

Sponsorship Prospectus

2026 Educational Events

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**

Learning Network Events



January 28, 2026
**Digital Innovation + Personalization =
A New Era of Employee Wellbeing
& Engagement**

March 11, 2026
**Mental Strength at Work: From Patchwork
Solutions to Purposeful Strategies**

June 24, 2026
**Employer Forum on Pharmacy Benefits,
Specialty Drugs & Biopharma:
The New Era of Cell & Gene Therapies —
Breakthroughs, Cures, and Costs**

September 23, 2026
TBD

Our educational programs offer sponsors:

- Access to decision makers – with 40% of attendees represented by health benefit professionals.
- Opportunity to provide an employer panelist for Panel level sponsors.
- Excellent networking opportunities with leading HR/health benefits professionals and other key stakeholders.
- Recognition on website, podium and exhibit booth for certain levels.



Event List



**Request
Contract**

Educational Events Sponsorships at a Glance

	Member Price	Non-Member Price	# Available	Exhibit Booth	Event Passes	Speaking Opportunity	Resource Video
Clinical Panel	\$7,000	\$10,000	3 - March	Main Room	3	✓	✓
Employer Panel	\$5,500	\$7,000	3 - March, Jun & Sept	Main Room	3	✓	✓
Dinner	\$5,000	\$6,500	1 - Jan, Mar, Jun & Sept	Side Room	2		✓
Breakfast	\$4,500	\$6,000	1 - Jan, Mar, Jun & Sept	Side Room	2		✓
Lunch	\$4,500	\$6,000	1 - Jan, Mar, Jun & Sept	Side Room	2		✓
Exhibit	\$3,500	\$5,000	3 - Jan, Mar, Jun & Sept	Side Room	2		
Polling	\$2,500	\$3,500	1 - Jan, Mar, Jun & Sept		1	✓	
Giveaway	\$2,500	\$3,500	1 - Jan, Mar, Jun & Sept		1	✓	
Resource	\$2,000	\$3,000	3 - Jan, Mar, Jun & Sept		1	✓	

All receive attendee list, Logos are placed on event webpage and on event mobile app.

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

Clinical Panel Sponsor

Member \$7,000
Non-Member \$10,000

Sponsor provides a clinical expert to speak on a fireside chat

- 3 available per event (January and March)

Includes:

- Sponsor provides a clinical expert 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 a week after signing agreement.
- 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.



1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Premium Exhibit booth located in the same room presentations take place

- Only table-top exhibits or retractable banners are allowed. Six-foot skirted table and two chairs are provided.

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only

Company logo posted on: Event webpage, mobile app, prize drawing card

Logo shown day of event: MBGH presentation, last slide of your speaker's presentation, video introduction slide

Sponsor staff passes: 3 complimentary passes

Employer client passes: 5 complimentary passes

Prize Drawing: Company name listed on prize drawing card

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.

Employer Panel Sponsor

Member \$5,500
Non-Member \$7,000



Sponsor provides an employer client to present a case study

- 3 available per event

Includes:

Sponsor provides employer client to join speakers' panel

- Preference is an in-person employer-client speaker
- The employer speaker does not need to be a MBGH member nor located in the Midwest
- 1-4 slides (last slide includes sponsor logo and contact information)

- Present for 10 minutes sharing 1-4 slides (a brief, non-branded case study presentation including the business case for a solution offering, program strategy, outcomes and key-takeaways) and then the whole Panel continues Q&A

1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Premium Exhibit booth located in the same room presentations take place

- Only table-top exhibits or retractable banners are allowed. Six-foot skirted table and two chairs are provided.

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
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Employer client passes: 5 complimentary passes

Prize Drawing: Company name listed on prize drawing card

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.

"Great real life examples for employers to use. I loved the range of content and topics."

Dinner Sponsor

Member \$5,000
Non-Member \$6,500



Two seats for sponsor staff at the speaker dinner the night before the program

- One minute to welcome dinner attendees and after dinner networking is encouraged. Marketing not allowed.
- Dinner attendee list provided to sponsor (Name, organization and title; no contact information provided)
- 1 available per event

Includes:

1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Exhibit booth

- Only table-top exhibits or retractable banners are allowed
- Six-foot skirted table and two chairs are provided in the same room as attendees/presentations

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only



Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

Sponsor staff passes: 2 complimentary passes

Employer client passes: 5 complimentary passes

Prize Drawing: Company name listed on prize drawing card
Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.

***"The information shared
was so helpful!"***

Breakfast Sponsor

Member \$4,500
Non-Member \$6,000



Includes logo at breakfast buffet and refreshments

- Sponsor recognition at podium
- Sign with sponsor logo will be placed at breakfast. No marketing of sponsor's products or services is allowed.
- 1 available per event

Includes:

1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Exhibit booth

- Only table-top exhibits or retractable banners are allowed
- Six-foot skirted table and two chairs are provided in the same room as attendees/presentations

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only

Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

Sponsor staff passes: 2 complimentary passes

Employer client passes: 5 complimentary passes

Prize Drawing: Company name listed on prize drawing card

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.

Lunch Sponsor

Member \$4,500
Non-Member \$6,000



Includes logo at lunch buffet and refreshments

- Sponsor recognition at podium
- Sign with sponsor logo will be placed at breakfast. No marketing of sponsor's products or services is allowed.
- 1 available per event

Includes:

1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Exhibit booth

- Only table-top exhibits or retractable banners are allowed
- Six-foot skirted table and two chairs are provided in the same room as attendees/presentations

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only



Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

Sponsor staff passes: 2 complimentary passes

Employer client passes: 5 complimentary passes

Prize Drawing: Company name listed on prize drawing card

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.

***"I really enjoyed learning
from my peers."***

Exhibit Sponsor
Member \$3,500
Non-Member \$5,000

Showcase your organization at a pre-assigned exhibit booth

- 1 available per event

Includes:

1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Exhibit booth

- Only table-top exhibits or retractable banners are allowed
- Six-foot skirted table and two chairs are provided in the same room as attendees/presentations

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
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 - Limited to one outreach email only

Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

Sponsor staff passes: 2 complimentary passes

Employer client passes: 5 complimentary passes

Prize Drawing: Company name listed on prize drawing card

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Polling Sponsor

Member \$2,500
Non-Member \$3,500



Sponsor logo placed on all polling slides

- Sponsor is able to provide one polling question and receive the results post program
- 1 available per event

Includes:

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only

***"This was terrific -
The entire program
was engaging!"***



Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

Sponsor staff passes: 1 complimentary pass

Employer client passes: 5 complimentary passes

Sponsor provides an 8.5x11 double sided resource (marketing collateral) for attendees:

- Resource is placed near exhibits
- Sponsor provides at least 50 copies and manages shipping

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.

Giveaway Sponsor

Member \$2,500
Non-Member \$3,500



Sponsor provides 20 favors given to attendees who turn in their prize card at registration

- Give-away can include gift cards or gift bag with snacks and a business card
- No sponsor marketing collateral allowed
- Gift card recommended at \$20 per card
- Sponsor must collect left over favors after the event
- 1 available per event

Includes:

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only

Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

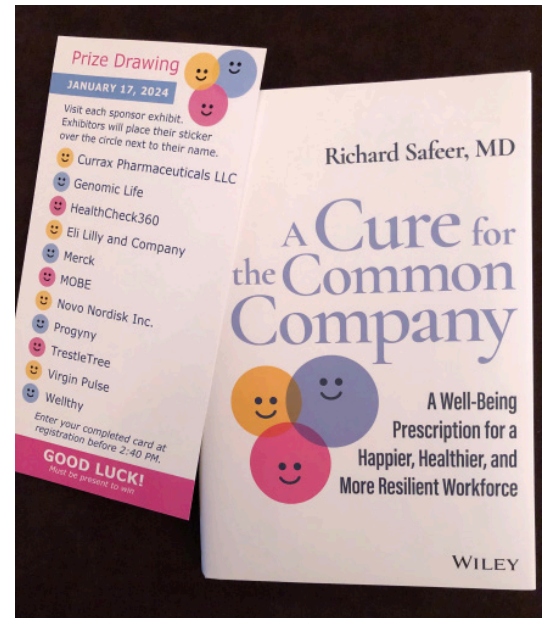
Sponsor staff passes: 1 complimentary pass

Employer client passes: 5 complimentary passes

Sponsor provides an 8.5x11 double sided resource (marketing collateral) for attendees:

- Resource is placed near exhibits
- Sponsor provides at least 50 copies and manages shipping

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.



***“Great balance of panels,
individual speakers, and time
to talk with colleagues.”***

Resource Sponsor
Member \$2,000
Non-Member \$3,000

Sponsor provides an 8.5x11 double sided resource (marketing collateral) for attendees

- Resource is placed near exhibits
- Sponsor provides at least 50 copies and manages shipping
- 3 available per event



Includes:

Attendee list

- Pre-event list provided 1 week prior to the event within the event mobile app (Organization and title included; no contact information provided)
- Post-event list provided within five days after the event (Name, organization, title and email address included)
 - Limited to one outreach email only

Company logo posted on: Event webpage, mobile app

Logo shown day of event: MBGH presentation

Sponsor staff passes: 1 complimentary pass

Employer client passes: 5 complimentary passes

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event.