

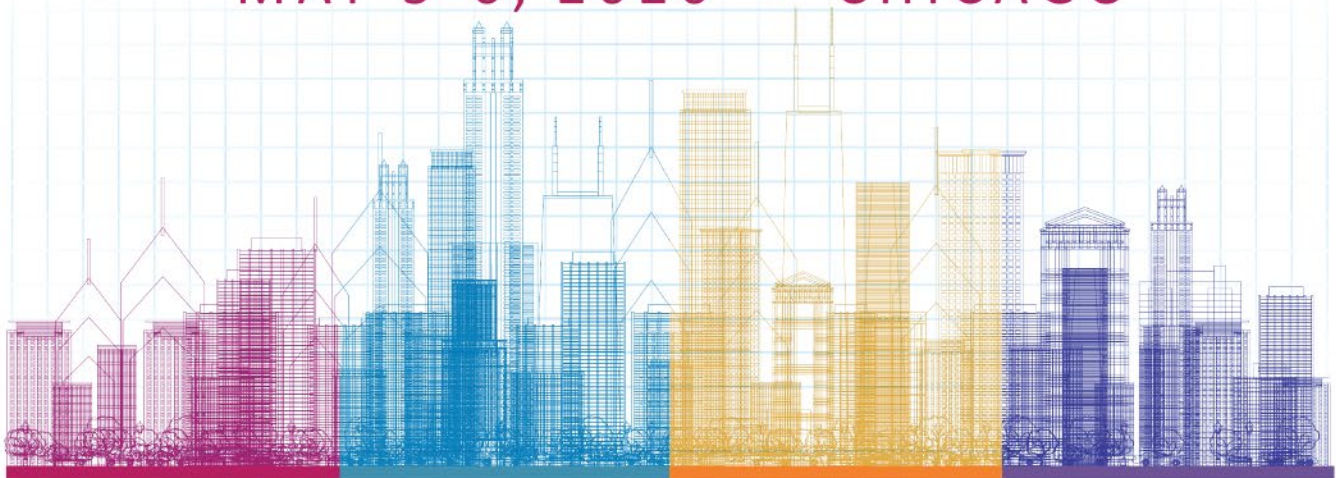
Sponsorship Prospectus



Midwest Business Group on Health

Catalysts for Change in Health Care & Benefits

MBGH 46TH ANNUAL CONFERENCE
MAY 5-6, 2026 ▪ CHICAGO



EMPLOYER BLUEPRINT FOR ACTION
Unite. Demand. Disrupt. Repeat.

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 HR/health benefits decision-makers
- 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
- Activities focus on education, employer-directed research projects, 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



150+ Members
Self-insured employers
of all sizes



\$15 Billion
Employer members'
annual health care
benefits spend



4+ Million
Total lives represented



MBGH
Website

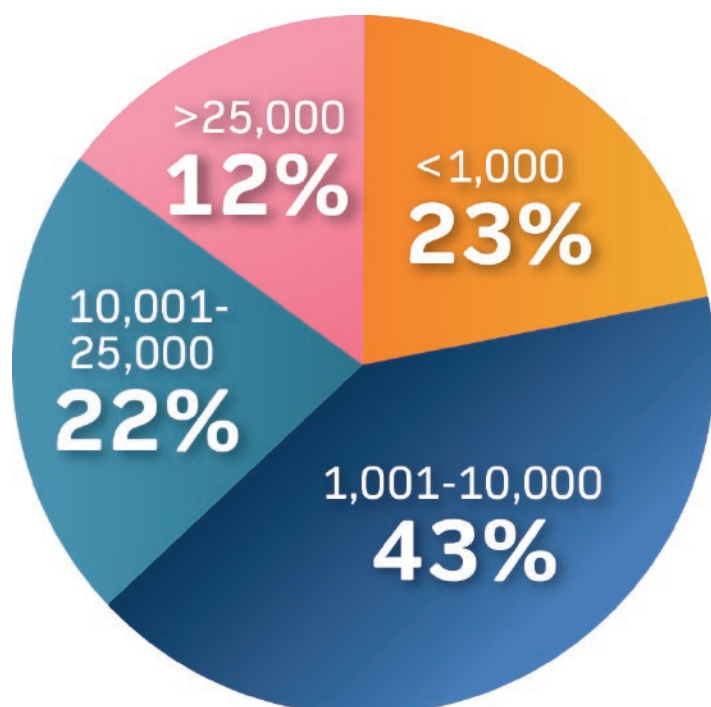


Board
Members



Member
List

Membership by Employee Population



MBGH *Employer Members

More than 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.**



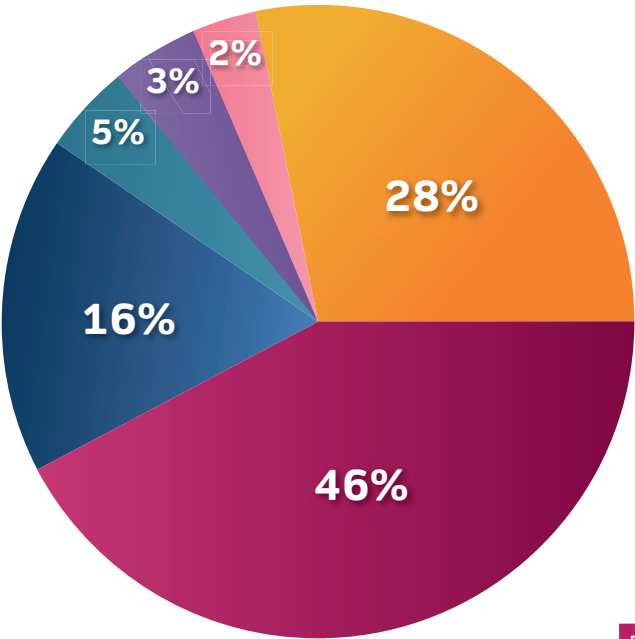
View
MBGH 2025
Conference Video

MBGH Annual Conference – By the Numbers

Twenty-six (26) 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 13-15). These options are ideal for sponsors who either missed the opportunity to secure a sponsorship with an exhibit booth or have a more limited budget. Sponsoring at any level ensures your company will receive priority notification for sponsorship opportunities at the 2027 annual conference.

2025 Annual Conference Attendees



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

- Each year, the conference provides sponsors and attendees a friendly, inviting and informal setting, making it very conducive to networking and collaborative discussions. This event is sought out by employers throughout the country – both regionally and nationally – and is one of the largest gatherings of leading HR/benefits professionals in the country.
- In 2025, more than 400 attended – 46% represented by employers, including high-level decision makers.



See what our 2025 Conference Employer Attendees had to say!

“The MBGH Annual Conference isn’t just a highlight—it’s a game-changer in my professional development, delivering insights and connections I can’t get anywhere else.”

“Being new to the event, I found the employer stories the most impactful. Their openness was inspiring, and I’m walking away with valuable lessons to share with my team.”

“From timely employer-focused content to powerful networking, this conference gave me the tools and connections I need to stay ahead.”

“The conference rivals, if not surpasses, national events by fostering stronger conversations with potential clients.”

2025 In-person:
Unique Organizations: 222
Unique Employers: 46%

2024 In-person:
Unique Organizations: 206
Unique Employers: 41%

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

Sponsorships at a Glance

View Availability

		Member Price	Non-Member Price	# Available	# Passes	Exhibit Booth (table-top only)	Attendee List	Company listed in Mobile App	Speaking Opportunity	Podium Recognition	Digital Advertisement by MBGH
Case Study		\$26,000	\$33,000	6	5	✓	✓	✓	✓	✓	✓
Breakout		\$24,000	\$30,000	6	4	✓	✓	✓	✓	✓	✓
Fireside Chat Panel		\$22,000	\$27,000	6	3	✓	✓	✓			✓
Reception, May 5		\$15,000	\$19,000	1	2	✓	✓	✓	✓		✓
Lunch May 5 & 6 (2 sponsors per day)		\$15,000	\$19,000	4	2	✓	✓	✓	✓		
Hotel Key Card		\$15,000	\$19,000	1	2	✓	✓	✓	✓		
Wi-Fi		\$15,000	\$19,000	1	2	✓	✓	✓	✓		
Mobile App		\$15,000	\$19,000	1	2	✓	✓	✓	✓		
Wellness Sponsor		\$10,000	\$13,000	2	2		✓	✓	✓		
Breakfast (2 sponsors per day)		\$8,000	\$10,000	4	1		✓	✓	✓		
Energy Break, May 5		\$8,000	\$10,000	1	1		✓	✓	✓		
Energy Break, May 6		\$8,000	\$10,000	1	1		✓	✓	✓		
Audience Polling		\$8,000	\$10,000	1	1		✓	✓	✓		
Blueprint Activity		\$6,000	\$8,000	1	1		✓	✓			
Blueprint Souvenir		\$6,000	\$8,000	1	1		✓	✓			
Break		\$6,000	\$8,000	3	1		✓	✓			
Charging Station		\$6,000	\$8,000	1	1		✓	✓			
Lanyard		\$6,000	\$8,000	1	1		✓	✓			
Signature Drink Reception May 5		\$6,000	\$8,000	1	1		✓	✓			
Hand Sanitizer		\$6,000	\$8,000	1	1		✓	✓			
Tote Bag		\$6,000	\$8,000	1	1		✓	✓			
Question Card		\$6,000	\$8,000	1	1		✓	✓			
Resource		\$5,000	\$6,000	5	1		✓	✓			

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

Case Study Sponsor

Member \$26,000
Non-Member \$33,000

Six (6) 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 5 or Wednesday, May 6.
- 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 arranged and paid for by the sponsor.
- Final topic and presentation title are mutually agreed upon by MBGH and sponsor. **Deadline to confirm a speaker is February 11, 2026.** If sponsor is unable to provide an *employer, MBGH will secure one.
- 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 speaker and 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 \$450 each for MBGH members and \$950 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).
- An audio recording of the session, for internal use only, is available for \$400.



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).
- One digital advertisement located on a scrolling billboard in exhibit hall.
- 50-word company description with contact information in mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 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.

Breakout Sponsor

Member \$24,000

Non-Member \$30,000

Six (6) breakout sponsorships offer excellent visibility and involvement

- 45-minute session held concurrently with other sessions in breakout rooms with 3 on Tuesday, May 5 or with 3 on Wednesday, May 6.
- Booth in prominent location in exhibit hall.

Speaking Opportunity Overview

- Sponsor provides:
 - ▶ One health benefits professional from an *employer client to provide a 10-minute overview of employer best practices or employer perspective on topic. 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 arranged and paid for by the sponsor.
- **Final topic and presentation title are mutually agreed upon by MBGH and the sponsor. Deadline to confirm both speakers is February 11, 2026.**
- MBGH provides the moderator and any additional employer panelists needed.
- 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 \$450 each for MBGH members and \$950 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).
- An audio recording of the session, for internal use only, is available for \$400.

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 (mp4 file format).
- One digital advertisement located on a scrolling billboard in exhibit hall.
- 50-word description with contact information in conference mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 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.



Fireside Chat Panel Sponsor

Member \$22,000

Non-Member \$27,000

Six (6) panel sponsorships offer great visibility and involvement

- Each day of the conference, a sponsored fireside chat panel is held in the main conference room. Each panel has three 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 fireside chat panel moderated by MBGH. Speaker receives complimentary registration. Travel costs and honorarium are arranged and paid by the sponsor.
Deadline to confirm a speaker is February 11, 2026. If sponsor is unable to provide an *employer, MBGH will secure one.
- The speaker will join a fireside chat panel and answer questions from the moderator and the audience. Sponsor may provide a list of questions for consideration. The organizers will share final questions and conversation topics with the speaker and sponsor before the event. The speaker will not use slides.
- 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 \$450 each for MBGH members and \$950 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).
- An audio recording of the session, for internal use only, is available for \$400.

Sponsor Recognition

- Logo on pre-conference marketing, onsite materials and MBGH website.
- Recognition at podium.
- 50-word description with contact information in conference mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 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.



Reception Sponsor

Member \$15,000
Non-Member \$19,000

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

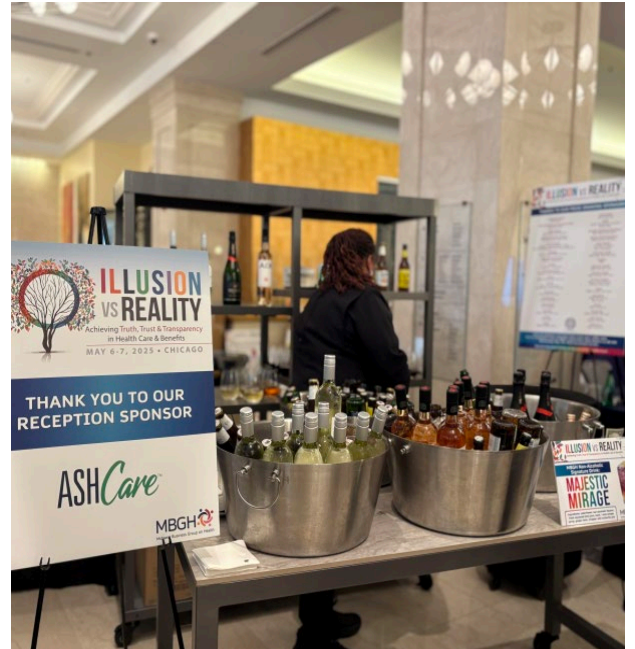
- Host cocktail reception and social activity in exhibit hall on Tuesday, May 5 (5:00 - 6:30 PM CT).
- Booth in preferred location in exhibit hall.

Overview

- Serve as co-host with MBGH and develop mutually agreed upon social activity.
- Includes logo card placed at reception 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 \$450 each for MBGH members and \$950 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 four.
- 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 mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 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.

Lunch Sponsor

Member \$15,000
Non-Member \$19,000



Four (4) lunch sponsorships to host lunch

- One lunch held in main conference room on Tuesday, May 5 – Two sponsors.
- One lunch held in main conference room on Wednesday, May 6 – Two sponsors.
- Booth in preferred location in exhibit hall.

Overview

- Includes logo on lunch menu cards placed at each 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 \$450 each for MBGH members and \$950 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 mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 annual conference.

"No other regional conference delivers the caliber of insights, networking, and innovation that this one does—it truly sets the standard."



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.

Key Card Sponsor

Member \$15,000
Non-Member \$19,000

One (1) conference hotel room key card sponsorship

- Hotel key cards are used by conference attendees who have a hotel reservation through the conference hotel block.
- Sponsor logo and MBGH conference logo displayed on hotel key cards provided and paid for by sponsor. Final design approval by MBGH. Deadline to confirm key card design is March 13, 2026.
- Booth in preferred location in exhibit hall.
- Hotel key cards will be handed out at the hotel reservation desk once attendees check into their hotel rooms.

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 \$450 each for MBGH members and \$950 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).

"MBGH keeps raising the bar each year and is a true leader in innovation, content, and efficiency in their meetings."



Sponsor Recognition

- Recognition at podium.
- 50-word description with contact information in conference mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 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.

Wi-Fi Sponsor

Member \$15,000

Non-Member \$19,000

One (1) Wi-Fi sponsorship for the conference

- Sponsor develops the conference Wi-Fi passcode for attendees to log into during the conference.
- Booth in preferred location in exhibit hall.

Overview

- Passcode may include sponsor's name and must be presented to MBGH for approval by March 13, 2026.
- MBGH approves final passcode for attendees to access the conference wi-fi during the event.
- Sponsor's logo, including wi-fi passcode, shared in the conference opening presentation on May 5-6, 2026.
- Wi-fi passcode is placed on the table signage in the grand ballroom, registration and other areas of the conference.
- 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 \$450 each for MBGH members and \$950 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 mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 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

Member \$15,000

Non-Member \$19,000

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 one app notification (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 \$450 each for MBGH members and \$950 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 and sponsor recognition.
- Sponsor logo placed on mobile app signage at registration table.
- 50-word description with contact information in conference mobile app.
- Participate in prize drawing by contributing a prize.
- Sponsor name on map/prize drawing card in conference booklet.
- First opportunity to sponsor 2027 annual conference.

Attendee List

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



"Our conversations are valuable. because employers value this conference. We consider sponsorship vital to our organization."

*See page 2 for employer definition.

Non-Booth Options – Wellness Sponsor

Member \$10,000

Non-Member \$13,000

Non-booth sponsorships are ideal for those with a limited budget. **Sponsoring at this or any level guarantees your company will receive the first sponsorship solicitation for the 2027 conference.**

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

- Conduct wellness activity and interact with conference attendees in wellness room from 7:00 AM to 3:00 PM on May 5 and 7:00 AM to 12:00 PM on May 6.
- Sponsors share designated wellness room both days of conference.
- No booth in exhibit hall.

Overview

- Wellness activity may include lifestyle coaching, massage therapy or wellness screening (biometrics such as blood, cancer and/or skin screening, back analysis, eye exam, etc.)
- Wellness staff, all wellness 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 \$450 each for MBGH members and \$950 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 mobile app.
- Sponsor may have a table within the wellness room that serves as an exhibit table with sponsor's marketing collateral, etc.
- Participate in prize drawing by contributing a prize.
- First opportunity to sponsor 2027 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

Member \$8,000

Non-Member \$10,000

Non-booth sponsorships are ideal for those with a limited budget. **Sponsoring at this or any level guarantees your company will receive the first sponsorship solicitation for the 2027 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 \$450 each for MBGH members and \$950 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 13, 2026. Product must be shipped to venue by 5/1/26.
- 50-word description with contact information in conference mobile app.
- Participate in prize drawing by contributing a prize.
- First opportunity to sponsor 2027 annual conference.
- Conference registrant list provided two weeks post-conference – name, title, company, email address; one-time use only.



One (1) Polling Sponsor –

Member \$8,000 | Non-Member \$10,000

- 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.

Two (2) Energy Break Sponsors –

Member \$8,000 | Non-Member \$10,000

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

Four (4) Breakfast Sponsors –

Member \$8,000 | Non-Member \$10,000

- One breakfast buffet is held in exhibit hall on Tuesday, May 5 (day one) – Two sponsors.
- One breakfast buffet held in exhibit hall on Wednesday, May 6 (day two) – Two sponsors.
- Includes logo card provided at each breakfast buffet table in the exhibit hall for the day the sponsor is recognized as a Breakfast Sponsor and logo shared in Grand Ballroom presentation screens.
- No marketing of sponsor's products or services is allowed.

*See page 2 for employer definition.

Non-Booth Options Continued

Member \$6,000 | \$5,000

Non-Member \$8,000 | \$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 (five available). **Sponsoring at this or any level guarantees your company will receive the first sponsorship solicitation for the 2027 conference.** See [page 14](#) for an overview of what is included with non-booth sponsorships.

One (1) Charging Station Sponsor – Member \$6,000 | Non-Member \$8,000

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

One (1) Hand Sanitizer Sponsor – Member \$6,000 | Non-Member \$8,000

- Sponsor provides hand sanitizer bottles with conference and sponsor logo on label.
- Label design must have MBGH approval by March 13, 2026 and product shipped to venue by May 1, 2026 (approx. 400).

One (1) Lanyard Sponsor – Member \$6,000 | Non-Member \$8,000

- Conference and sponsor logo on lanyard for name tags; sponsor provides lanyards.
- Lanyard and design must have MBGH approval by March 13, 2026 and product shipped to venue by May 1, 2026 (approx. 500).

One (1) Question Card Sponsor – Member \$6,000 | Non-Member \$8,000

- Conference and sponsor logo on question cards provided by sponsor.
- Card design must have MBGH approval by March 13, 2026 and product shipped to venue by May 1, 2026 (approx. 400).

One (1) Tote Bag Sponsor – Member \$6,000 | Non-Member \$8,000

- Conference and sponsor logo on conference tote bag provided by sponsor.
- Logo design and tote bag must have MBGH approval by March 13, 2026 and product shipped to venue by May 1, 2026 (approx. 200).

One (1) Blueprint Souvenir Sponsor – Member \$6,000 | Non-Member \$8,000

- Conference and sponsor logo on souvenir provided by sponsor.
- Souvenir must have MBGH approval by March 13, 2026 and product shipped to venue by May 1, 2026 (approx. 200).

One (1) Blueprint Activity Sponsor – Member \$6,000 | Non-Member \$8,000

- Develop a blueprint activity to fit the conference theme. Examples: Host a blueprint artist, develop an activity at the tables.
- Conference and sponsor logo included on any print items.
- Blueprint activity must have MBGH approval by March 13, 2026 or earlier.

One (1) Signature Drink Sponsor – Member \$6,000 | Non-Member \$8,000

- The signature drink is served at the reception on day one of the conference.
- Includes logo card placed at the bar where the signature drink is served.
- No marketing of sponsor's products or services is allowed.

Three (3) Break Sponsors – Member \$6,000 | Non-Member \$8,000

- Includes logo card placed at each break buffet table in the exhibit hall for their sponsored break. Logo will also be displayed on the Grand Ballroom presentation screens.
- No marketing of sponsor's products or services is allowed.

Five (5) Resource Sponsors – Member \$5,000 | Non-Member \$6,000

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

"We felt our investment integrated well with the event even though we did not have an exhibit table."