

MBGH 41ST ANNUAL CONFERENCE

A BRAVE NEW WORLD



Employer-Driven Innovation & Social Responsibility

VIRTUAL

MAY 5-6, 2021

Sponsorship Prospectus

www.mbgh.org/41acsponsorships

Contact Mindy McBee with any questions

mmcbee@mbgh.org



Midwest Business Group on Health
The Source for Leading Health Benefits Professionals

Advancing Value in Health Care and Health Benefits

MBGH's Annual Conference serves as one of the largest gatherings of leading HR/health benefits professionals in the country. The virtual conference takes place over two days in which attendees will hear innovative employer case studies, learn about cutting edge topics and experience peer-to-peer networking – all in an informal setting with a collaborative community of sharing.

MBGH employer members are eager to learn about the new products, tools and services available in the market today. This makes sponsoring our 41st Annual Conference the place to be with over 450 anticipated attendees. **We sell out quickly so secure your preferred sponsorship level today.**

Key Conference Topics include:

- Legislative & health policy landscape from the new administration
- Eliminating waste, inefficiencies and excess costs with delivery systems & health plans
- Transforming plan designs to impact total cost of care & whole health
- Beyond COVID-19: Preparing for today's care disparities for social determinants of health, mental/behavioral health & racial inequality
- Working virtually: Addressing the cognitive impact on employees as workers, caregivers & teachers

[Sponsor Contract](#)

[2020 Sponsors](#)

[2020 Participating Companies](#)

[2020 Agenda](#)

About MBGH

MBGH serves as one of the nation's leading and largest non-profit employer coalitions, since 1980. Employer members are represented by human resource and health benefit professionals for over 130 mid, large and jumbo self-insured public and private companies. Collectively, all members provide health benefits for more than 4 million lives and spend over \$12 billion annually on health care. Activities focus on education, networking and benchmarking, health benefits research and community-based initiatives. By working together, we use our collective voice to serve as catalysts for change to ensure people receive high quality, efficient and cost-effective health care.

www.mbg.org

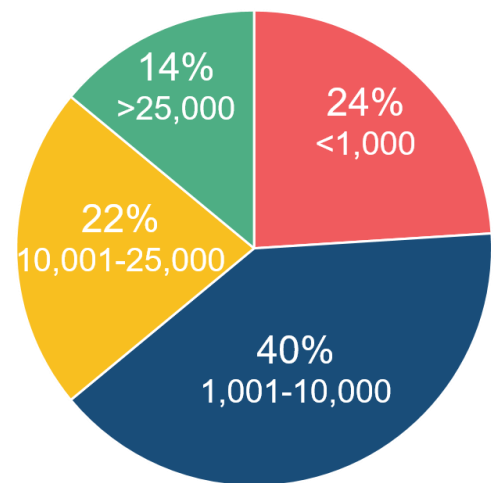
[Board Members](#)

[Member List](#)

MBGH Members

Over 60% of members are self-insured, public and private employers. Other members include employer coalitions, health care delivery systems, health plans, pharmaceutical manufacturers, wellness vendors, benefit consultants and professional associations.

MBGH Employer Member
Employee Count



Our Virtual 40th Annual Conference included:

56% Employers

431 Attendees

200+ Organizations



90% of 2020 sponsors said they would sponsor in 2021



















2020 attendee comments:

"I loved how you made it feel like an actual conference in a virtual setting. Insightful presentations too!"

"This year felt less like particular providers were pushing products and more like sharing of important data and discoveries, well done!"



Sponsors at a Glance

	Elite	Breakout	Case Study	Panel	Intermission	Exhibitor
Price	\$20,000	\$15,000	\$13,000	\$10,000	\$6,500	\$4,500
Number Available	X 1	SOLD OUT	X 0	X 0	8	X 6
Virtual exhibit booth						
Passes	7	6	5	4	3	2
Employer Speaker	 15 min. case study	 40 min. panel 1 employer speaker & 1 topic expert	 15 min. case study	 40 min. session		
Commercial	2 min	1 min			30 sec	
Sponsor swag to first 100 employer registrants						
Attendee list of those that joined session						
Press release						
Sponsor name in registration confirmation email						
Sponsor logo placed on session tab						
Post event survey question						

All sponsorships include:

- Pre-attendee list provided 1 week before conference (name, title, company)
- Final attendee list provided 2 weeks after conference with name, title, company and email for one time use
- First in line to sponsor 2022 annual conference
- Ability to participate in our famous prize drawing!
- Virtual Hub opens to all 30 days prior to event
 - Build your profile; Network with attendees; Schedule video meetings
 - Virtual exhibit booth: company logo, company description, downloadable resources, lead capture, ability to pre-set appointments in virtual hub, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors



Questions? Contact Mindy McBee, mmcbee@mbgh.org

Elite \$20,000



- *Greatest level of visibility and involvement in conference*
- *Employer Case Study*
- *4 available*

Speaking Option

- Employer Case Study – Health benefits professional from self-insured employer/client for 15-minute case study (time includes Q&A)
- Speaker and topic to be mutually agreed upon between MBGH and sponsor
- Speaker receives complimentary registration to conference; honorarium (if applicable) paid for by sponsor
- No marketing of sponsor products or services allowed
- Content focused on employer rationale for their strategy, benefit design features, lessons learned and related outcomes

Conference Passes and Virtual Exhibit Booth

- 7 complimentary all-access general session passes for sponsor staff
- 3 complimentary all-access general session passes for non-member employer clients – additional passes available for purchase
- Premium virtual exhibit booth — company logo, company description, downloadable resources, lead capture, ability to pre-set appointments, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors

Sponsor Recognition

- Press release acknowledging company as Elite Sponsor of conference
- 2 minute pre-recorded commercial
- Company description with contact information on virtual platform
- Logo on pre-conference marketing, virtual platform and MBGH website
- Recognition throughout conference
- Logo placed on sponsored sessions tab of virtual platform
- Sponsor name in registration confirmation email to all registrants
- Ability to work with MBGH to create 1 post-event survey question distributed by MBGH to all conference attendees
- Social media promotion pre-event, during and post-event
- Ability to participate in prize drawing and opportunity to provide sponsor swag sent to the first 100 employer registrants
- First in line to sponsor 2022 annual conference

Attendee List

- Pre-attendee list provided 1 week before event— name, title and company
- Attendee list and contact information of those that joined the sponsored session
- Final attendee list provided 2 weeks post-conference – name, title, company, email address; one time use only



Breakout \$15,000

- *Significant visibility and involvement in conference*
- *Breakout Sessions – two (concurrent) on May 5th and two (concurrent) on May 6th*
- *4 available*

Speaking Option

- 40 minute panel session (time includes Q&A)
- Topic, content and panelists to be mutually agreed upon between MBGH and sponsor
- Sponsor provides 1 employer client and 1 content expert
- MBGH provides moderator and additional employer panelists
- Employer client and content expert receive complimentary registration to conference; honorarium (if applicable) paid for by sponsor
- No marketing of sponsor products or services allowed

Conference Passes and Virtual Exhibit Booth

- 6 complimentary all-access general session passes for sponsor staff
- 3 complimentary all-access general session passes for non-member employer clients – additional passes available for purchase
- Premium virtual exhibit booth — company logo, company description, downloadable resources, lead capture, ability to pre-set appointments, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors

Sponsor Recognition

- Logo on pre-conference marketing, virtual platform and MBGH website
- Recognition during event
- 1 minute pre-recorded commercial
- Company description with contact information on virtual platform
- Social media promotion pre-event, during and post-event
- Ability to participate in prize drawing and opportunity to provide sponsor swag sent to the first 100 employer registrants
- First in line to sponsor 2022 annual conference

Attendee List

- Pre-attendee list provided 1 week before the event — name, title and company
- Attendee list and contact information of those that joined sponsor breakout session
- Final attendee list provided 2 weeks post-conference – name, title, company, email address; one time use only



Case Study \$13,000

- *Significant visibility and involvement in conference*
- *Employer Case Study*
- *3 available*

Speaking Options

- 15-minute employer case study provided by health benefits professional from self-insured employer/client (time includes Q&A)
- Mutually agreed upon topic between MBGH and sponsor
- Content focused on employer rationale for their strategy, benefit design features, lessons learned and related outcomes
- Sponsor speaker receives complimentary registration to conference; honorarium (if applicable) paid for by sponsor
- No marketing of sponsor products or services

Conference Passes and Virtual Exhibit Booth

- 5 complimentary all-access general session passes for sponsor staff
- 3 complimentary all-access general session passes for non-member employer clients – additional passes available for purchase
- Premium virtual exhibit booth — company logo, company description, downloadable resources, lead capture, ability to pre-set appointments, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors

Sponsor Recognition

- Logo on pre-conference marketing, virtual platform and MBGH website
- Recognition during event
- Company description with contact information on virtual platform
- Social media promotion pre-event, during and post-event
- Ability to participate in prize drawing
- First in line to sponsor 2022 annual conference

Attendee List

- Pre-attendee list provided 1 week before the event— name, title and company
- Final attendee list provided 2 weeks post-conference – name, title, company, email address; one time use only



Panel \$10,000

- *Additional visibility and involvement in conference*
- *Employer Panel Participation*
- *4 available*

Speaking Options

- Employer client for participation on a panel
- Mutually agreed upon topic between MBGH and sponsor
- Speaker receives complimentary registration to conference; honorarium (if applicable) paid for by sponsor
- No marketing of sponsor products or services

Conference Passes and Virtual Exhibit Booth

- 4 complimentary all-access general session passes for sponsor staff
- 3 complimentary all-access general session passes for non-member employer clients – additional passes available for purchase
- Premium virtual exhibit booth — company logo, company description, downloadable resources, lead capture, ability to pre-set appointments, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors

Sponsor Recognition

- Logo on pre-conference marketing, virtual platform and MBGH website
- Recognition during event
- Company description with contact information on virtual platform
- Social media promotion pre-event, during and post-event
- Ability to participate in prize drawing
- First in line to sponsor 2022 annual conference

Attendee List

- Pre-attendee list provided 1 week before the event— name, title and company
- Final attendee list provided 2 weeks post-conference – name, title, company, email address; one time use only



Intermission \$6,500

- *Recognition as break sponsor along with 30 second video played at beginning of break*
- *8 available*

Conference Passes and Exhibit Booth

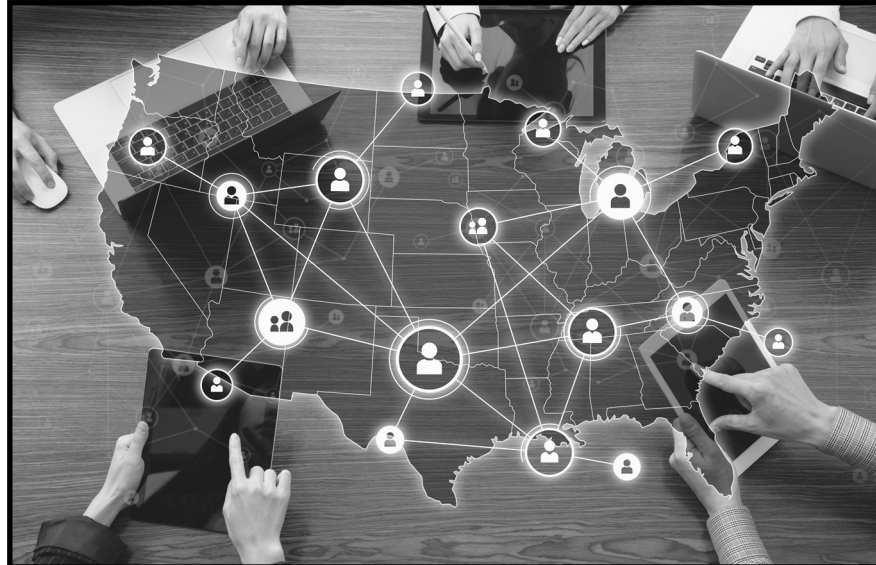
- 3 complimentary all-access general session passes for sponsor staff
- 3 complimentary all-access general session passes for non-member employer clients – additional passes available for purchase
- Premium virtual exhibit booth — company logo, company description, downloadable resources, lead capture, ability to pre-set appointments, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors

Sponsor Recognition

- 30 second pre-recorded commercial
- Recognition during event
- Ability to participate in prize drawing
- Company description with contact information on virtual platform
- Social media promotion pre-event, during and post-event
- First in line to sponsor 2022 annual conference

Attendee List

- Pre-attendee list provided 1 week before the event— name, title and company
- Final attendee list provided 2 weeks post-conference – name, title, company, email address; one time use only



Exhibitor \$4,500

- *Opportunity for visibility*
- *15 available*

Conference Passes and Exhibit Booth

- 2 complimentary all-access general session passes for sponsor staff
- 2 complimentary all-access general session passes for non-member employer clients – additional passes available for purchase
- Premium virtual exhibit booth — company logo, company description, downloadable resources, lead capture, ability to pre-set appointments, live video-to-video meetings, chat box and post event analytics with detailed data on downloads and visitors

Sponsor Recognition

- Recognition during event
- Ability to participate in prize drawing
- Company description with contact information on virtual platform
- Social media promotion during and post-event
- First in line to sponsor 2022 annual conference

Attendee List

- Pre-attendee list provided 1 week before the event— name, title and company
- Final attendee list provided 2 weeks post-conference – name, title, company, email address; one time use only

