

# TIPPING POINT?

Weighing the Impact of Industry Change



## SPONSOR PROSPECTUS


NBGH is the nation's only non-profit devoted exclusively to representing large employers' perspective on national health policy and providing practical solutions to health care benefits problems.

Business Health Agenda is the premier event for innovative ideas on employer-sponsored health care, benefits design, quality improvement & cost management.

### 2018 CONFERENCE RECAP

 **516**  
ATTENDEES  
REPRESENTING  
**272**  
COMPANIES

★★★★★  
BHA RECEIVED AN  
OVERALL RATING OF  
**4.37 STARS**  
BY ATTENDEES

 **39%**  
OF COMPANIES  
EMPLOY  
**20,000+**

**60%**  
HOLD SENIOR  
LEVEL POSITIONS  
DIRECTOR,  
VP, OR C-SUITE 

Over **500 Key Decision-Makers** including senior human resources and benefits leaders and experts and innovators in health care cost management, delivery system reform, pharmacy, policy, and employee engagement.

# SPONSOR BENEFITS

Benefit details can be found here. [→](#)



**One Complimentary  
Sponsor Pass**



**One Complimentary  
Employer Client Pass**



**Two Attendee Lists  
Pre-Conference**



**One Attendee List  
Post-Conference**



**Company Logo on Conference  
Mobile App & Website**



**250-word Description on  
Conference Mobile App**



**Sponsor Recognition on  
Applicable Event Signage**

## Meal Sponsorships

### Employer Only Day Luncheon – April 10

One-hour luncheon during the employer-only sessions on the first day of BHA. The sponsor will be one of the few health industry partners to receive one complimentary registration for the employer-only general sessions, luncheon and VIP reception on April 10.

**SOLD**



### Awards Ceremony Luncheon – April 11

The conference luncheon is a 3-course meal that takes place during the awards ceremony for the 16th Annual *Helen Darling Award for Excellence and Innovation in Value Purchasing* and the *Innovation in Advancing Health Equity Award*. The luncheon sponsor will be recognized during opening comments at the luncheon.

**\$14,000**



### Welcome Reception (Includes VIP Employer Reception) – April 10

The Welcome Reception has been extended to begin with an exclusive Employer-Only VIP Reception before opening to all conference attendees. As the sponsor of the combined 90-minute Welcome Reception, your company will receive one complimentary registration for the employer-only general sessions, luncheon and VIP reception on April 10.

**\$20,000**



### Healthy Refreshment Breaks – April 11 & 12

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. Your company's name and logo will be used in signs identifying the sponsor.

**\$14,000**





### Opening Dinner - April 10

The dinner immediately precedes the President's Welcome Address and Opening Keynote. The sponsoring company's logo will be displayed on the main-stage presentation screens when attendees enter the ballroom and during opening comments thanking the sponsor for their support of the dinner. The sponsor will also receive two complimentary employer client passes for the entire conference in addition to the Sponsor pass listed in the Sponsor benefits above.

**\$20,000**

### Breakfast Service - April 11 & 12

The breakfast sponsor's company name and logo will be used on signs identifying the sponsor. 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.

**\$14,000**



### After Dinner Networking Lounge - April 10

Guests will have the opportunity to network and relax in a lounge-like atmosphere while enjoying a cocktail or dessert. The lounge will be available for 45 minutes following the keynote address.

**\$12,000**



### Hydration Stations - April 10-12

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.

**\$8,000**



### See-You-Soon Boxed Lunch - April 12

The boxed lunch sponsor will be acknowledged from the main stage during the closing conference comments. The Business Group will select which food items will go in the boxed lunch and the sponsoring company may provide input and offer recipes for inclusion in the menu.

**\$7,000**

### Networking Reception Day 2 - April 11

The Networking Reception will take place at the Marriott Marquis hotel from 6:15 - 7:30 pm on April 11. It provides a relaxed format for sponsors to get to know new attendees and meet with clients. It is the only conference activity organized that evening and is open to all conference attendees.

**New Optional Activity** - Add a philanthropic element to the reception by sponsoring the networking/charitable activity that will take place just before the reception. Sponsor both the Networking Reception and Charitable Activity to receive a discount.

**Reception Only**

**\$15,000**

**Charitable Activity**

**\$10,000**

**Reception +  
Charitable Activity**

**\$23,500**

## Event Well-Being

### DC 5k Run/Walk – April 11

The Washington, DC 5K Run/Walk will start and end at the Marriott Marquis Hotel on April 11. Fitness event staff will lead walkers, joggers and runners through a guided tour of Washington.



The sponsor and Business Group logos will be featured on a commemorative t-shirt handed out to all participants. A Business Group representative will thank the sponsor before the start of the 5K and a representative of the sponsoring company may make brief, welcoming comments before the start of the event.

DC 5K Run/Walk:

**\$8,000**

5K and  
Fitness Session:

**\$14,000**

### Fitness Session – April 12

The Business Group will offer a morning fitness session on Friday, April 12 to provide a second physical activity opportunity during the conference. The session can be Circuit Training, Pilates, Yoga or Zumba. Participation will be limited to the first 40 attendees to sign up during the conference registration process. The sponsor's logo will be included 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 may make brief.

Fitness Session:

**\$8,000**

5K and  
Fitness Session:

**\$14,000**



### Relaxation Oasis – April 11

Attendees will enjoy unwinding in this quiet lounge area where two professional masseuses will provide 10-minute massages. As the sponsor, your company logo will be included in the massage station branding.

**\$10,000**



### 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 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.

**\$11,000**



### Mothers' Room

Create a comfortable space for nursing moms attending the conference. The room will be equipped with seating, a mirror and a refrigerator. The sponsor will be recognized on signage featuring your company name and logo outside the room.






**\$5,000**








# Looking for Branding Opportunities?

## BHA 2019 Provides Many Options.

	<b>On-Demand Badge Printing Kiosks and Lanyards</b> <p>Put your company's name and logo at each attendee's fingertips by sponsoring the conference On-Demand Badge Printing Kiosks and Lanyards. As the sponsor, your company logo will be used in the branding on the screens and lanyards provided at registration.</p>	<b>SOLD</b>
	<b>Room Drops - April 9 and 11</b> <p>Claim the exclusive right 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 Tuesday (April 9) or Thursday (April 11) night. Room drop delivery will be limited to the night of your sponsorship between 5:00 -7:00 p.m. Items will be provided to conference attendees staying at the Marriott Marquis 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.</p>	<b>April 10 - SOLD</b>  <b>\$12,500/e</b>
	<b>Conference App</b> <p>The conference app is the one-stop, electronic source for attendees to access event information. It 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.</p> <p>The sponsor's logo will be featured in the design of the app's menu screen and the sponsor will have a special section of the app dedicated to their company. The sponsor will also be recognized with their logo on all applicable event signage.</p>	<b>\$11,000</b>
	<b>Wi-Fi Access</b> <p>The Wi-Fi sponsor 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. 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).</p>	<b>\$11,000</b>
	<b>Conference Path Decals</b> <p>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.</p>	<b>SOLD</b>

	<b>Charging Stations</b> Attendees can keep their electronic devices charged and ready to go by using the universal quick charging stations placed strategically at the conference site. The sponsoring company's logo will be placed on stations along with the BHA 2019 graphic.	<b>\$10,000</b>
	<b>Conference Giveaway</b> The gift item 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).	<b>SOLD</b>
	<b>Hotel Key Card</b> Welcome attendees to the Marriott Marquis 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.	<b>SOLD</b>
	<b>Conference Tote Bag</b> 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.	<b>\$8,000</b>
	<b>Conference Website</b> As the exclusive conference website sponsor, your company will be recognized on the conference 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.	<b>\$8,000</b>
	<b>Conference Agenda at a Glance</b> 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 and ad will be placed on the agenda which participants will refer to throughout the conference.	<b>SOLD</b>
	<b>Headshot Photographer Station - April 11</b> Provide an opportunity for attendees to have a professional photo taken for their bio and social media profiles. The sponsor's logo will be included on station signage.	<b>SOLD</b>

**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](mailto:membership@businessgrouphealth.org)).

## **BUSINESS HEALTH AGENDA SPONSOR BENEFITS:**



### **One Complimentary Sponsor Pass**

- Allows entry to conference sessions and networking events, excluding the April 10 Employer-Only sessions, luncheon and VIP reception.



### **One Complimentary Employer Client Pass**

- Allows entry to all sessions and events April 10-12, including the April 10 Employer-Only sessions, luncheon and VIP 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 4, 2019.



### **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.

## **Contact**

**Marcia Greville at 202-558-3021 or  
[BHA@businessgrouphealth.org](mailto:BHA@businessgrouphealth.org) to secure your  
sponsorship as soon as possible.**