

CREATE | EVOLVE | INSPIRE

Imagine!

in•value•able
2022 conference series
Presented by Health Action Council

SPONSORSHIP PROSPECTUS

SHOWCASE PRODUCTS & SERVICES | GENERATE LEADS | NETWORK | JOIN THE CONVERSATION

PREMIER EMPLOYEE BENEFITS HYBRID EVENT

VIRTUAL: THURSDAYS, JANUARY 27 & FEBRUARY 10

IN-PERSON CLEVELAND: FEBRUARY 23-24



FIVE KEYNOTE / FEATURED SPEAKERS



10 CONCURRENT EDUCATIONAL SESSIONS



IN-PERSON EXHIBIT HALL & VIRTUAL NETWORKING



TWO IN-PERSON COCKTAIL RECEPTIONS



health action council



WHO IS HEALTH ACTION COUNCIL?

Health Action Council is a not-for-profit, member-driven organization made up of over 220 mid and large sized employers and union groups, who cover over 2.6 million unique lives across the U.S. Members offer health benefits and wellness services to their employees, dependents, and retirees. Through research, we focus on quality and promote simple, open-sourced health and benefits solutions at the intersection of group purchasing, education, and health improvement.

OUR MEMBERS ARE LOCATED IN:

100%
OF STATES

82% OF
COUNTIES

63% OF
ZIP CODES

WHAT IS THE IN-VALUE-ABLE SERIES?

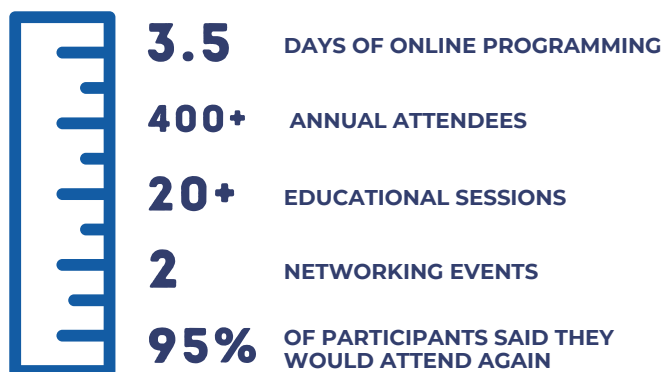
The 2022 IN-VALUE-ABLE Series is a tactically-focused education and networking series to provide attendees with unbiased, forward-thinking, open-sourced information from nationally recognized experts across industries providing the insight and tools needed to transform current benefits programs now and in the future.

- Thought provoking keynotes
- Best practice sharing
- Peer-to-peer sharing
- Practical educational sessions with actionable takeaways
- SHRM and HRCI continuing education credits
- Members attend free of charge

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WHY SPONSOR?

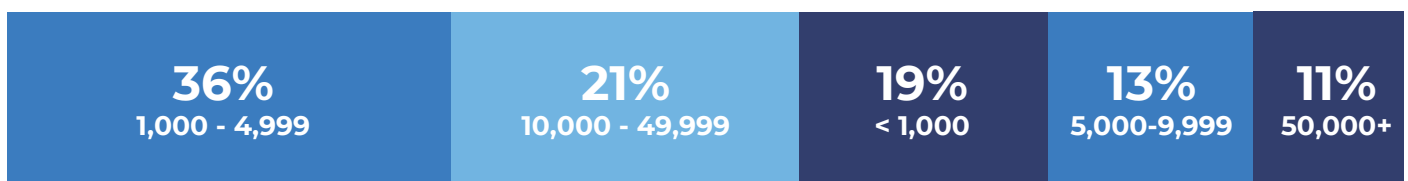


WHO ATTENDS?

Open to all **HEALTHCARE, WELLNESS BENEFIT** and **FINANCE DECISION MAKERS** and **HR PROFESSIONALS** from:

- Large public & private employers
- Education
- Government
- Municipal services
- Healthcare
- Unions
- Pensions
- Retirement funds
- Professional services
- Manufacturing
- Retail

OUR MEMBERS AND ATTENDEES BY EMPLOYER SIZE:



SIGN-UP AS A SPONSOR! VISIT [IN-VALUE-ABLE.COM](https://in-value-able.com)

QUESTIONS? CONTACT SAMANTHA SKOWRON AT 216.232.4495 OR EMAIL [SSKOWRON@HEALTHACTIONCOUNCIL.ORG](mailto:sskowron@healthactioncouncil.org)

WHAT ATTENDEES ARE LOOKING FOR:

Attendees are seeking new, innovative products and services to: improve employee retention and talent acquisition, embrace technical solutions that simplify benefits administration, and improve employee health, engagement and experience.

- Consulting / broker firms
- Insurance carriers / third-party administrators
- Benefits administration vendors
- Utilization review / cost-containment / care coordination companies
- Telemedicine and healthcare providers
- Health analytics / data warehouse services
- Tuition reimbursement



- Digital chronic condition management
- Communications / engagement vendors
- Wellness solutions / service companies
- Mental and behavioral health services
- Pharmaceutical companies
- Transparency vendors
- Ancillary benefits vendors
- Digital platforms



- Second opinion services
- Legal / audit services
- EAPs
- 401(k), HSA, HRA, FSA managers / suppliers
- Network managers
- Onsite / shared clinic providers
- Wearable technology vendors
- Decision support platforms
- Genetic screening services
- Financial wellness
- Women's health
- Caregiving / support services
- Transportation services

WHAT ATTENDEE'S SAY:

We appreciate the opportunity to collaborate with like-minded individuals in our industry, thus providing more visibility to best practices.

Thanks for such a great conference. I learned a ton and made some really solid connections. I came back a better person than when I left, so thank you!

I found your event to be refreshingly different than other conferences without compromising the quality of information shared with the audience.

I like that staff stays on top of cutting-edge innovation and educational offerings. Tomorrow will be different than today.

CONFERENCE VALUE



CONFERENCE FORMAT

























OBJECTIVE EDUCATIONAL CONTENT



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SPONSOR SNAPSHOT

	PLATINUM	GOLD	SILVER	BRONZE	MEDALLION
LOCK IN Available to prior year sponsors April 15, 2021	\$26,000	\$13,000	\$6,500	\$3,850	\$1,000
EARLY BIRD August 31, 2021	\$27,000	\$13,500	\$7,000	\$4,100	\$1,250
STANDARD Up until event	\$28,000	\$14,000	\$7,500	\$4,350	\$1,500
ANNUAL SUPPORTER DISCOUNT	\$300	\$300	\$300	\$300	\$300
CLE Exhibit hall space - Booth size 8 x 10					
Virtual exhibit booth <ul style="list-style-type: none"> Company description, sales collateral, ability to receive direct messages from attendees Two promotional videos (YouTube, Vimeo, etc.) Attendees can access virtual booths 24/7 during the Conference series 					
Commercial	60-second commercial played before sponsored keynote speaker ----- 30-second commercial played on Day 1 in CLE	60-second commercial played before sponsored virtual breakout education session	30-second commercial played before co-sponsored CLE breakout education session	20-second commercial played in commercial reel for conference	20-second commercial played in commercial reel for conference
Keynote speaker introduction, includes logo (3 available)					
CLE Member and speaker dinner, 2 attendees included for sponsor to attend					
Branded swag bag/box (HAC to provide, will include all Platinum sponsor logos)					
Sponsor 1 of the following: <ul style="list-style-type: none"> CLE Member and speaker dinner, 4 attendees included for sponsor to attend (1 available) CLE Featured speaker introduction, includes logo (3 available) 					
Sponsor a virtual breakout education session, includes logo and host recognition					
Sponsor 1 of the following: <ul style="list-style-type: none"> CLE Networking breakfast, includes logo and host recognition CLE Networking lunch, includes logo and host recognition CLE Healthy Ohio lunch, includes logo and host recognition Thought leadership program, includes logo and host recognition, plus 1 attendee (3 available) CLE Networking reception, includes logo and host recognition (2 available, Day 1 or Day 2) CLE Wifi CLE Member parking voucher CLE AM and PM breaks (Day 2), includes logo and host recognition CLE Registration desk 					
Co-sponsor a CLE breakout education session, includes logo and host recognition					
Sponsor 1 of the following: <ul style="list-style-type: none"> CLE Charging station CLE Lanyard Book* Branded pen* Water bottle* Travel cup* Stress ball* Sanitizer spray pen* Notebook* Lip balm* Healthy granola bar* Trail mix* Item of choice* (*Item in swag bag/box)					
Opportunity to submit proposal for breakout session Deadline: September 2021					
















































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MARKETING OPPORTUNITIES					
Complimentary in-person/virtual admissions for sponsor	5	3	2	2	1
Complimentary virtual only admissions for sponsor	5	3	2	2	1
Complimentary in-person/virtual admissions for key clients and/or prospects	10	8	6	6	6
Complimentary virtual only admissions for key clients and/or prospects	10	8	6	6	6
Additional attendee tickets available for discounted rate					
Complimentary attendance to a Thought Leadership program	1				
Sell sheet in swag bag/box (HAC approved)					
Raffle prizes provided by sponsor. Announced by HAC host and sponsor given recognition.					
VIRTUAL DIRECTORY/ONLINE PROGRAM RECOGNITION					
Logo in sponsor directory					
Main contact listing in sponsor directory	1	1	1	1	1
# of words in company description	300	250	200	150	100
Logo advertising in virtual platform					
CLE PROGRAM RECOGNITION					
Logo / Name	Logo	Logo	Logo	Name	Name
CLE Exhibit Hall Map					
DIGITAL RECOGNITION					
Recognition on conference series homepage	Logo	Logo	Logo	Name	Name
Recognition in pre-series emails	Logo	Logo	Logo	Name	Name
Recognition in post-series thank you to attendees	Logo	Logo	Logo	Name	Name
Sponsor announcement on social properties including: Facebook, LinkedIn and Twitter					
Social post announcing sponsor of keynote or featured speaker					
CLE ON-SITE RECOGNITION					
Opening presentation and during breaks	Logo	Logo	Logo	Name	Name
On-site signage or digital display	Logo	Logo	Logo	Name	Name
Table and buffet stanchion signage with logo for breakfast, lunch, breaks and receptions sponsorships			Logo		
NETWORKING OPPORTUNITIES					
Day 1 CLE Cocktail reception (unlimited attendees)					
Day 2 CLE Cocktail reception and service project (unlimited attendees)					
CLE Sponsor dinner (additional reservations available for purchase - \$65 each)	2	2	2	1	1
Participate in the virtual roundtable discussion	1	1	1	1	1
Pre-conference attendee registration list (name and company name only)					
Name badge QR code scanner (optional)	\$150	\$150	\$150	\$150	\$150

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SPECIAL OFFER FOR HEALTH ACTION COUNCIL SUPPORTERS: \$300 OFF ANY SPONSORSHIP LEVEL*

**must be an active supporter at time of conference series to receive discount*

All sponsorships are offered on a first-come, first-serve basis. Requests are considered tentative until payment is received. All sponsors may respond to Health Action Council's call for workshop entries. Health Action Council and its members are under no obligation to select any proposal and will consider proposals that meet our criteria for pertinence, objectivity, and educational value. All proposals meeting our standards will be vetted through our rigorous selection process.



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