



2026 ANNUAL CONFERENCE



April 22-24, 2026 SHERATON NEW ORLEANS

Sponsorship Prospectus

Join us at the Business Group on Health 2026 Annual Conference - the premier gathering of health, well-being, and benefits professionals. Highlighted by collaborative learning experiences and targeted networking opportunities, employers and health industry partners come together at this event to explore and advance the latest trends in health care cost and delivery, well-being, and workforce strategy.

Who will you reach?

The Business Group on Health 2026 Annual Conference is attended by the most innovative benefits and health care leaders representing employers from all around the globe. These decision makers are responsible for health and well-being benefits, total rewards, clinical programs, strategy, compliance and more.

In 2026 we anticipate approximately 700 attendees at the conference in New Orleans. We are unable to guarantee the level of attendance or attendee mix for the 2026 Annual Conference.

Sponsor Eligibility:

Sponsorship opportunities are offered exclusively to Business Group on Health member companies. Due to high demand, we reserve the right to limit supporting sponsorships to one per member company.

Contact Business Group on Health's Membership Department with questions about your company's membership status (membership@businessgrouphealth.org). To join Business Group on Health, please visit our webpage.





Supporting Sponsorship Levels:

2026 Annual Conference sponsorship opportunities are grouped by sponsorship level:

P

PREMIUM SPONSORS

Priced at \$30,000 and above

Includes two (2) sponsor passes and two (2) employer client passes

C

CORE SPONSORS

Priced at \$10,000 and above

Includes one (1) sponsor pass and two (2) employer client passes

A

ALLY SPONSORS

Priced at \$5,000

Includes one (1) sponsor pass

Supporting Sponsorship Levels are categorized by: (click to jump to section)

Marquee Events

Meals, Breaks & Hospitality

Networking Experience

Sponsor Impression & Attendee Experience

Sponsor Access Schedule:

Access on Employer-only Day exclusive to those sponsoring specific meals and activities

- April 21 - Pre-conference networking activities from 2:00 p.m. - 5:00 p.m.
- April 21 - Best Employers Awards Celebration at 6:00 p.m.
- April 22 - Sessions and meals between 7:30 a.m. - 2:40 p.m., excluding Employer to Employer Sharing Sessions.

All Access Begins on April 22

- April 22 - Sessions, excluding the Employer to Employer session, beginning at 4:00 p.m.
- April 22 - 2026 Annual Conference Welcome Reception at 5:30 p.m.
- April 23 - All sessions and activities
- April 24 - All sessions and activities

We recognize that some sponsors of the Business Group on Health 2026 Annual Conference may choose to host a private dinner or event. Please note, such activities cannot be held during Annual Conference sessions or networking activities. **Based on the conference schedule,**

we recommend hosting such private events after the conclusion of the Welcome Reception on April 22. Only official sponsors of the 2026 Annual Conference can host or co-host a private event in conjunction with the conference, subject to advance approval from Business Group on Health.

All Sponsor Benefits:

- A listing in the sponsor section of the 2026 Annual Conference app that includes company description, logo and contact information.
- Company logo on 2026 Annual Conference website and on digital signage throughout the conference space.
- Access to pre- and post-conference lists (for those opting-in to share their email address)
 - One (1) pre-conference registration list provided approximately two weeks prior to the start of the 2026 Annual Conference.
 - Sponsors are limited to sending one (1) pre-conference email to the registrants who opt-in to share their email address.
 - One (1) post-conference attendee list provided approximately one week after the 2026 Annual Conference.

Act now and become a 2026 Annual Conference Sponsor!

Questions? Please contact: Emma Santulli at santulli@businessgrouphealth.org



Marquee Events

Feature your brand at the conference's most high-profile events to maximize attendee engagement and visibility.



PREMIUM SPONSORS

Big Easy Party

Party Co-Sponsor with
Second Line Parade
\$50,000

SOLD

Party Co-Sponsor - Salon A or B
1 opportunity available
\$40,000 each

SOLD

Contribute to the most memorable night of the conference by sponsoring the "Big Easy" Party on Thursday, April 23. Open to all registered attendees, the party will be held in the nearby Generations Hall and will feature a traditional second-line parade including a local marching band, Mardi Gras beads, revelers and stilt walkers to get attendees in the party mood!

- Highboy information table per sponsor for company representatives.
- Verbal acknowledgment of sponsors during party opening remarks.
- Sponsor logo included on branded décor used to amplify the event space and signage.

Party Co-Sponsor with Second Line Parade - This opportunity includes exclusive sponsorship of the second line parade with branded elements and a select number of coach shuttle buses, as well as the general sponsor benefits.

Party Co-Sponsor - Salon A or B - Two (2) opportunities will include one dedicated salon per sponsor in Generations Hall, as well as the general sponsor benefits. The sponsor can add branded signage or activities to amplify the salon. All sponsor-provided activities and signage must be pre-approved by Business Group on Health to ensure items will fit within the space.



PREMIUM SPONSORS

Business Group on Health Best Employers Awards Celebration

SOLD

\$45,000

Sponsor this unique reception for the Business Group on Health Best Employers Awards winners. Your company will be recognized as the exclusive Award Celebration sponsor. The event will take place on Tuesday, April 21 in the Armstrong Ballroom in the Sheraton Hotel and is open only to employer attendees, award recipients, and the Award Celebration sponsor so don't miss out!

- Dedicated space with an information table, which can be used for sponsor activation during the event.
- Verbal acknowledgment of the sponsor during celebration opening remarks.
- Sponsor logo included on branded décor used to amplify the event space and signage.
- Sponsorship includes passes to access to the Awards Celebration, meals, and main stage sessions during the employer-only portion of the conference. It does not include access to the pre-conference activities or employer-to-employers sharing sessions.

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Marquee Events Continued



CORE
SPONSORS

Welcome Reception Co-Sponsor - New Orleans Experience

SOLD

\$25,000 each

Co-sponsor the Annual Conference Welcome Reception on April 22. Open to all attendees, this event will be held in the Armstrong Ballroom at the Sheraton Hotel where attendees will experience four unique New Orleans neighborhoods - Garden District, French Quarter, Cajun Bayou and Mardi Gras. Each sponsorship includes a dedicated space at the reception with corresponding themed activity. Business Group on Health will be responsible for selecting the food, décor and entertainment for the reception.

- Pre-designed dedicated space, including an activation and décor specific to the New Orleans neighborhood with highboy information table, per sponsor.
- Verbal acknowledgment of sponsors during reception opening remarks.
- Sponsor logo included on branded décor used to amplify the event space and signage.

Networking Experiences

Connect with attendees through dedicated interactive spaces and activities designed to create memorable conference experiences.



PREMIUM
SPONSORS

Well-being Lounge

SOLD

\$40,000

Sponsor a space for attendees to relax between sessions and host the morning yoga class. Additional activities such as meditation, massages and additional branded decor must be pre-approved by Business Group on Health and will incur an added cost.

- Information table for your company representatives located in the Well-being Lounge.
- Fully designed area with yoga instructor.
- Signage branded with your company logo in the lounge.



PREMIUM
SPONSORS

Photo Studio

SOLD

\$30,000

Provide attendees with the chance to capture a group commemorative photo or update their headshot with a professional photographer. The Photo Studio offers a great way for attendees to refresh their images while creating lasting memories from the conference.

- Information table for your company representatives located in the Photo Studio.
- Fully designed area with photographer and editor.
- Signage branded with your company logo in the lounge.

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Networking Experiences Continued

P PREMIUM
SPONSORS

Charitable Activity

SOLD

\$30,000

Host an oyster shell decorating activity for local wetland restoration. This hands-on opportunity enables attendees to create colorful, eco-friendly decorations that will serve as the foundation for new oyster reefs, helping improve water quality and protect shorelines from erosion. Your sponsorship will be acknowledged during the opening remarks and your company will be mentioned in materials promoting the activity.

- Information table for your company representatives during the charitable activity.
- Signage branded with your company logo in the activity space.
- Business Group on Health will provide staff to run the activity.

P PREMIUM
SPONSORS

Networking Zones

SOLD

\$30,000 each

Foster attendee interactions in our dedicated Networking Zones, located in prime locations in the conference center. Sponsors can provide activities and bring signage to the Zones but all must be pre-approved by Business Group on Health.

- Highboy information table for company representatives located just outside the Zone.
- Dedicated space with hotel-provided furniture and décor (if desired).
- Signage branded with your company logo in the Zone.

P PREMIUM
SPONSORS

Employer Attendee Pre-Conference Activity: Bayou Swamp Tour

SOLD

\$30,000

Escape the hustle and bustle of the French Quarter and explore the marshes that gave birth to Cajun culture and cuisine. Board a specially designed pontoon boat for a 3 hour bayou tour and catch a glimpse of many unique animals, an authentic Cajun “trapper’s shack” and more! Sponsor this excursion for a fantastic and authentic New Orleans experience!

- Information table staffed with company representatives at the excursion meeting site.
- Verbal acknowledgment of sponsorship during opening remarks.
- Sponsorship includes access to the pre-conference tour, meals and main stage sessions during the employer-only portion of the conference. It does not include access to the Awards Celebration or employer-to-employer sharing sessions.



Networking Experiences Continued



PREMIUM
SPONSORS

Employer Attendee Pre-Conference Activity: Garden District Tour

SOLD

\$30,000

Sponsor this 3 hour guided walking tour where participants will experience the rich history and timeless beauty of the New Orleans Garden District. Just a few miles upriver from the French Quarter, this picturesque area is renowned for its stunning pre-Civil War mansions, many designed in the elegant Greek Revival style.

- Information table staffed with company representatives at the excursion meeting site.
- Verbal acknowledgment of sponsorship during opening remarks.
- Sponsorship includes access to the pre-conference tour, meals and main stage sessions during the employer-only portion of the conference. It does not include access to the Awards Celebration or employer-to-employer sharing sessions.



CORE
SPONSORS

Sponsor Kiosks

SOLD

\$25,000 each

Secure a dedicated space with a sponsor kiosk in the conference lobby area near the Grand Ballroom. Showcase your programs and offerings and meet with attendees during breaks throughout the conference.

- Fully designed and branded kiosk with power and barstool chair.
- Add a monitor to your kiosk for an additional fee.

Meals, Breaks & Hospitality

Put your company front and center during prime attendee gathering moments.



PREMIUM
SPONSORS

April 22 Meal Sponsorship

SOLD

\$30,000

Sponsor healthy meals and snacks on April 22, including the employer-only breakfast and lunch buffet. Your company name and logo will be featured on signage in the meal and snack service areas.

- Information table for company representatives during meal times and refreshment breaks on April 22.
- Menus and napkins branded with your company logo.
- Sponsorship includes access to the meals and main stage sessions during the employer-only portion of the conference. It does not include access to pre-conference activities, the Awards Celebration or other employer-to-employer sharing sessions.

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Meals, Breaks & Hospitality Continued

P PREMIUM SPONSORS

April 23 Meal Sponsorship

SOLD

\$30,000

Sponsor healthy meals and snacks on April 23, including the breakfast and lunch buffets. Your company name and logo will be featured on signage in the meal and snack service areas.

- Information table for company representatives during meal times and refreshment breaks on April 23.
- Menus and napkins branded with your company logo.

C CORE SPONSORS

April 24 Meal Sponsorship

SOLD

\$25,000

Sponsor the buffet breakfast and a grab-and-go lunch on April 24. Your company name and logo will be featured on signage in the meal and snack service areas and on the branded to-go lunch bags - the last impression attendees receive before leaving the conference.

- Information table for company representatives during meal times and refreshment breaks on April 24.
- Menus, napkins and to-go lunch bags branded with your company logo.

C CORE SPONSORS

Coffee Café

SOLD

\$27,500

The fully staffed coffee bar offering specialty coffee and tea. Café includes a beverage counter with a dedicated seating space for conversation and connection. The specialty menu will feature a signature drink named after your company.

- Information table for company representatives in the Coffee Café area.
- Coffee Café staffed by a trained barista.
- Signage and décor branded with your company logo.
- Coffee sleeves and menus branded with your company name and logo.



Meals, Breaks & Hospitality Continued

C CORE
SPONSORS

Coffee Cart

SOLD

\$25,000 each

Each sponsor will have a coffee cart located on one of the two (2) levels of the venue near the breakout session rooms for the recharge conference attendees are looking for! The specialty menu will feature a signature drink named after your company.

- Coffee Carts staffed by a trained barista.
- Signage, coffee sleeves and menus branded with your company logo.

C CORE
SPONSORS

Standing Tables and Charging Stations

SOLD

\$18,000

During a busy conference attendees are sure to need two things - a chance to recharge their laptop batteries and a chance to recharge their phones. Increase brand awareness with touchpoints across the event by sponsoring the standing tables in the back of conference session rooms and the charging stations throughout the venue.

- Company logo featured on standing tables in session rooms.
- Two (2) branded charging tables located throughout the conference space.
- One (1) branded charging lockers located in the conference space.

Sponsor Impression & Attendee Experience

Elevate your brand across the full attendee journey with unique branding opportunities

P PREMIUM
SPONSORS

Registration and Welcome Gift Sponsor

SOLD

\$50,000

Showcase your brand from the moment attendees register for the 2026 Annual Conference. Leading up to the event, your company logo will be featured on the conference registration homepage, in confirmation emails, and in (1) Prepare-to-Participate email sent to all registrants. At the event, your company logo will be incorporated into the design at the registration desk, plus on badges, lanyards and the attendee welcome gifts.

- Registration desk and welcome gifts co-branded with your company logo.
- Attendee badges and lanyards branded with your company logo.
- Company logo featured on registration website and in registration confirmation messages.
- Company logo in one (1) "Prepare-to-Participate" email sent to all registrants the week before the conference.

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Sponsor Impression & Attendee Experience Continued

P PREMIUM SPONSORS

Navigation Sponsor

SOLD

\$30,000

As navigation sponsor, your company logo will be featured on the directional signs throughout the venue including digital navigation signs, branded conference elevator directionals, digital session room signage, and floor decals.

- Your company logo included on all print and digital directional signage throughout the venue.
- Branded digital session room signage and static digital ads during breaks.
- Branded directional path decals and two (2) large format elevator directional signs.

C CORE SPONSORS

Work Pods

SOLD

\$20,000

Prioritize attendee productivity when sponsoring thoughtfully designed work pods. Balancing form and function, the sleekly designed work pods are a refuge for attendees to make a phone call or answer emails without distraction. Work pods include lighting, comfortable seating, and power to ensure a pleasant and productive environment.

- Three (3) branded work pods located throughout the conference space.
- Signage branded with your company logo.

C CORE SPONSORS

Restroom Sponsorship

SOLD

\$20,000

Increase brand awareness with a truly captive audience as the exclusive Restroom sponsor. Make a lasting impression on attendees with creative branding across the restroom spaces throughout the conference venue!

- Select mirrors and door stalls in conference space restrooms branded with your company logo.
- Opportunity to provide toiletries and/or other restroom items at an additional expense.

C CORE SPONSORS

Wireless Internet Sponsorship

SOLD

\$18,000

As the Wireless Internet sponsor, your company name will be used by Business Group on Health to create the dedicated conference Wi-Fi password and your company logo will appear on the log-in page. In addition, all event signage and informational materials about conference Wi-Fi services will be branded with your company logo.

- Use of company name for Wi-Fi password.
- Company logo on Wi-Fi log in page and re-direct link to sponsor company website.

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Sponsor Impression & Attendee Experience Continued



Conference App

SOLD

\$18,000

Secure consistent brand exposure in the app - the one-stop shop for conference information including the agenda, session descriptions and slides, complete attendee list and sponsor information. Sponsors can create three (3) branded push notifications. Your logo will be featured in the design of the app's menu screen.

- Company logo included in app branding; on the splash screen and main screen sticky banner advertisement.
- Three (3) personalized push notifications.



Room Drop

SOLD

\$10,000 each

Sponsors will provide one (1) room drop gift on April 21, April 22 or April 23 to conference attendees staying at the Sheraton Hotel. Your company will pre-assemble an item for in-room delivery, including any specialty packaging. All room drop gifts must be pre-approved by Business Group on Health. All costs associated with the creation of room drop gifts (including design, product orders and delivery) are the sole responsibility of the sponsor.

- Provide branded specialty room drop gifts to all conference attendees in the hotel room block.
- Sponsorship fees cover hotel room drop charges.



Quiet Room

SOLD

\$10,000

To ensure that all conference attendees are accommodated, Business Group on Health will create a dedicated, multi-purpose quiet room with comfortable seating and a refrigerator for nursing parents. Signage outside the room will feature your company name and logo, as well as a sponsor-branded "occupied" or "room in use" door hanger for attendees in need of a private space.

- Area for promotional materials and signage branded with your company logo outside of the room.
- Door hanger and pillows branded with your company logo. Sponsor can provide additional décor at an additional cost.



Annual Conference Ally

SOLD

**No opportunities available:
\$5,000**

Looking for an entry-level sponsorship opportunity? As an Ally sponsor, your company receives recognition on the Annual Conference website and signage.

- Your company logo on website, conference signage and recognition in conference opening/closing remarks.

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Supporting Sponsorship Guide

SPONSORSHIP LEVELS:

P PREMIUM **C** CORE **A** ALLY

	Sponsor Item	Price	# of Opportunities	Sponsorship Level	Includes Table for Company Rep	Employer-only Portion Access	# of Sponsor Passes
Marquee Events	Big-Easy Party Co-Sponsor - Second Line Parade	\$50,000	1	P	Yes	No	2
	Big-Easy Party Co-Sponsor - Salon A or B	\$40,000	1	P	Yes	No	2
	Best Employers Awards Celebration	\$45,000	1	P	Yes	Yes	2
	Welcome Reception Co-Sponsor - New Orleans Experience	\$25,000	3	C	Yes	No	1
Networking Experiences	Well-being Lounge	\$40,000	1	P	Yes	No	2
	Photo Studio	\$30,000	1	P	Yes	No	2
	Charitable Activity	\$30,000	1	P	Yes	No	2
	Networking Zones	\$30,000	2	P	Yes	No	2
	Employer Attendee Pre-Conference Activity: Bayou Swamp Tour	\$30,000	1	P	Yes	Yes	2
	Employer Attendee Pre-Conference Activity: Garden District Tour	\$30,000	1	P	Yes	Yes	2
	Sponsor Kiosks	\$25,000	12	C	Yes	No	1
Meals, Breaks & Hospitality	April 22 Meal Sponsor	\$30,000	1	P	Yes	Yes	2
	April 23 Meal Sponsor	\$30,000	1	P	Yes	No	2
	April 24 Meal Sponsor	\$25,000	1	C	Yes	No	1
	Coffee Café	\$27,500	1	C	Yes	No	1
	Coffee Cart	\$25,000	1	C	No	No	1
	Standing Tables & Charging Tables	\$18,000	1	C	No	No	1
Sponsor Impression & Attendee Experience	Registration & Welcome Gift Sponsor	\$50,000	1	P	No	No	2
	Navigation Sponsor	\$30,000	1	P	No	No	2
	Work Pods	\$20,000	1	C	No	No	1
	Restroom Sponsor	\$20,000	1	C	No	No	1
	Wireless Internet	\$18,000	1	C	No	No	1
	Conference App	\$18,000	1	C	No	No	1
	Room Drop	\$10,000	2	C	No	No	1
	Quiet Room	\$10,000	1	C	No	No	1
	Ally Sponsor	\$5,000	4	A	No	No	1

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