

# Traverse the Benefits Experience

Focus | Influence | Simplify

in • value • able  
2024 conference series  
*Presented by Health Action Council*

## SPONSORSHIP PROSPECTUS

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

### PREMIER EMPLOYEE BENEFITS EVENT

VIRTUAL ONLY: THURSDAY, JANUARY 25, 2024

IN-PERSON ONLY: FEBRUARY 20-21, 2024



20+ SPEAKERS



400+ REGISTRANTS



IN-PERSON EXHIBIT HALL



TWO IN-PERSON  
NETWORKING RECEPTIONS

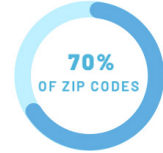
**SIGN UP AS A SPONSOR! VISIT [IN-VALUE-ABLE.COM](https://www.in-value-able.com)**

QUESTIONS? CONTACT KELLY ERNST WARNER AT 216.236.0368 OR EMAIL [KERNSTWARNER@HEALTHACTIONCOUNCIL.ORG](mailto:kernstwarner@healthactioncouncil.org)

## ABOUT HEALTH ACTION COUNCIL

Health Action Council is a not-for-profit, member-driven organization made up of approximately 230 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:



## WHAT IS THE IN-VALUE-ABLE SERIES?

The 2024 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.

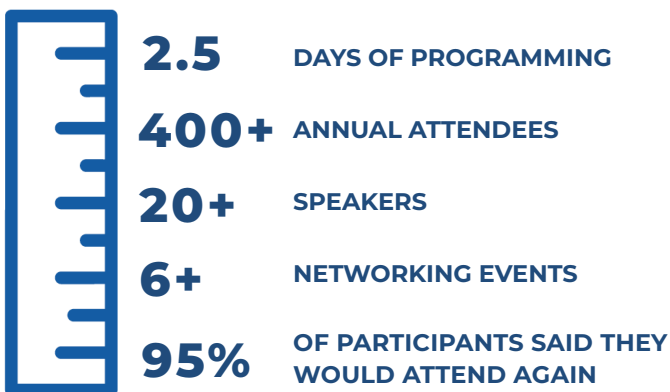
- Keynote and featured speakers
- 10+ Concurrent educational sessions that deliver practical actionable takeaways
- Best Practice Sharing
- In-person interactive sponsor booths
- Exhibit Hall and Networking Opportunities
- SHRM, HRCI, ODI, and CEBS continuing education credits
- Members attend conference free of charge

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### WHY SPONSOR?

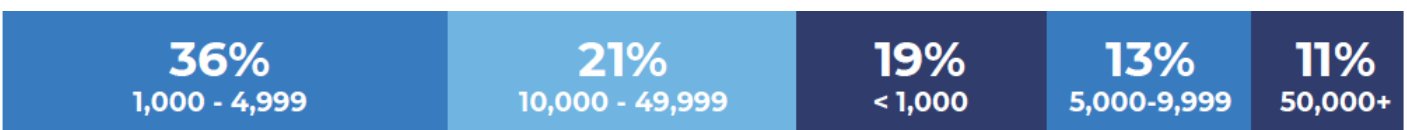


### WHO ATTENDS?

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:



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## 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

## WHAT ATTENDEES SAY:

“  
This is my first time attending. Great topics, great vendor selection, great networking opportunities with both peers and industry experts.

“  
I have worked in benefits for a long time and this conference keeps me fresh. I always walk away with new ideas and inspiration from the IN-VALUE-ABLE Conference.

“  
The right people come to this conference. They are decision makers who want the best for their companies and employees. If you want to know what's happening in the industry there's no better place to find out.

























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# SPONSOR SNAPSHOT

		PLATINUM	GOLD	SILVER	BRONZE	MEDALLION
<b>LOCK-IN</b>	April 14, 2023	\$27,000	\$13,000	\$6,500	\$3,900	\$1,100
<b>EARLY BIRD</b>	August 31, 2023	\$28,500	\$14,000	\$7,000	\$4,200	\$1,500
<b>STANDARD</b>	Up until event	\$30,000	\$15,000	\$7,500	\$4,500	\$1,950
<b>ANNUAL SUPPORTER DISCOUNT</b>		\$300	\$300	\$300	\$300	\$300
CLE Exhibit hall space - Booth size 10 x 10						
Exhibit booth <ul style="list-style-type: none"> <li>Company description, sales collateral, ability to receive direct messages from attendees</li> <li>Two promotional videos (YouTube, Vimeo, etc.)</li> <li>Attendees can access virtual booths 24/7 during the Conference series</li> </ul>						
Commercial		60-second commercial played before sponsored keynote speaker	60-second commercial played before sponsored breakout education session	30-second commercial played before co-sponsored 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)						
Member and speaker dinner, 2 attendees included for sponsor to attend						
Branded swag bag (HAC to provide, will include all Platinum sponsor logos)						
Sponsor 1 of the following: <ul style="list-style-type: none"> <li>Member and speaker dinner, 4 attendees included for sponsor to attend (1 available)</li> <li>Featured speaker introduction, includes logo</li> </ul>						
Sponsor a virtual breakout education session, includes logo and host recognition						
Sponsor 1 of the following: <ul style="list-style-type: none"> <li>Networking breakfast, includes logo and host recognition</li> <li>Networking lunch, includes logo and host recognition</li> <li>Thought leadership program, includes logo and host recognition, plus 1 attendee</li> <li>Networking reception, includes logo and host recognition (2 available, Day 1 or Day 2)</li> <li>Wifi</li> <li>Member parking voucher</li> <li>AM and PM breaks (Day 2), includes logo and host recognition</li> <li>Registration desk</li> <li>Event Signage</li> </ul>						
Co-sponsor a breakout education session, includes logo and host recognition						
Sponsor 1 of the following: <ul style="list-style-type: none"> <li>Charging station</li> <li>Lanyard</li> <li>Book*</li> <li>Branded pen*</li> <li>Water bottle*</li> <li>Travel cup*</li> <li>Stress ball*</li> <li>Sanitizer spray pen*</li> <li>Notebook*</li> <li>Lip balm*</li> <li>Healthy granola bar*</li> <li>Trail mix*</li> <li>Item of choice*</li> </ul> (*Item in swag bag)						
Opportunity to submit proposal for breakout session Deadline: September 15, 2023						

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# SPONSOR SNAPSHOT

PLATINUM

GOLD

SILVER

BRONZE

MEDALLION

## MARKETING OPPORTUNITIES

Complimentary admissions for sponsor	5	3	2	2	1
Complimentary 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 (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 event platform					

## CLE PROGRAM RECOGNITION

Logo / Name	Logo	Logo	Logo	Name	Name
Exhibit Hall Map					
Full Page Program Advertisement					

## 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	Logo	Logo	Logo	Name	Name

## NETWORKING OPPORTUNITIES

Day 1 Cocktail reception (unlimited attendees)					
Day 2 Cocktail reception and service project (unlimited attendees)					
Sponsor dinner (additional reservations available for purchase - \$70 each)	2	2	2	1	1
Pre-conference attendee registration list (name and company name only)					
Lead Retrieval (optional)					
30 minute meeting with Health Action Council Leadership (1-on-1)					

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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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