

In-Value-Able

Sponsorship Prospectus

- Showcase Products & Services
- Create Brand Visibility & Credibility
- Gather Market Insights
- Generate Leads
- Network

Inspiring Innovation in Benefits

February 3-4, 2026 | Huntington Convention Center

20+
Speakers



300+
Registrants



Exhibit Hall



Networking
Reception



SIGN UP AS A SPONSOR: In-Value-Able.com/sponsor

QUESTIONS? CONTACT ANNE BLUM AT: ablum@healthactioncouncil.org

ABOUT HEALTH ACTION COUNCIL

Health Action Council is a not-for-profit, member-driven organization of approximately 230 mid and large sized employers and union groups, who cover over 2.75 million unique lives across the U.S. Members offer health and wellness benefits to their employees, dependents, and retirees. 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

95%

OF COUNTIES

70%

OF ZIP CODES



WHAT IS THE IN-VALUE-ABLE CONFERENCE?

The 2026 IN·VALUE·ABLE Conference & Expo delivers two days of impactful learning and strategic networking. Attendees receive unbiased, forward-focused, and practical information and tools from nationally recognized experts across various industries. This event is designed to equip professionals with the insights necessary to strategically transform their current benefits programs, ensuring both immediate and long-term success.

Attendees benefit from:

- Dynamic keynote and featured speakers
- 10+ Concurrent educational sessions packed with practical actionable takeaways
- Best Practice Sharing
- Interactive sponsor booths and a robust exhibit hall
- Extensive Networking Opportunities

Participants also earn SHRM, HRCI, ODI, and CEBS continuing education credits at no cost, making this a high value event.

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WHY SPONSOR?

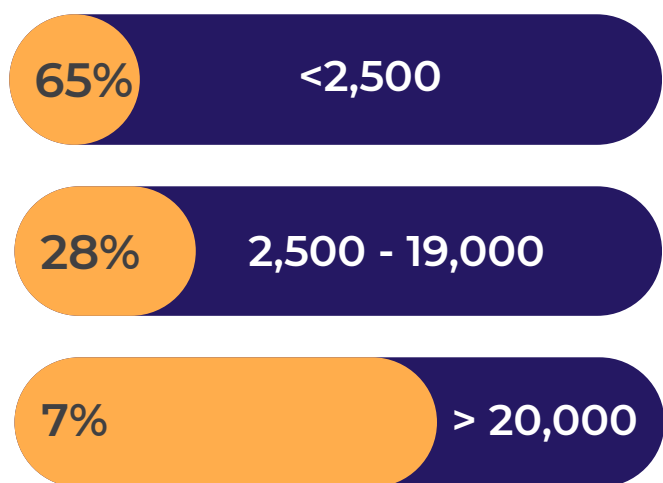


WHO ATTENDS?

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

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

ATTENDEES BY NUMBER OF EMPLOYEES



69% Private
31% Public



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WHAT ATTENDEES ARE LOOKING FOR:

Attendees at this conference are actively seeking innovative solutions and cutting-edge products and services to address their most pressing challenges. They are laser-focused on finding actionable strategies and tools that will demonstrably:

Improve Quality of Care
Enhance Employee Health Outcomes
Control Costs
Drive Deeper Employee Engagement
Elevate Employee Retention
Optimize the Overall Employee Experience










































- Consulting/Broker Firms
- Insurance Carriers/Third Party Administrators
- Utilization Review/Cost Containment Companies
- Healthcare Services and Providers
- Health Analytics/Data Warehouse Services
- Chronic Condition Management
- Communications/Engagement Vendors
- Physical, Mental, Spiritual and Financial Wellness Companies/EAPs
- Benefit Administration Platforms
- Pharmaceutical Companies
- Ancillary Benefits Vendors
- Second Opinion Services
- Legal/Audit Services
- 401(k), LSA, HSA, HRA, FSA, COBRA Managers/Suppliers
- Onsite/Shared Clinic Providers
- Wearable Technology Vendors
- Decision Support Platforms
- Women's Health Services
- Caregiving/Care Coordination/Support Services

"Health Action Council is a resource for the city and they really help me stay on top of what's going on in the benefits space."
- City of Toledo

"This conference is a great event. I have made fantastic employer connections; as well as met some impressive vendors, shared terrific ideas, and made new contacts that will hopefully turn into wonderful relationships."
- 2025 Sponsor




















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SPONSOR SNAPSHOT		PLATINUM	GOLD	SILVER	BRONZE	MEDALLION
LOCK-IN	May 30, 2025	\$27,000	\$13,000	\$6,500	\$3,900	\$1,100
EARLY BIRD	August 31, 2025	\$28,500	\$14,000	\$7,000	\$4,200	\$1,500
STANDARD	Up Until Event	\$30,000	\$15,000	\$7,500	\$4,500	\$1,950
ANNUAL SUPPORTER DISCOUNT			\$300	\$300	\$300	
BENEFITS OF SPONSORSHIP						
Exhibit Hall Booth (10x10)						
Attendance at Member and Speaker dinner		2				
Branded swag bag (Will include all Platinum sponsor logos)						
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						
Attendance at Thought Leadership Session		1				
ON-SITE RECOGNITION						
Introductory Slides in each education session		Logo	Logo	Logo	Name	Name
Event Signage		Logo	Logo	Logo	Name	Name
DIGITAL RECOGNITION						
Recognition on Digital Event Platform including: <ul style="list-style-type: none">Company DescriptionPromotional VideoAbility to receive direct messages from attendeesPrimary Contact Listing						
Recognition on conference homepage, emails and thank you message		Logo	Logo	Logo	Name	Name
Sponsorship announced on social media including Facebook and LinkedIn						
Social media post announcing sponsor of keynote or featured speaker						
MARKETING OPPORTUNITIES						
Commercial		Played before sponsored Keynote Speaker (60 sec. max)	Played as part of reel throughout the conference including during Breakfast, Lunch and Cocktail events (30 sec. max)			
Raffle prize announced by HAC host						
Exhibit Hall Map						
Program Advertisement		Full Page	½ Page	¼ Page		
NETWORKING OPPORTUNITIES						
Cocktail reception (unlimited attendees)						
Pre-conference attendee registration list (name and company name only)						
Lead Retrieval (first 25 sponsors to sign-up)						
30 minute meeting with Health Action Council Leadership (1-on-1)						

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SPONSORSHIP OPPORTUNITIES						
ITEM	Number Available					
Keynote Speaker (Includes introduction and logo)	3					
Member and Speaker Dinner (Includes attendance for 4 to event)						
Featured Speaker (Includes introduction and logo)	2					
Lunch	2					
Thought Leadership Session						
Wifi						
Networking Breakfast						
Wellness Challenge						
Registration Desk						
Food Break	4					
Book (Includes bookmark with logo)						
Member Parking Vouchers						
Cocktail Reception						
Charging Station						
Lanyard						
Deluxe Water Station (Includes logo on Water Cooler Sleeve)	2					
Animal Therapy	2					
Putt Putt Golf Game						
Swag Bag Item with Logo (Select One) - Pen - Notebook - Outdoor Wellness Kit - Tissues - Lip balm - Healthy granola bar - Travel cup - Stress ball - Trail Mix - First Aid Kit/Band-Aids - Emery board - Mints						

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