

**BUSINESS
HEALTH
AGENDA
2018**

April 18-20
JW Marriott
Washington, DC



**National
Business
Group on
Health®**

SUPPORTING SPONSOR PROSPECTUS



ABOUT THE NATIONAL BUSINESS GROUP ON HEALTH®

The National Business Group on Health (the Business Group) is the nation's only non-profit organization devoted exclusively to representing large employers' perspective on national health policy issues and providing practical solutions to our members' most important health care and health benefits problems.

Business Group members are primarily Fortune 500 companies and large private and public sector employers—representing the nation's most innovative health care purchasers—that provide health coverage for more than 50 million U.S. workers, retirees and their families.

ABOUT THE BUSINESS HEALTH AGENDA

Business Health Agenda (BHA) is the premier event for innovative ideas on employer-sponsored health care, benefits design, quality improvement and cost management. BHA provides top-tier solutions and best practices from the nation's leading employers, health care providers and public policy experts.

WHY SPONSOR BHA?

As a conference sponsor, you will be part of an exclusive group sharing business solutions with our influential conference attendees. The 2018 conference will examine the employee health care and benefits experience. Employer-only sessions on April 18 will focus on health benefit communications and engagement. Conference tracks will highlight innovation in health care and pharmacy delivery reform, public policy and engagement.

INFLUENTIAL CONFERENCE ATTENDEES

We expect an overall audience of approximately 500 key decision-makers including senior human resources and benefits leaders and experts in cost management, delivery system reform, health care, pharmacy, policy, and employee engagement. Attendees also include corporate medical directors, health policy analysts and others interested in employer-sponsored health care

BHA 2017 ATTENDEE PROFILE



SPONSORSHIP OPPORTUNITIES

Please review the following sponsorship opportunities and price list for Business Health Agenda. Contact Marcia Greville at 202-558-3021 or email BHA@businessgrouphealth.org for more information regarding BHA or sponsorships for other Business Group events.

NOTE: Only Business Group member companies may purchase conference sponsorships. Please contact the Business Group's Membership and Member Services Department with membership status questions (membership@businessgrouphealth.org).

Business Health Agenda Sponsor Benefits:

1 Complimentary Conference Sponsor Pass

- Allows entry to conference sessions and networking events, excluding the April 18 Employer-Only sessions, luncheon and reception.

1 Complimentary Conference Employer Client Pass

- Employer-Only Luncheon and Employer-Only Reception sponsors will receive two employer client passes.
- Allows entry to all sessions and events April 18-20, including the April 18 Employer-Only sessions, luncheon and reception.
- Must be given to one of your current or future employer clients.
- May not be used by one of your company's employees.
- Attendee must be approved by the National Business Group on Health.
- Should be registered by February 12, 2018.

Attendee Lists

- Conference attendee lists (one provided approximately three weeks out, and the other provided approximately one week before the start of the conference).
- One Post-conference attendee list provided approximately two weeks after the conference.
- Attendee lists will include attendee name, job title, company name and email address of attendees who have opted in to receive pre- and post-conference messaging.
- Attendees who have not opted in to receive pre- and post-conference messaging will not be included in the attendee lists.
- Sponsors may only send communications to attendees who have opted in.

Sponsor Recognition

- Company logo, 250 word description and contact information on conference mobile app.
- Company logo on conference website.
- Sponsor recognition on applicable event signage.

EMPLOYER-ONLY EVENT SPONSORSHIP OPPORTUNITIES

EMPLOYER-ONLY LUNCHEON – APRIL 18

As the sponsor of the one hour luncheon during the employer-only sessions on the first day of BHA, your company will be able to hear engaging dialogue about employers' priorities related to communication and engagement, an opportunity reserved for a few sponsors. Your company will receive one complimentary registration for the employer-only general sessions, luncheon and reception on April 18 and the Business Health Agenda events open to all attendees. You will also receive two complimentary employer client passes for the entire conference April 18-20.

EMPLOYER-ONLY WELCOME RECEPTION – APRIL 18

The Welcome Reception on April 18 is exclusively for employers to network with their peers before the conference opening dinner. As the sponsor of one hour Employer-only Welcome Reception, your company will receive one complimentary registration for the employer-only general sessions, luncheon and reception on April 18 and the Business Health Agenda events open to all attendees. You will also receive two complimentary employer client passes for the entire conference.



CONFERENCE RECEPTIONS, MEALS AND REFRESHMENTS

OPENING DINNER – APRIL 18

The opening dinner is the first event at the conference open to all attendees. The opening dinner immediately precedes the President's Welcome Address and Opening Headliner Address. This 3-course, seated meal allows conference attendees to meet new contacts and reconnect with acquaintances over a healthy meal made with fresh ingredients.

The sponsoring company's logo will be displayed on the main-stage presentation screens when attendees enter the ballroom. It will also be displayed during opening comments recognizing the sponsor's support of the dinner. In addition, the sponsoring company will receive recognition through the use of their company logo on all applicable event signage. The dinner menu will be selected by the Business Group.

AFTER DINNER NETWORKING LOUNGE – APRIL 18

The after dinner networking lounge provides an informal opportunity for all attendees to gather after the opening dinner and keynote address. Guests appreciate the opportunity to network and relax in a lounge-like atmosphere while enjoying a cocktail, specialty espresso drink, or small desserts while listening to music. The lounge will be available for one hour following the keynote address.

The sponsoring company will receive recognition through the use of their company logo on all applicable event signage.

NETWORKING RECEPTION – APRIL 19

The Networking Reception will take place at the JW Marriott hotel. The casual get-together provides a relaxed format for sponsors to get to know new attendees and meet with current clients. The reception will be held from 5:45 – 7:00 p.m. and is the only conference activity organized that evening.

The sponsoring company will receive recognition through the use of their company logo on all applicable event signage.

ADDITIONAL RECEPTION INFORMATION:

- Menus and minor decorations will be designed, determined and approved by the Business Group and its conference consulting firm.
- Additional decorations may be provided by the reception sponsor. Any costs incurred for additional decorations will be paid separately by the reception sponsor. Any additional decoration of the reception site must be preapproved by the Business Group and its consulting firm.
- Any advertisements and invitations for these events (Welcome Reception, After Dinner Networking Lounge, Networking Reception) will be delivered by the Business Group as part of its Business Health Agenda messaging campaign. The reception sponsors will be prohibited from sending any additional or individual messaging for these events.

AWARDS CEREMONY CONFERENCE LUNCHEON – APRIL 19

The conference luncheon is a 3-course meal that takes place during the awards ceremony for the recipients of the *15th Annual Helen Darling Award for Excellence and Innovation in Value Purchasing* and the *Innovation in Advancing Health Equity Award*. The menu will be selected by the Business Group.

The luncheon sponsor will be recognized for their sponsorship during opening comments at the luncheon. In addition, the sponsoring company will receive recognition through the use of their company logo on all applicable event signage.

BREAKFAST SERVICE – APRIL 19 AND 20

Receive recognition as the exclusive sponsor for all conference breakfasts. This offering includes breakfasts on April 19 and 20 that provide a variety of healthy food options to help attendees start their day off right.

The breakfast service sponsor's company name and logo will be used in signs identifying the sponsor. Signs will be placed strategically near buffet stations to provide maximum acknowledgement. The Business Group will select the breakfast service menu items. The sponsoring company may provide input and offer recipes for inclusion in the menu; however, the Business Group has final approval on all menu items.

SEE-YOU-SOON BOXED LUNCH – APRIL 20

A boxed lunch will be provided to attendees at the end of the final conference session on April 20. The boxed lunch sponsor will be acknowledged from the main stage during closing conference comments. In addition, the sponsoring company's logo will be used in signs identifying the sponsorship. Signs will be placed strategically near meal service areas. The Business Group will select which food items will go in the boxed lunch. The sponsoring company may provide input and offer recipes for inclusion in the menu; however, the Business Group has final approval of all menu items.

HEALTHY REFRESHMENT BREAKS – APRIL 18-20

Attendees value coffee and a chance to grab a quick, healthy snack between sessions. As the exclusive refreshment break sponsor, your company will provide continuous coffee and tea service throughout the conference and snacks between sessions. Breaks will occur in the morning and afternoon. The sponsoring company's logo will be used on signs identifying the sponsorship. Signs will be placed strategically near break service areas.

HYDRATION STATIONS

Help conference participants stay hydrated and be environmentally friendly by sponsoring water stations at the conference refreshment breaks throughout the conference. Fruit infused water and cups or napkins with the sponsor company's logo will be provided for all attendees.

EVENT WELL-BEING OPPORTUNITIES

DC MONUMENTS 5K RUN/WALK – APRIL 19



The scenic DC Monuments 5K Run/Walk will start and end at the JW Marriott Hotel on April 19. Fitness event staff will lead walkers, joggers and runners through a guided tour of the iconic DC monuments.

Both the sponsor and Business Group logos will be featured on a commemorative T-shirt handed out to all participants. The Business Group will design the T-shirt using a Business Group appointed designer and graphics. The 5K sponsor will be able to review and contribute to the T-shirt design; however, the final design is subject to Business Group approval.

The sponsor will be recognized for their sponsorship through the use of their company logo on all applicable event signage. A Business Group representative will thank the sponsor before the start of the 5K and a representative of the sponsoring company will be able to make brief, welcoming comments before the start of the event.

TGI-FITNESS SESSION – APRIL 20

The Business Group will offer a morning fitness session on Friday, April 20 to provide a second physical activity opportunity during the conference. This is the perfect way for attendees to wrap up their time in DC by sweating it out next to their fellow conference attendees! The session can be Circuit Training, Pilates, or Yoga. Participation will be limited to the first 40 attendees to sign up during the conference registration process. The sponsor logo will be included in all session signage and on a towel given to each participant.

The Business Group will secure event staff to lead the fitness session. A Business Group representative will thank the sponsor before the start of the session and a representative of the sponsor company will be able to make brief, welcoming comments.

CONFERENCE PATH FLOOR DECALS

Lead conference attendees through the event with a path of floor decals connecting the general session, breakout rooms and refreshment areas. The decals will feature step counts (to promote healthy activity), information to promote engagement, and facts about your company/programs. Your company logo will be featured at the top or bottom of the decals with step count and engagement information. Additional decals will showcase your company logo exclusively.

HIGH IMPACT CONFERENCE NECESSITIES

CONFERENCE WEBSITE

The conference website is a highly visible sponsorship. The website is continually visited by potential and registered conference attendees and will feature conference information, including event registration, hotel details, agenda content, and sponsorship opportunities.

As the exclusive conference website sponsor, your company will be recognized on the conference site homepage. Recognition will include your full company name and logo embedded with a link to your company's website. Your website link must be pre-approved by the Business Group. The Business Group will design and maintain full control of all website content and material displayed.

CONFERENCE APP

Help attendees find conference information right at their fingertips! The conference app will be the one-stop, electronic source for attendees to access event information at all times. The conference app will feature event program details, including speaker bios, session information, presentations and event sponsors. The app will also provide push notifications to attendees regarding networking events and general sessions.



The app sponsor's logo will be featured in the design of the app's menu screen. The app sponsor will also have a special section of the app dedicated to their company information and will be recognized through the use of their logo on all applicable event signage.

CONFERENCE AGENDA AT A GLANCE

Each attendee will receive the conference agenda at a glance at registration. The agenda is a quick guide to conference sessions and networking events, making it a resource everyone will carry in their pockets all 3 days! The sponsor company's logo will be placed on the agenda which participants will refer to throughout the conference.

WI-FI ACCESS

Conference attendees must be connected at all times. The wi-fi sponsor company's name will be used to create the access code for attendees to connect to the wi-fi service. When accessing wi-fi in the meeting space, your company logo's will appear as the sponsor of the service. The sponsor 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).

SOCIAL MEDIA WALL



Contribute to the conversation about the conference by sponsoring the social media wall. The social media wall is a combination of LCD screens that configure into one large wall. It will be available at the conference site throughout the entire event (April 18-20) and will display live tweets about networking activities, session content and event speakers.

The sponsor's logo will be incorporated into the structural signage and holding screen displays. The sponsor will be recognized through the use of their logo on all applicable event signage.

PRESENTATION DOWNLOAD CENTER



The Presentation Download Center is an internet café made available for attendees to download conference presentations. Each attendee will be provided with a compatible flash drive to download the slides. As the Presentation Download Center sponsor, your logo will be included in structural signage, on the home screens of cafe computer stations and on the flash drives. Attendees will be driven to your company's landing page when they use the computers to access the internet.

REUSABLE CONFERENCE TOTE

Give your company's logo maximum visibility by sponsoring the conference bag provided to all attendees. Distributed at registration, the bag will contain the conference agenda and official conference gift (both separately sponsored conference items) as well as any other materials relating to the conference. A Business Group-appointed designer will create the bag design. The branded conference design will be placed on the front of the bag while the conference bag sponsor's logo will be placed on the back.



QUICK CHARGING STATION

Attendees can keep their electronic devices charged and ready to go at all times by using the universal quick charging station placed strategically at the conference site. The sponsoring company's logo will be placed on station signage along with conference-approved graphics.

CONFERENCE SESSION STANDING TABLES

Sponsor this year's conference session standing tables and spread brand awareness in every session. Standing tables will be placed in the back of the general session and breakout rooms to help promote healthy activity and provide participants with an active workspace while attending sessions. As the sponsor, your logo will be included on each standing table. You will also be noted as the standing table sponsor in all applicable signage. These standing tables and your company logo will be one of the first things that attendees see when entering the conference rooms.

GRAND PRIZE DRAWING – APRIL 20

The grand prize drawing will take place after the last session of the conference on April 20. The prize will be handed out by a representative of the sponsoring company from the main stage. The sponsorship will be highlighted and continuously announced throughout the conference with a sign and tumbler, referencing the prize, available near the general session ballroom. The sponsor will also receive recognition on the grand prize raffle ticket. Past grand prizes have included American Express gift cards.

As the grand prize drawing sponsor, you may provide a special grand prize at an additional, separate cost to your company. If you should choose to provide a special grand prize, the item must be pre-approved by the Business Group. Past sponsors have provided Go Pro Cameras and iPads as special grand prizes.

CONFERENCE GIVEAWAY

The gift item or giveaway that attendees receive will be determined by the sponsor in conjunction with the Business Group (i.e., notebook, or pen). All attendees will receive this item inside their conference bag (a separately sponsored conference item). The sponsoring company's logo and the Business Group's logo will both be part of the design and printed on the item (exact location to be determined).

HOTEL KEY CARDS

Welcome attendees to the JW Marriott hotel with a keycard personalized with your company's logo. Attendees will see the hotel key card sponsor's company logo each time they visit their room. The sponsoring company's logo will be placed on the key card using conference-approved graphics. Messages or additional text must be approved by the Business Group.



ROOM DROPS

Claim the exclusive rights to provide an in-room gift to conference attendees by purchasing a room drop sponsorship. Fees cover hotel room drop charges and secure exclusivity to provide an in-room conference gift on either Wednesday (April 18) or Thursday (April 19) night. Room drop delivery will be limited to the night of your sponsorship between 5:00 -7:00 p.m. Room drop items will be provided to conference attendees staying at the JW Marriott hotel within the Business Health Agenda room block. As the room drop sponsor, your company will provide the 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.

LANYARD

Put your company's name and logo at each attendee's fingertips by sponsoring the conference badge lanyards. Distributed at registration, the lanyards will guarantee visibility for your brand.

Please see the Business Health Agenda
2018 Sponsorship Opportunities Price List for further information.

TO SECURE YOUR SPONSORSHIP, PLEASE CONTACT:
Marcia Greville at 202-558-3021 or BHA@businessgrouphealth.org