

Sponsorship Prospectus

2027 Educational Events

About MBGH – Catalysts for Action 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
- 180+ mid, large and jumbo self-funded public and private companies that provide health benefits for more than 5 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



180+ Members
Self-insured employers
of all sizes



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



5+ Million
Total lives represented



MBGH
Website



Board
Members



Member
List

Learning Network Events



January 27, 2027 – **Wellness**
The Employer's Role in Prevention – Investing in Health, Not Healthcare

March 10, 2027 – **Mental Health & Chronic Condition Management**
Transforming High-Cost Care: Supporting Employees Through Life's Toughest Journeys

June 23, 2027 – **Pharmacy**
Employer Forum on Pharmacy Benefits, Specialty Drugs & CGTs - Strategies for Balancing Transparency, Innovation and Affordability in a High-Cost Era

September 29, 2027 – **Transparency & Lost Dollars**
Cutting Out the Middle: Employer Direct Contracting for Value-Based Care

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
Employer Panel	\$5,500	\$8,000	3 - Jan, Mar, Jun & Sept	Main Room	3	✓	✓
Dinner	\$5,000	\$7,500	1 - Jan, Mar, Jun & Sept	Side Room	2		✓
Breakfast	\$4,500	\$7,000	1 - Jan, Mar, Jun & Sept	Side Room	2		✓
Lunch	\$4,500	\$7,000	1 - Jan, Mar, Jun & Sept	Side Room	2		✓
Exhibit	\$3,500	\$5,500	3 - Jan, Mar, Jun & Sept	Side Room	2		
Polling	\$2,500	\$4,000	1 - Jan, Mar, Jun & Sept		1	✓	
Resource	\$2,000	\$3,500	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.

Employer Panel Sponsor

Member \$5,500
Non-Member \$8,000



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
- 1-6 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. MBGH reserves the right to transition the 10-minute segment into an interactive fireside chat panel format to optimize session flow and audience engagement and speakers will be notified well in advance of the event.



1 minute video played during event

- Sponsor provides Mp4 (60 seconds or less)

Premium exhibit booth location

- 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

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 for non-MBGH member employers

Prize drawing: Company name listed on prize drawing card (if prize provided)

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page.

"MBGH Panel sessions demonstrate employer thought leadership through practical, real-world case studies that resonate."

Dinner Sponsor

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

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)
- MBGH cannot guarantee the number of employer attendees at the dinner.
- 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

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

***"The event was packed
with super helpful
insights I brought
to leadership."***



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 for non-MBGH member employers

Prize drawing: Company name listed on prize drawing card (if prize provided)

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page.

Breakfast Sponsor

Member \$4,500
Non-Member \$7,000



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

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 for non-MBGH member employers

Prize drawing: Company name listed on prize drawing card (if prize provided)

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page.

Lunch Sponsor

Member \$4,500
Non-Member \$7,000

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

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 for non-MBGH member employers

Prize drawing: Company name listed on prize drawing card (if prize provided)

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page.



"A fantastic space to connect and exchange ideas with industry peers."

Exhibit Sponsor

Member \$3,500
Non-Member \$5,500



Showcase your organization at a pre-assigned exhibit booth

- 1 available per event

Includes:

Exhibit booth

- 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

Logo shown day of event: MBGH presentation

Sponsor staff passes: 2 complimentary passes

Employer client passes: 5 complimentary passes for non-MBGH member employers

Prize drawing: Company name listed on prize drawing card (if prize provided)

Optional: May donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page.



Polling Sponsor

Member \$2,500
Non-Member \$4,000



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

***"A stellar event packed
with engaging content
all day long."***



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 for non-MBGH member employers

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

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

Prize drawing: *Sponsor may choose to donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page if a prize is provided.*

Resource Sponsor
Member \$2,000
Non-Member \$3,500

Sponsor can provide 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)
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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 for non-MBGH member employers

Prize drawing: *Sponsor may choose to donate one or more prizes for the prize drawing. MBGH chooses winners and awards prizes at the end of the event. Company logo placed on prize presentation slide and located on the mobile app prize drawing page if a prize is provided.*