

2020

SPONSORSHIP PROSPECTUS



St. Louis Area

bhc

BUSINESS HEALTH COALITION

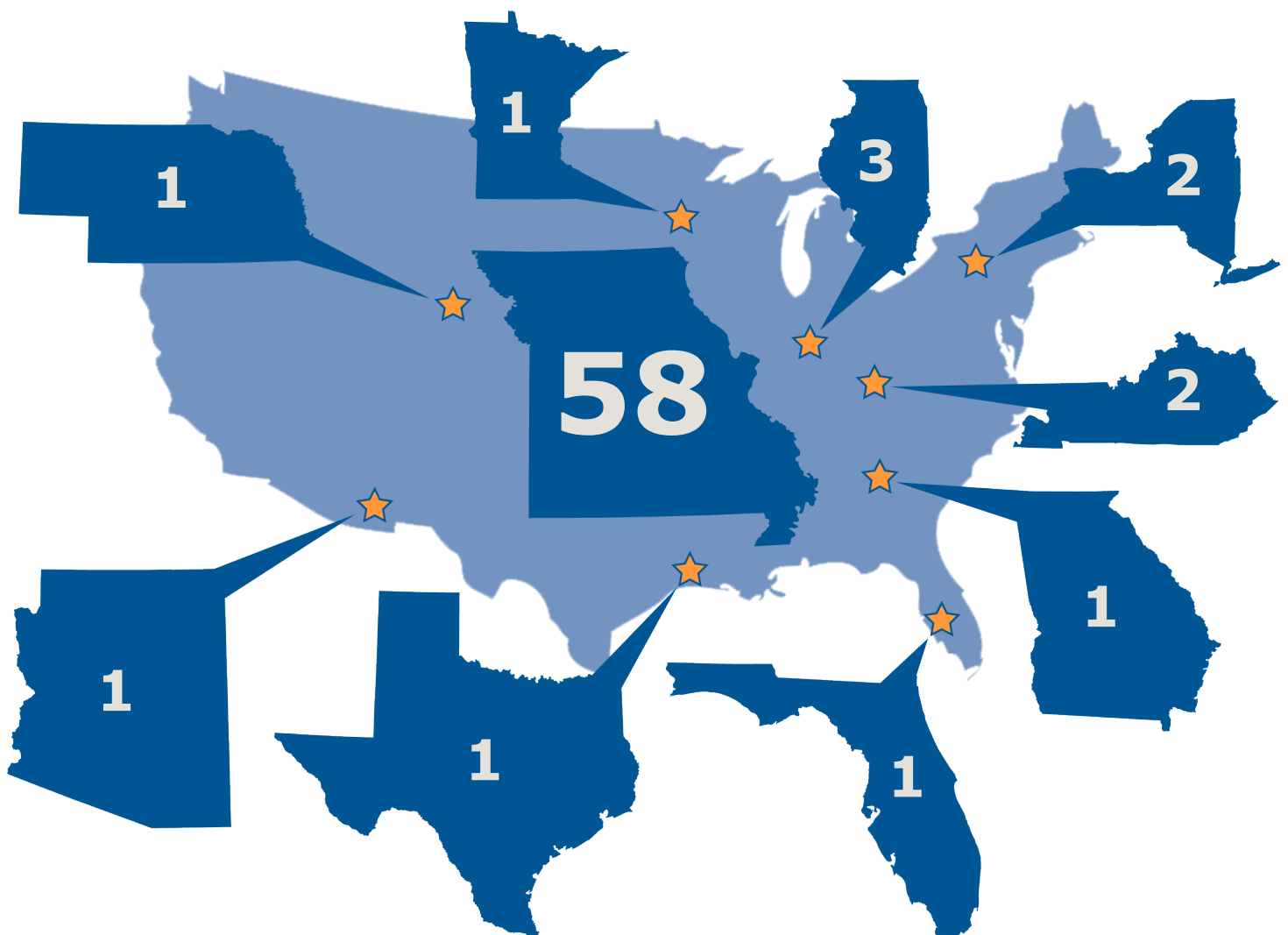
employer partners in healthcare

ABOUT THE BHC

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 or follow the BHC on Twitter and LinkedIn.

NATIONAL FOOTPRINT

71 member organizations headquartered in 10 different states



MEMBER ORGANIZATIONS

To view a current listing of all BHC member organizations, please visit
www.stlbhc.org/page/BHCMembers.



2020 BHC CONFERENCES

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: Donald Danforth Plant Science Center
975 N. Warson Road, St. Louis, MO 63132

300
registrants
(sold-out crowd in 2019)

Annual Meeting

The BHC Annual Meeting occurs each fall and brings together local 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 key forum for discussing past progress and future tasks on the path to higher value health care.

Theme: Health Care Value

Date: November 19, 2020

Time: 7:30 AM to 12:00 PM

Location: The Ritz-Carlton
100 Carondelet Plaza, St. Louis, MO 63105

430+
registrants
(record-breaking crowd in 2019)

— “ —

Current, meaningful content. Actionable and stimulating for the future.

— ” —

— “ —

Very informative! Great strategies for employee well-being in the workplace.

— ” —

— “ —

This is one of the best forums I have ever attended! Lots of great info and ideas!

— ” —

— “ —

Very eye opening, learned quite a bit to take back for further discussion.

— ” —

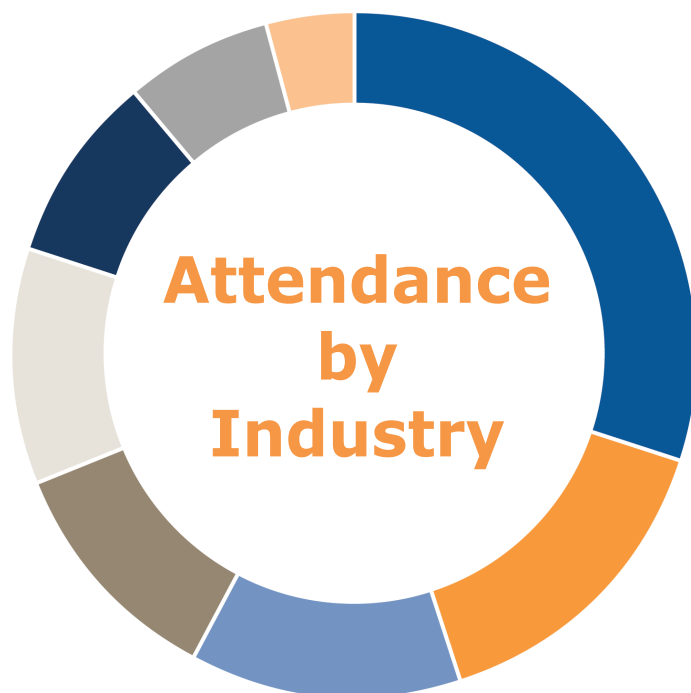
— “ —

Thought provoking and gave me some ideas to implement at my company.

— ” —



ATTENDEE PROFILE



- 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*

— “ —
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 Lauren Remspecher at lremspecher@stlbhc.org or 314-721-7800.

	Presenting Sponsor* \$10,000	Supporting Sponsor \$5,000	Friend Sponsor \$3,000
Complimentary event registrations (may include prospective or current clients)	10 total	4 total	2 total
Logo on event marketing collateral (email, website, social media, print)	✓	✓	✓
Logo included on event slides (during introduction and breaks)	✓	✓	✓
Logo included in event booklet (distributed to all attendees)	✓	✓	✓
Contact information in event booklet (name, title, email, phone number, website)	✓	✓	✓
Acknowledgement from podium (during introductory and closing remarks)	✓	✓	✓
Receive event registration list (one week prior to meeting)	✓	✓	✓
Receive final event attendee list (one week after meeting)	✓	✓	✓
Exhibitor display area (prime location)	Two 6-foot tables and chairs	One 6-foot table and chairs	
Exhibitor profile on event webpage (organizational description & website link)	✓	✓	
Full page ad in event booklet (distributed to all attendees)	✓		
Opportunity to introduce event speaker (from stage podium)	✓		
Invitation to speaker dinner (evening prior to event)	✓		
Industry exclusivity (within sponsorship tier)	✓		

***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.

THANK YOU TO OUR PAST SPONSORS

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**St. Louis Area
Business Health Coalition**



www.stlbhc.org