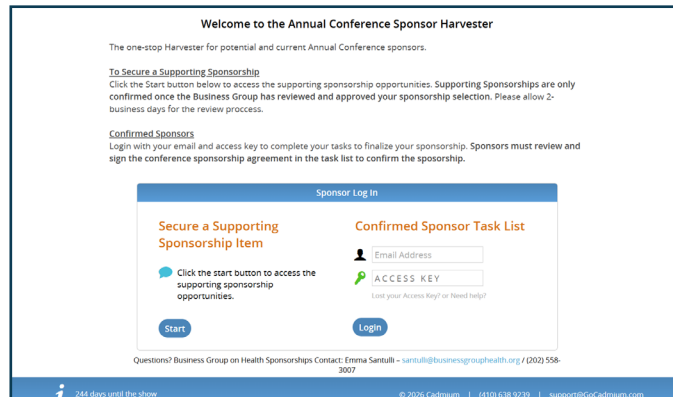
Looking for an entry-level opportunity? Ally sponsors receive recognition on the Annual Conference website, app and signage throughout the conference.

- Includes one complimentary sponsor pass to attend the 2027 Annual Conference.

Access the Annual Conference Sponsor Harvester and Request a Supporting Sponsorship

STEP 1:

Click the link to request your supporting sponsorship opportunity.



Welcome to the Annual Conference Sponsor Harvester

The one-stop Harvester for potential and current Annual Conference sponsors.

To Secure a Supporting Sponsorship
Click the Start button below to access the supporting sponsorship opportunities. Supporting Sponsorships are only confirmed once the Business Group has reviewed and approved your sponsorship selection. Please allow 2-business days for the review process.

Confirmed Sponsors
Login with your email and access key to complete your tasks to finalize your sponsorship. Sponsors must review and sign the conference sponsorship agreement in the task list to confirm the sponsorship.

Sponsor Log In

Secure a Supporting Sponsorship Item
Click the start button to access the supporting sponsorship opportunities.

Confirmed Sponsor Task List
Email Address
ACCESS KEY
Lost your Access Key? or Need help?

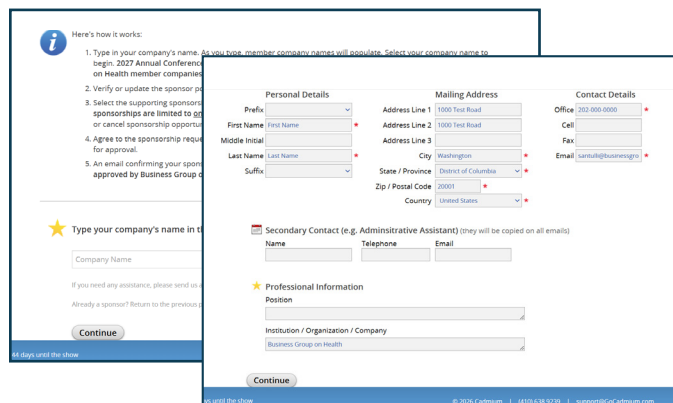
Start **Login**

Questions? Business Group on Health Sponsorships Contact: Emma Santulli - santulli@businessgrouphealth.org / (202) 558-3007

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STEP 2:

Type in your company name and enter your contact information.



Here's how it works:

1. Type in your company's name. As you type, member company names will populate. Select your company name to begin. 2027 Annual Conference on Health member companies.
2. Verify or update the sponsor point of contact information.
3. Select the supporting sponsorship opportunities you are interested in. Supporting sponsorships are limited to one (1) per member company. Business Group on Health reserves the right to deny approval or revoke a sponsorship opportunity if more than one is selected. Once the supporting sponsorship item is selected, click continue to review, finalize and submit. The sponsorship item will be held for 30-minutes during checkout. Supporting sponsorships must be confirmed by Business Group on Health. Please allow 2-business days for approval.
4. Agree to the sponsorship request for approval.
5. An email confirming your sponsorship request has been approved by Business Group on Health.

Type your company's name in the search bar

Company Name

If you need any assistance, please send us an email. santulli@businessgrouphealth.org

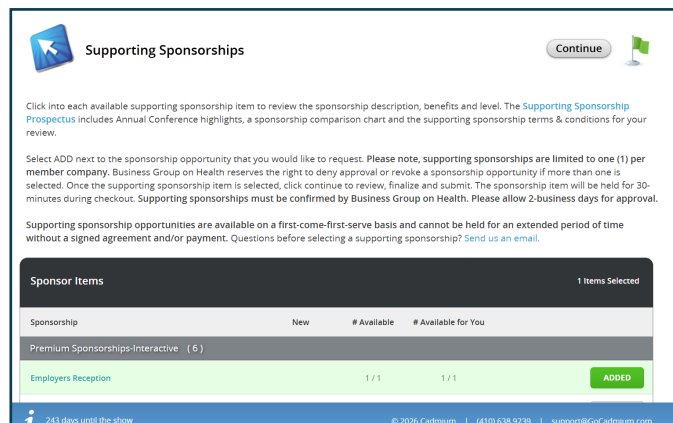
Already a sponsor? Return to the previous page.

Continue

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STEP 3:

Choose one Sponsorship Item Opportunity (REQUIRED).



Supporting Sponsorships

Click into each available supporting sponsorship item to review the sponsorship description, benefits and level. The **Supporting Sponsorship Prospectus** includes Annual Conference highlights, a sponsorship comparison chart and the supporting sponsorship terms & conditions for your review.

Select ADD next to the sponsorship opportunity that you would like to request. Please note, supporting sponsorships are limited to one (1) per member company. Business Group on Health reserves the right to deny approval or revoke a sponsorship opportunity if more than one is selected. Once the supporting sponsorship item is selected, click continue to review, finalize and submit. The sponsorship item will be held for 30-minutes during checkout. Supporting sponsorships must be confirmed by Business Group on Health. Please allow 2-business days for approval.

Supporting sponsorship opportunities are available on a first-come-first-serve basis and cannot be held for an extended period of time without a signed agreement and/or payment. Questions before selecting a supporting sponsorship? [Send us an email.](mailto:santulli@businessgrouphealth.org)

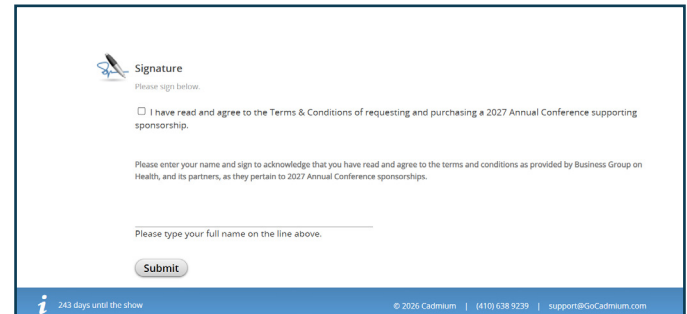
Sponsor Items 1 Items Selected

Sponsorship	New	# Available	# Available for You
Premium Sponsorships-Interactive (6)			
Employers Reception	1 / 1	1 / 1	ADDED

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STEP 4:

Sign the Sponsorship Request Terms & Conditions.



Signature

Please sign below.

☐ I have read and agree to the Terms & Conditions of requesting and purchasing a 2027 Annual Conference supporting sponsorship.

Please enter your name and sign to acknowledge that you have read and agree to the terms and conditions as provided by Business Group on Health, and its partners, as they pertain to 2027 Annual Conference sponsorships.

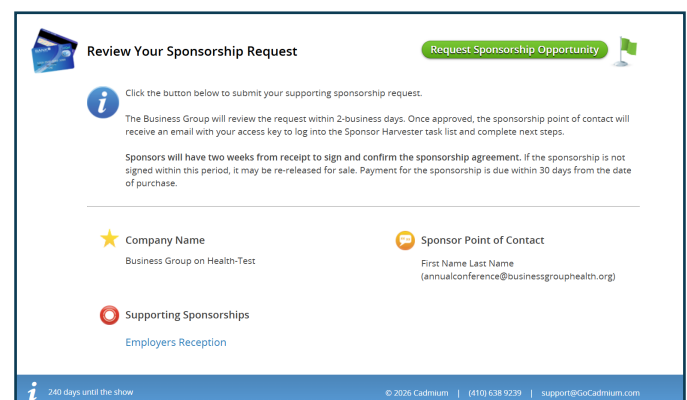
Please type your full name on the line above.

Submit

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STEP 5:

Submit your Sponsorship Request and Receive a Confirmation email.



Review Your Sponsorship Request

Request Sponsorship Opportunity

Click the button below to submit your supporting sponsorship request.

The Business Group will review the request within 2-business days. Once approved, the sponsorship point of contact will receive an email with your access key to log into the Sponsor Harvester task list and complete next steps.

Sponsors will have two weeks from receipt to sign and confirm the sponsorship agreement. If the sponsorship is not signed within this period, it may be re-released for sale. Payment for the sponsorship is due within 30 days from the date of purchase.

Company Name
Business Group on Health-Test

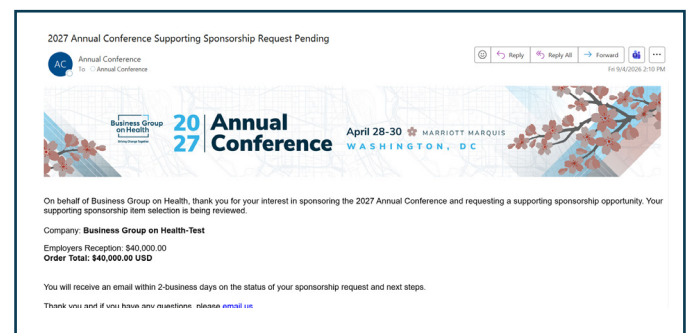
Sponsor Point of Contact
First Name Last Name
(annualconference@businessgrouphealth.org)

Supporting Sponsorships
Employers Reception

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STEP 6:

Receive an email within 2-business days on the status of your request.



2027 Annual Conference Supporting Sponsorship Request Pending

Annual Conference
To: Annual Conference

Business Group on Health
2027 Annual Conference
April 28-30 MARRIOTT MARQUIS WASHINGTON, D.C.

On behalf of Business Group on Health, thank you for your interest in sponsoring the 2027 Annual Conference and requesting a supporting sponsorship opportunity. Your supporting sponsorship item selection is being reviewed.

Company: **Business Group on Health-Test**
Employers Reception: \$40,000.00
Order Total: **\$40,000.00 USD**

You will receive an email within 2-business days on the status of your sponsorship request and next steps.

Thank you and if you have any questions, please email us.

Supporting Sponsorship Terms & Conditions

A signed 2027 Annual Conference Supporting Sponsorship Agreement ("sponsorship agreement") indicates your commitment to be a Supporting sponsor of Business Group on Health's 2027 Annual Conference ("Annual Conference", "Event"), scheduled on April 28-30, 2027.

A signed sponsorship agreement and sponsorship fee payment are required to secure the sponsorship.

("Sponsor") agrees to purchase a supporting sponsorship during the Business Group on Health 2027 Annual Conference scheduled for April 28-30, 2027.

Sponsor agrees to pay all Business Group on Health membership dues on time and maintain active member status throughout the duration of the sponsorship agreement (from the date of this agreement through April 30, 2027).

In the event of termination of membership in Business Group on Health before April 30, 2027, the Business Group reserves the right to cancel this sponsorship agreement and retain all paid sponsorship fees.

Other sponsorship benefits include:

- Complimentary Conference Sponsor Pass
 - Includes: Welcome Remarks and Opening Keynote beginning at 3:45 pm and the Welcome Party at 6:00 pm on April 28. All conference sessions and activities on April 29 & 30.
 - Does not include: Pre-conference networking activities from 2:00 - 5:00 pm and Employer Reception at 5:30 pm on April 27. Employer-only sessions and meals between 7:30 am - 3:15 pm on April 28.
 - The deadline to register a representative of the sponsoring company with this sponsor pass is March 12, 2027.
- Complimentary Employer Client Pass - High employer participation improves the Annual Conference experience for all attendees and sponsors. To enhance the value of this sponsorship, the sponsor company may invite employer clients to attend the Annual Conference at no cost.
 - Eligibility Criteria: Employer Client passes must be used by a current or future employer client. Employer clients are individuals who have solely internal facing corporate HR, benefits, wellness or corporate medical roles for their company's employees. Individuals who have client-facing roles, such as sales, marketing, business development or product responsibilities, are not eligible for employer client passes.
 - Employer Client passes cannot be given to sponsoring company employees.
 - Employer Clients do not have to be members of Business Group on Health.
 - Participation in the pre-conference employer events on April 27 and all conference sessions and events April 28-30.
 - Approval: Please submit your employer clients' name, title and email address in the Submit Employer Client Pass Information task in the Expo Harvester for approval. The deadline to register the employer client with this complimentary pass is March 12, 2027.
- Company listing in sponsor section of 2027 Annual Conference app with company description, logo and contact information for one company representative approved to receive attendee outreach. Handouts may be posted on the app and are not permitted to be distributed in Sessions. (All must be provided to the Business Group by Friday, March 12, 2027.)
- Company logo on 2027 Annual Conference website. (Logos and speakers will be added to the conference website when sponsorship fee is paid.)

- Acknowledgement of sponsor through use of company logo on digital signage throughout conference space.
- Access to pre and post-conference attendee list:
 - One (1) pre-conference registration list provided approximately two weeks prior to the start of the 2027 Annual Conference. The pre-conference registration list will be comprised of the names of all companies registered and, for the registrants who opt-in to share their information, first/last name, title, company name and email address.
 - Sponsors are limited to sending one pre-conference email to the registrants on the list. The email content must be approved by the Business Group in advance and with 72-hour review turnaround.
 - One (1) post-conference attendee list provided approximately one week after the 2027 Annual Conference. The post-conference attendee list will be comprised of the names of all companies registered and, for the registrants who opt-in to share their information, first/last name, title, company name and email address.
 - Sponsors are prohibited from sending a post-conference marketing email to attendees.

Sponsors May Choose to Host Private Events for Attendees (on-site or off-site):

- Such events should not be held during Annual Conference sessions or networking activities with the exception of the NFL Draft Watch Party at 8:00 pm on April 29.
- Sponsor events should start after the conclusion of the Networking Reception on April 29
- Only official sponsors of the 2027 Annual Conference can host or co-host a private event in conjunction with the conference. Private events must be pre-approved by Business Group on Health.

The Sponsor cannot request adjustments or substitutions to benefit package items.

The 2027 Annual Conference room block at the Marriott Marquis, Washington is available to registered conference attendees only.

The sponsorship invoice is available in the Sponsor Harvester. Payment is due no later than 30 days after the date of the invoice. If a sponsorship agreement is entered into less than 30 days from the start of the conference, invoice will be due upon receipt and payment must be received no later than Tuesday, April 6, 2027. If the payment is not received by April 6, 2027, Business Group on Health does not guarantee the ability to fulfill all the sponsorship benefits listed in this agreement.

The sponsorship is non-cancellable, and the sponsor is liable to pay the Business Group the full amount of the sponsorship fee upon execution of this agreement. In addition, sponsors are not entitled to a refund of any fees paid.

The Sponsor understands that the Business Group may need to postpone or reschedule the 2027 Annual Conference due to circumstances beyond its control. If the event needs to be postponed, the Business Group will provide the Sponsor with as much notice as possible and this agreement will remain in place so long as the event is rescheduled. If the event is cancelled due to unforeseen circumstances, the sponsorship payment may be applied to the Business Group's 2028 Annual Conference or another Business Group engagement.

The Sponsor agrees to submit a high-resolution company logo and company description (150 words maximum) upon executing the agreement, but no later than January 8, 2027. It is up to the Sponsor to communicate in writing any subsequent changes to the information provided to the Business Group.