

Sponsorship Prospectus



Midwest Business Group on Health

Catalysts for Change in Health Care & Benefits

MBGH 44TH ANNUAL CONFERENCE

 **BUCKLE UP!**
EMPLOYERS DRIVING
REAL CHANGE
THROUGH TRANSPARENCY & INNOVATION

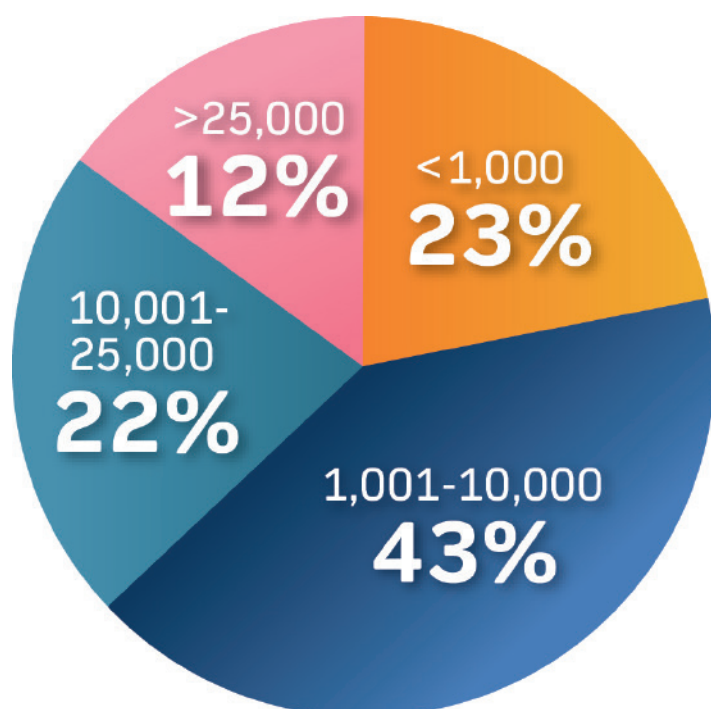
MAY 7-8, 2024 • CHICAGO

About MBGH – Catalysts for Change in Health Care & Benefits

- One of the nation's leading and largest non-profit employer coalitions – a trusted source since 1980
- Members represented by leading HR/health benefits professionals
- 150+ mid, large and jumbo self-funded public and private companies that provide health benefits for more than 4 million lives
- Employer members spend over \$15 billion annually on health care benefits
- Activities focus on education, employer-directed research, peer-to-peer sharing, networking, benchmarking, purchasing and community-based initiatives. By working together, employers use their collective voice to serve as catalysts for change to ensure people receive high-quality, efficient and cost-effective care



Membership by Employee Population



MBGH *Employer Members

Over 60% of MBGH members are self-insured purchasers of health care benefits. Other members include health care delivery systems, health plans, pharmaceutical manufacturers, point solution providers, benefit consultants and professional associations.

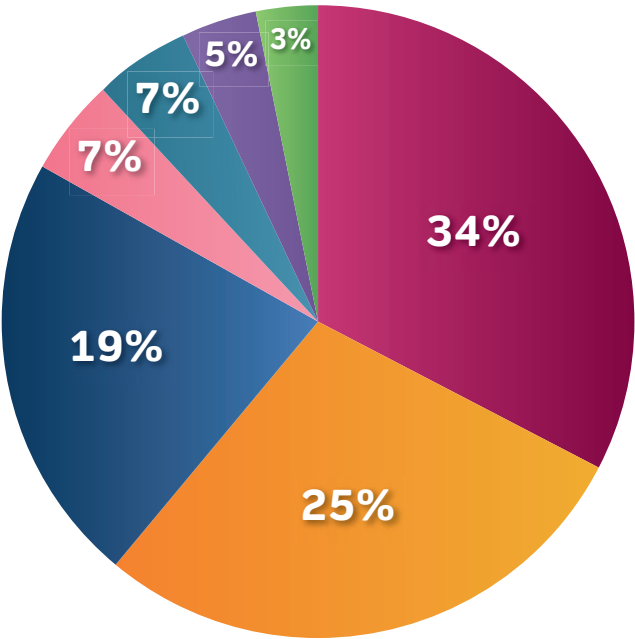
*MBGH defines an employer as a human resource/health benefits professional who manages their population's health benefits.

MBGH Annual Conference – By the Numbers

Twenty-eight (28) sponsorships include a table-top exhibit booth. These sell out quickly and are offered at various levels to fit the sponsor’s need for exposure, engagement and budget.

Non-booth sponsorships are also available (see pages 14-16). These are ideal for sponsors who have missed the opportunity to secure a sponsorship that includes an exhibit booth or for those with a limited budget. Sponsoring at any level guarantees your company will receive the first sponsorship notification for the 2025 annual conference.

2023 Annual Conference Attendees



- Employer
- Sponsor
- Vendor
- Non-profit
- Consultant
- Drug Manufacturer
- Provider

- Each year, the conference provides sponsors and attendees a friendly, inviting and informal setting, making it very conducive to networking and conducting collaborative discussions. This event is sought out by employers throughout the country – both nationally and regionally – and is one of the largest gatherings of leading HR/benefits professionals in the country.
- Over 450 attended – 34% represented by employers, including high-level decision makers.



See what our 2023 Conference Attendees had to say!

“The MBGH Annual Conference continues to be one of the best conferences in the nation!”

First-time attendee – “Loved it! I was very impressed with not only the topics but the passion of the staff and the presenters who are setting trends to make a difference in health care.”

“Excellent two days! The conference was wonderful and I have a lot of take-aways to share.”

“Good mix of content and networking. Vendor exhibits with forward-thinking, newer ideas gave me a lens into future trends in employer benefits. Real employer stories are great!”

2023 In-person:
Unique Organizations: 221
Unique Employers: 34%

2022 In-person:
• Unique Organizations: 180
• Unique Employers: 31%

2021 Virtual:
• Unique Organizations: 131
• Unique Employers: 50%

2020 Virtual:
• Unique Organizations: 197
• Unique Employers: 31%





SPONSORS AT A GLANCE

			# Available	# Passes	Exhibit Booth	Attendee List	Company Description in Booklet and App	Speaking Opportunity	Podium Recognition	Booklet Advertisement by MBGH	Pre-event Marketing	Member-only buy-up: Corporate Table in Ballroom (only 5 available)
Case Study	\$25,000	5	5	✓	✓	✓	✓	✓	1/2 page	✓	\$6,000	
Breakout	\$22,000	6	4	✓	✓	✓	✓	✓	1/4 page	✓	\$6,000	
Panel	\$18,000	4	3	✓	✓	✓	✓	✓		✓	\$6,000	
Dinner, May 7	\$16,000	1	3	✓	✓	✓		✓		✓	\$6,000	
Reception, May 7	\$15,000	1	3	✓	✓	✓		✓		✓	\$6,000	
Lunch May 7 & 8 (2 sponsors per day)	\$15,000	4	3	✓	✓	✓		✓				\$6,000
Breakfast May 7 & 8 (2 sponsors per day)	\$10,000	4	2	✓	✓	✓		✓				
Break, May 7	\$11,000	1	2	✓	✓	✓		✓				
Break, May 8	\$9,000	1	2	✓	✓	✓		✓				
Mobile App	\$15,000	1	2	✓	✓	✓		✓				
Wellness Screening	\$10,000	2	2		✓	✓		✓		✓		
Energy, May 7	\$8,000	1	1		✓	✓		✓				
Meditation, May 8	\$8,000	1	1		✓	✓		✓				
Audience Polling	\$8,000	1	1		✓	✓						
Wifi	\$8,000	1	1		✓	✓						
Charging Station	\$6,000	1	1		✓	✓						
Lanyard	\$6,000	1	1		✓	✓						
Souvenir	\$6,000	1	1		✓	✓						
Hand Sanitizer	\$6,000	1	1		✓	✓						
Water Bottle	\$6,000	1	1		✓	✓						
Tote Bag	\$6,000	1	1		✓	✓						
Question Card	\$6,000	1	1		✓	✓						
Resource	\$4,000	6	1		✓	✓						

Click on each sponsor level above to learn more about the opportunity.

Case Study Sponsor \$25,000

Five (5) case study sponsorships offer the highest level of visibility and involvement

- Each case study is a 15-minute session held in the main conference room on Tuesday, May 7 or Wednesday, May 8.
- Booth in prominent location in exhibit hall.

Speaking Opportunity Overview

- Sponsor provides a health benefits professional from an *employer client to present a 15-minute case study. Speaker receives complimentary registration. Travel costs and honorarium are paid by sponsor.
- Final topic and presentation title are mutually agreed upon by MBGH and sponsor – due by January 22, 2024. Deadline to confirm a speaker is February 1, 2024.
- Content must focus on the employer story and include rationale for program strategy, benefit plan design features, lessons learned and related outcomes.
- No marketing of sponsor's products or services is allowed. Sponsor logo may appear on the last slide, along with sponsor contact information.



Conference Passes and Exhibit Booth

- Five complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Unlimited complimentary all-access passes for *employer clients.
- Total number of all-access passes for sponsor's staff may not exceed seven.
- Premium exhibit booth location; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Logo included in pre-conference marketing, onsite materials and MBGH website.
- Recognition at podium and in conference booklet.
- One-minute pre-recorded video commercial played during conference (mp4 file format).
- Half-page, four-color advertisement in conference booklet.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

Member-Only Buy-Up Option - Corporate Table \$6,000

- MBGH members can purchase a front-row corporate table in the Grand Ballroom (up to 10 seats max). MBGH will provide the table sign and table number and will notify the sponsor of table location prior to the conference. Seats may be used for sponsor's staff, employer clients and/or prospects. Only five tables are available.

*See page 2 for employer definition.

Breakout Sponsor \$22,000

Six (6) breakout sponsorships offer excellent visibility and involvement

- 45-minute session held concurrently with other sessions in breakout rooms on Tuesday, May 7 or Wednesday, May 8.
- Booth in prominent location in exhibit hall.

Speaking Opportunity Overview

- Sponsor provides:
 - ▶ One health benefits professional from an *employer client with 10-minute overview of employer best practice or employer perspective on topic. If best practice is shared, content must focus on rationale for program strategy, benefit plan design features, lessons learned and related outcomes. If sponsor is unable to provide an *employer, MBGH will secure one.
 - ▶ One content expert (e.g., medical director or non-marketing person with expertise on topic – may be from sponsoring organization or other).
 - ▶ Both speakers receive complimentary registration. Travel costs and honorarium are paid by the sponsor.
- Final topic and presentation title are mutually agreed upon by MBGH and the sponsor – due by January 22, 2024. Deadline to confirm both speakers is February 1, 2024.
- MBGH provides the moderator and any additional employer panelists.
- No marketing of sponsor's products or services is allowed. Sponsor logo may appear on the last slide, along with sponsor contact information.

Conference Passes and Exhibit Booth

- Four complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Unlimited complimentary all-access passes for *employer clients.
- Total number of all-access passes for sponsor's staff may not exceed six.
- Premium exhibit booth location; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Logo on pre-conference marketing, onsite materials and MBGH website.
- Recognition at podium and in conference booklet.
- One-minute pre-recorded commercial played during conference.
- Quarter-page, four-color advertisement in conference booklet.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.



Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

Member-Only Buy-Up Option - Corporate Table \$6,000

- MBGH members can purchase a front-row corporate table in the Grand Ballroom (up to 10 seats max). MBGH will provide the table sign and table number and will notify the sponsor of table location prior to the conference. Seats may be used for sponsor's staff, employer clients and/or prospects. Only five tables are available.

*See page 2 for employer definition.

Panel Sponsor \$18,000

Four (4) panel sponsorships offer great visibility and involvement

- Each day of the conference, a sponsored panel is held in the main conference room. Each panel has two sponsorship opportunities available.
- Booth in prominent location in exhibit hall.

Speaking Opportunity Overview

- Sponsor provides a health benefits professional from an *employer client for participation on panel moderated by MBGH. Speaker receives complimentary registration. Travel costs and honorarium are paid by the sponsor. Deadline to confirm a speaker is February 1, 2024.
- Speaker provides four slides. Content must focus on the employer story and include: rationale for program strategy, benefit plan design features, lessons learned and related outcomes.
- No marketing of sponsor's products or services is allowed. Sponsor logo may appear on the last slide, along with sponsor contact information.



Conference Passes and Exhibit Booth

- Three complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Unlimited complimentary all-access passes for *employer clients.
- Total number of all-access passes for sponsor's staff may not exceed five.
- Premium exhibit booth location; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Logo on pre-conference marketing, onsite materials and MBGH website.
- Recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

Member-Only Buy-Up Option - Corporate Table \$6,000

- MBGH members can purchase a front-row corporate table in the Grand Ballroom (up to 10 seats max). MBGH will provide the table sign and table number and will notify the sponsor of table location prior to the conference. Seats may be used for sponsor's staff, employer clients and/or prospects. Only five tables are available.

*See page 2 for employer definition.

Dinner Sponsor \$16,000

One (1) dinner sponsorship offers opportunity to interact, network and co-facilitate dinner discussion with MBGH board and conference speakers

- Intimate dinner with board members, invited conference speakers and employers (health benefits professionals) on Tuesday, May 7 (6:30-8:30 PM CT).
- Co-facilitate dinner discussion from 7:00-7:45 PM CT.
- Booth in preferred location in exhibit hall.

Overview

- Serve as co-host and co-facilitator with MBGH.
- Sponsor will work in collaboration with MBGH to determine dinner discussion topic and related conversation questions (ice breaker and specific topic) for attendees.
- Includes logo placement on menu cards.
- No marketing of sponsor's products or services is allowed.



Conference Passes and Exhibit Booth

- Three complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Unlimited complimentary all-access passes for *employer clients.
- Total number of all-access passes for sponsor's staff may not exceed five.
- Premium exhibit booth location; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Logo on pre-conference, onsite materials and MBGH website.
- Special recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

Member-Only Buy-Up Option - Corporate Table \$6,000

- MBGH members can purchase a front-row corporate table in the Grand Ballroom (up to 10 seats max). MBGH will provide the table sign and table number and will notify the sponsor of table location prior to the conference. Seats may be used for sponsor's staff, employer clients and/or prospects. Only five tables are available.

*See page 2 for employer definition.

Reception Sponsor \$15,000

One (1) cocktail reception sponsorship offers networking and social activity with conference attendees

- Host cocktail reception and social activity in exhibit hall on Tuesday, May 7 (5:00 - 6:30 PM CT).
- Booth in preferred location in exhibit hall.

Overview

- Serve as co-host with MBGH and develop mutually agreed upon social activity.
- Includes logo card provided at reception table.
- No marketing of sponsor's products or services is allowed.

Conference Passes and Exhibit Booth

- Three complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Unlimited complimentary all-access passes for *employer clients.
- Total number of all-access passes for sponsor's staff may not exceed five.
- Premium exhibit booth location; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Logo on pre-conference marketing, onsite materials and MBGH website.
- Special recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

Member-Only Buy-Up Option - Corporate Table \$6,000

- MBGH members can purchase a front-row corporate table in the Grand Ballroom (up to 10 seats max). MBGH will provide the table sign and table number and will notify the sponsor of table location prior to the conference. Seats may be used for sponsor's staff, employer clients and/or prospects. Only five tables are available.

*See page 2 for employer definition.



Lunch Sponsor \$15,000

Four (4) lunch sponsorships to host lunch

- One lunch held in main conference room on Tuesday, May 7 – Two sponsors.
- One lunch held in main conference room on Wednesday, May 8 – Two sponsors.
- Booth in preferred location in exhibit hall.

Overview

- Includes logo on lunch menu cards provided at each table.
- No marketing of sponsor's products or services is allowed.

Conference Passes and Exhibit Booth

- Three complimentary all-access passes for sponsor staff.
A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Unlimited complimentary all-access passes for *employer clients.
- Total number of all-access passes for sponsor's staff may not exceed five.
- Premium exhibit booth location; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

Member-Only Buy-Up Option - Corporate Table \$6,000

- MBGH members can purchase a front-row corporate table in the Grand Ballroom (up to 10 seats max). MBGH will provide the table sign and table number and will notify the sponsor of table location prior to the conference. Seats may be used for sponsor's staff, employer clients and/or prospects. Only five tables are available.

*See page 2 for employer definition.



Breakfast Sponsor \$10,000

Four (4) breakfast sponsorships to host breakfast buffet

- One breakfast buffet held in exhibit hall on Tuesday, May 7 – Two sponsors.
- One breakfast buffet held in exhibit hall on Wednesday, May 8 – Two sponsors.
- Booth in preferred location in exhibit hall.

Overview

- Includes logo card provided at breakfast buffet table.
- No marketing of sponsor's products or services is allowed.

Conference Passes and Exhibit Booth

- Two complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Ten complimentary all-access passes for *employer clients (additional passes for employer clients available to purchase at discount).
- Total number of all-access passes for sponsor's staff may not exceed four.
- Exhibit booth; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.



*See page 2 for employer definition.

Break Sponsor \$9,000 & \$11,000

Two (2) food/beverage break sponsorships to host break(s)

- One sponsor hosts two breaks (morning/afternoon) on Tuesday, May 7 (\$11,000).
- One sponsor hosts one break (morning) on Wednesday, May 8 (\$9,000).
- Booth in preferred location in exhibit hall.

Overview

- Includes logo card provided at break buffet table.
- No marketing of sponsor's products or services is allowed.



Conference Passes and Exhibit Booth

- Two complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Ten complimentary all-access passes for *employer clients (additional passes for employer clients available to purchase at discount).
- Total number of all-access passes for sponsor's staff may not exceed four.
- Exhibit booth; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

*See page 2 for employer definition.

Mobile App Sponsor \$15,000

One (1) mobile app sponsorship for use by conference attendees

- App provides access to all conference materials and app notifications with sponsor's branding.
- Booth in preferred location in the exhibit hall.

Overview

- Includes link to sponsor's website and logo prominently displayed in app.
- Offers three app notifications (140-character limit) to attendees each day of the conference.



Conference Passes and Exhibit Booth

- Two complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Ten complimentary all-access passes for *employer clients (additional passes for employer clients available to purchase at discount).
- Total number of all-access passes for sponsor's staff may not exceed four.
- Exhibit booth; maximum 6.5ft width by 12ft height and 4ft depth (table-top only).

Sponsor Recognition

- Podium reminders to use mobile app.
- Recognition at podium.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

*See page 2 for employer definition.



Non-Booth Options Wellness Sponsor \$10,000

Two (2) wellness screening sponsorships offer designated screening time and location on both days

- Conduct wellness screening and interact with conference attendees in screening room from 7:00 AM to 3:00 PM on May 7 and 8.
- Sponsors share designated screening room both days of conference.
- No booth in exhibit hall.

Overview

- Wellness screening may include biometrics such as blood, cancer and/or skin screening, back analysis, eye exam, etc.
- Screening staff, all screening materials and additional equipment required from hotel or other sources are paid by sponsor.
- Sponsor creates customized online registration for attendees to schedule appointments; sponsor must be willing to accept walk-ins.



Conference Passes and Wellness Room

- Two complimentary all-access passes for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Ten complimentary all-access passes for *employer clients (additional passes for employer clients available to purchase at discount).
- Total number of all-access passes for sponsor's staff may not exceed four.
- Wellness room will have a separator down the middle of the room and each sponsor will have a separate doorway entrance for attendees.
- Screening staff may not exceed three people. Conference sessions may not be attended by screening staff unless using an all-access conference pass.

Sponsor Recognition

- Logo on pre-conference marketing materials.
- Recognition at podium.
- Signage with sponsor logo directing attendees to wellness room.
- 50-word description with contact information in conference booklet and mobile app.
- Placement of sponsor's marketing collateral on resource rack in exhibit hall (250 copies of one 8.5 x 11, four-color, one or two-sided resource). Booklets, brochures or materials not matching this format will not be approved. Approval of final collateral is required by MBGH by March 15, 2024. Product must be shipped to venue by 5/4/24.
- Participate in prize drawing by contributing a prize.
- First opportunity to sponsor 2025 annual conference.

Attendee List

- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.

*See page 2 for employer definition.

Non-Booth Options Continued

\$8,000

Non-booth sponsorships are ideal for those with a limited budget. There is only one sponsorship available for each option below. **Sponsoring at this or any level guarantees your company will receive the first sponsorship solicitation for the 2025 conference.**

Overview

Each non-booth option includes the following:

- One complimentary all-access pass for sponsor staff. A maximum of two additional passes may be purchased for \$350 each for MBGH members and \$899 each for non-members – no exceptions.
- Five complimentary all-access passes for *employer clients (additional passes for employer clients available to purchase at discount).
- Total number of all-access passes for sponsor's staff may not exceed three.
- Placement of sponsor's marketing collateral on resource rack in exhibit hall (250 copies of one 8.5 x 11, four-color, one or two-sided resource). Booklets, brochures or materials not matching this format will not be approved. Approval of final collateral is required by MBGH by March 15, 2024. Product must be shipped to venue by 5/4/24.
- 50-word description with contact information in conference booklet and mobile app.
- Participate in prize drawing by contributing a prize.
- First opportunity to sponsor 2025 annual conference.
- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.



One (1) Polling Sponsor - \$8,000

- Logo shared on all polling slides used during conference on each day (approximately 10 slides).
- Sponsor provides one polling question and receives final report after conference.

One (1) Energy Break Sponsor - \$8,000

- Sponsor provides fitness expert to lead a 5-minute energy/stretch break on day 1.
- Podium introduction and logo shared on slide.
- No marketing of sponsor's products or services is allowed.

One (1) Meditation Break Sponsor - \$8,000

- Sponsor provides meditation expert to perform a 5-minute guided meditation at podium on day 2.
- Podium introduction and logo shared on slide.
- No marketing of sponsor's products or services is allowed.

One (1) Wifi Sponsor - \$8,000

- Logo, including WiFi code, shared via conference opening PPT each day and on signage.
- Sponsor develops passcode; final passcode approval by MBGH.

*See page 2 for employer definition.

Non-Booth Options Continued

\$4,000 & \$6,000

Non-booth sponsorships are ideal for those with a limited budget. There is only one sponsorship available for each option below, with the exception of the Resource Sponsorship (six available). **Sponsoring at this or any level guarantees your company will receive the first sponsorship solicitation for the 2025 conference.** See [page 15](#) for an overview of what is included with non-booth sponsorships.

One (1) Charging Station Sponsor - \$6,000

- Conference and sponsor logo signage placed at charging station tables within grand ballroom (two tables total).

One (1) Hand Sanitizer Sponsor - \$6,000

- Sponsor provides hand sanitizer bottles with conference and sponsor logo on label.
- Label design must have MBGH approval by March 15, 2024 and product shipped to venue by May 4, 2024 (approx. 400).

One (1) Lanyard Sponsor - \$6,000

- Conference and sponsor logo on lanyard for name tags; sponsor provides lanyards.
- Lanyard and design must have MBGH approval by March 15, 2024 and product shipped to venue by May 4, 2024 (approx. 400).

One (1) Tote Bag Sponsor - \$6,000

- Conference and sponsor logo on conference tote bag provided by sponsor.
- Logo design and tote bag must have MBGH approval by March 15, 2024 and product shipped to venue by May 4, 2024 (approx. 400).

One (1) Water Bottle Sponsor - \$6,000

- Conference and sponsor logo on water bottles provided by sponsor.
- Bottle selection and graphics must have MBGH approval by March 15, 2024 and product shipped to venue by May 4, 2024 (approx. 400).
- Sponsor logo placed on water location signage.



One (1) Question Card Sponsor - \$6,000

- Conference and sponsor logo on question cards provided by sponsor.
- Card design must have MBGH approval by March 15, 2024 and product shipped to venue by May 4, 2024 (approx. 400).

One (1) Souvenir Sponsor - \$6,000

- Conference and sponsor logo on souvenir provided by sponsor.
- Options may include smart device charger, keychain, exercise towel, etc.
- Souvenir must have MBGH approval by March 15, 2024 and product shipped to venue by May 4, 2024 (approx. 400).

Six (6) Resource Sponsors - \$4,000

- Most affordable way to ensure visibility at minimal cost.
- Includes marketing collateral on resource table in exhibit hall.