The St. Louis Area Business Health Coalition (BHC) is a nonprofit organization representing over 70 leading employers, which provide health benefits to thousands of lives in Missouri and millions nationally. For 37 years, the BHC has worked to achieve its mission of supporting employer efforts to improve the well-being of their employees and enhance the quality and overall value of their investments in health benefits. To accomplish these aims, the BHC centers its work on providing pertinent research, resources, and educational opportunities to help employers understand best practices for the strategic design (and informed use) of benefits to facilitate high-quality, affordable health care. To learn more, please visit [www.stlbhc.org](http://www.stlbhc.org) or follow the BHC on Twitter and LinkedIn.

**NATIONAL FOOTPRINT**

*71 member organizations headquartered in 10 different states*
To view a current listing of all BHC member organizations, please visit www.stlbhc.org/page/BHCMembers.
Summer Forum

The BHC Summer Forum is a community-based event, convened to closely examine new trends and developments affecting the St. Louis health care and wellness markets. This year’s event will focus on the topic of mental well-being and opportunities for employers to support their workforce with innovative strategies and solutions to increase awareness, decrease stigma, and create a culture of health.

**Theme:** Mental Well-being  
**Date:** July 29, 2020  
**Time:** 7:30 AM to 12:00 PM  
**Location:** Virtual Conference

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Annual Meeting

The BHC Annual Meeting brings together key thought leaders and community stakeholders to hear nationally-recognized, high-quality speakers, paired with local experts addressing health care quality and cost. With over 400 registrants each year, the Annual Meeting has become a premier forum for discussing past progress and future tasks on the path to higher value health care. For more details, [click here](#).

**Theme:** Building Resilience in a Post-Pandemic World  
**Date:** April 29, 2021  
**Time:** 7:30 AM to 12:00 PM  
**Location:** The Ritz-Carlton  
100 Carondelet Plaza, St. Louis, MO 63105

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### Attendee Profile

#### Attendance by Industry

- **30%** Employers
- **15%** Pharmacy Representatives
- **13%** Health Care & Wellness Vendors
- **11%** Community Organizations
- **11%** Benefits Consultants
- **9%** Health Care Providers & Hospitals
- **7%** Health Plan Representatives
- **4%** Other (Academic, Government, etc.)

### Who You Might Find at a BHC Conference

- Chief Executive Officer
- Chief Medical Officer
- Chief Financial Officer
- Chief Strategy Officer
- Executive Director
- VP of Human Resources
- Human Resources Director
- Benefits Director
- Vice President of Total Rewards
- Wellness Manager

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“Very informative speakers and a great variety of topics!”

“Great event! Very relevant to employers of all sizes.”

“Being new to the benefits space, it was valuable to hear different perspectives.”

“Great meeting! Excellent topics, presentations, and networking.”

“All of the speakers were great and I was able to stay engaged in discussions.”
## Sponsorship Opportunities

To inquire about sponsorship opportunities, please contact Todd Boedeker at tboedeker@stlbhc.org or 314-721-7800.

<table>
<thead>
<tr>
<th>Presenting Sponsor* $10,000</th>
<th>Supporting Sponsor $5,000</th>
<th>Friend Sponsor $3,000</th>
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<tr>
<td>Complimentary event registrations (may include prospective or current clients)</td>
<td>10 total</td>
<td>4 total</td>
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<tr>
<td>Logo on event marketing collateral (email, website, social media, print)</td>
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</tr>
<tr>
<td>Logo included on event slides (during introduction and breaks)</td>
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<tr>
<td>Logo included in event booklet (distributed to all attendees)</td>
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<tr>
<td>Contact information in event booklet (name, title, email, phone number, website)</td>
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<tr>
<td>Acknowledgement from podium (during introductory and closing remarks)</td>
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</tr>
<tr>
<td>Receive event registration list (one week prior to meeting)</td>
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<tr>
<td>Receive final event attendee list (one week after meeting)</td>
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<td>One 6-foot table and chairs</td>
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<tr>
<td>Exhibitor profile on event webpage (organizational description &amp; website link)</td>
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<tr>
<td>Full page ad in event booklet (distributed to all attendees)</td>
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<tr>
<td>Opportunity to introduce event speaker (from stage podium)</td>
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</tr>
<tr>
<td>Invitation to speaker dinner (evening prior to event)</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Industry exclusivity (within sponsorship tier)</td>
<td>✓</td>
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</tr>
</tbody>
</table>

*Presenting sponsorships only available for Annual Meeting*
**Sponsorship Enhancements**

### Luncheon - $10,000
Connect with BHC employer members by hosting a luncheon following the conclusion of the event from 12:00 PM to 1:00 PM. Sponsorship includes signage with logo at luncheon room entrance and on each table, as well as luncheon attendance for 2 team members.

### Wifi - $5,000
Keep attendees connected by sponsoring wifi for the event space. Sponsorship includes logo on wifi signage on registration tables, in exhibitor and event rooms, and on an introductory slide.

### Food and Beverage Stations - $5,000
Enjoy enhanced brand exposure by sponsoring healthy food and beverage stations for the breakfast and break period at the event. Sponsorship includes signage with logo on food and beverage tables.

### Welcome Bags - $5,000
Welcome attendees with a branded tote bag to be distributed at the registration table(s). Design must be pre-approved by BHC staff and tote bags delivered to BHC office 4 weeks prior to event date.

### Lanyards - $5,000
Stay visible during attendee networking and introductions with branded lanyards to be distributed at the registration table(s). Design must be pre-approved by BHC staff and lanyards delivered to BHC office 4 weeks prior to event date.

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**Thank You To Our Past Sponsors**

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