

In-Value-Able

20
25

Engage | Empower | Transform Benefits

January 29th - 30th | Huntington Convention Center

Sponsorship Prospectus

- Showcase Products & Services
- Generate Leads
- Network
- Join The Conversation

20+
Speakers



400+
Registrants



**In Person
Exhibit Hall**



2
Networking
Receptions



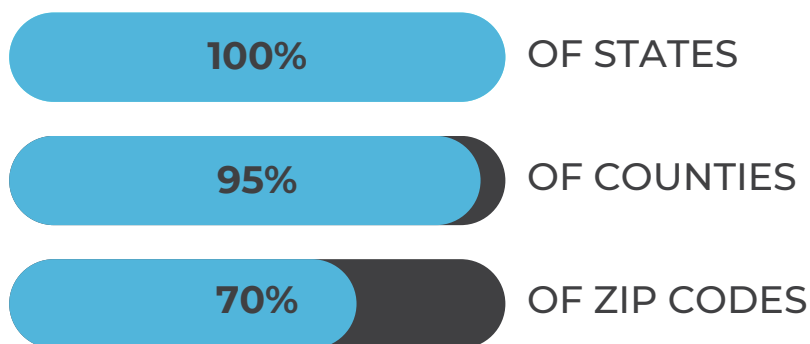
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QUESTIONS? EMAIL KAIT REZABEK AT: krezabek@healthactioncouncil.org

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 CONFERENCE?

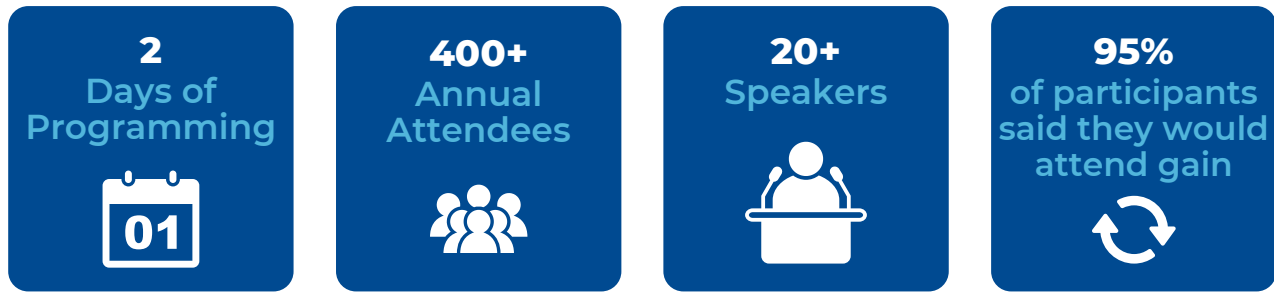
The 2024 IN·VALUE·ABLE Series is a tactically-focused education and networking series to provide attendees with unbiased, forward-thinking, open sourced information from nationally recognized experts across industries providing the insight and tools needed to transform current benefits programs now and 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?



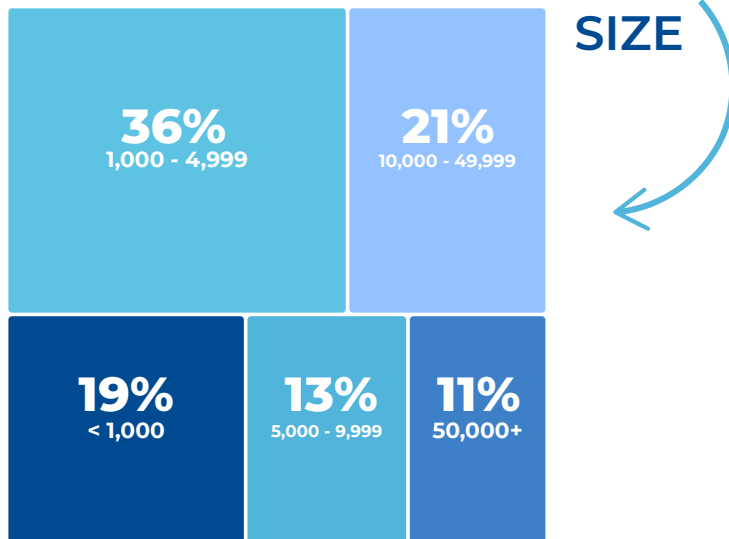
WHO ATTENDS?

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



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SPONSOR SNAPSHOT

	PLATINUM	GOLD	SILVER	BRONZE	MEDALLION
LOCK-IN May 4, 2024	\$30,000	\$15,000	\$7,500	\$4,500	\$1,300
EARLY BIRD September 30, 2024	\$32,000	\$16,100	\$8,100	\$4,850	\$1,750
STANDARD Up until event	\$32,750	\$17,725	\$9,000	\$5,500	\$1,925
ANNUAL SUPPORTER DISCOUNT	\$300	\$300	\$300	\$300	\$300
Exhibit hall space - Booth size 10 x 10					
Exhibit booth Company description, sales collateral, ability to receive direct messages from attendees Two promotional videos (YouTube, Vimeo, etc.)					
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: * Member and speaker dinner, 4 attendees included for sponsor to attend (1 available) * Lunch (2 available) * Thought Leadership breakout session					
Sponsor 1 of 4 Break Events					
Sponsor 1 of the following: * Networking breakfast, includes logo and host recognition * Registration Desk & TVs * Food Break (4 available) * Keynote book (2-3 available) with bookmark * Wifi * Member parking voucher (Convention Center) * Cocktail Reception (2 available)					
Co-sponsor a breakout education session, includes logo and host recognition					
Sponsor 1 of the following: * Mints * Playing Cards * Tissues * Stain Stick * Refrigerator Clip Deluxe Water Station (4 - 2 co sponsors per day) (*Item in swag bag) Animal Therapy (2 available) Lanyard Water Cooler Sleeve Charging Station					
Opportunity to submit proposal for breakout session Deadline: September 13, 2024					

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SPONSOR SNAPSHOT

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MARKETING OPPORTUNITIES

Complimentary admissions for sponsor	5	3	2	2	1
Complimentary admissions for key clients and/or prospects	10	10	10	10	10
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.					

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					

PROGRAM RECOGNITION

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

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
Recognition on screens outside breakout rooms	Logo	Logo	Logo	Name	Name
Sponsor announcement on social properties including: Facebook, LinkedIn and Twitter					
Social post announcing sponsor of keynote or featured speaker					

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)					
Pre-conference attendee registration list (name and company name only)					
Lead Retrieval (First 25 users)					
30 Minute Meeting with Health Action Council Leadership (1-on-1)					

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