



CBGH 2019 Annual Forum

Creating a Value-Based Healthcare Marketplace What Employers Can Do

May 9, 2019

Hilton Denver Inverness Hotel, Englewood, CO

Sponsor & Exhibitor Opportunities

Partner with us!

On May 9th the Colorado Business Group on Health will bring together employers and financial staff in a multi-dimensional Forum to provide specific solutions for improving healthcare value.

Healthcare spending – and oftentimes outcomes threatens our workers, families, companies, communities and our economy. It is the inevitable outcome of how the US healthcare market has functioned for decades. High prices and variant outcomes – all opaque and largely unknown – are simply products of how healthcare has been bought and sold. Transforming these outcomes so as to optimize outcomes for employees and affordability for both employee and employer will require transforming:

- How we purchase and contract for health services.
- How we provide health benefits for enrollees.

By sponsoring and exhibiting at this Forum, you reach an elite gathering of proponents of value-based purchasing, healthcare transparency and payment reform and support Colorado purchasers and their employees in our mission to collaboratively improve the healthcare value proposition for all Coloradans.

Target Audience:

Employers are encouraged to invite several colleagues from inside and outside their organization including:

- CFOs
- Purchasing officers & managers
- VP/Directors of human resources
- Benefits managers
- Health plan consultants
- Third party administrators
- Health plans
- State, county & city health policy experts
- Pharmaceutical company policy experts

BE BOLD – SPONSOR!

Forum sponsorship is an utmost opportunity to promote your company/organization's commitment to providing and contributing to health benefits in a manner that optimizes the outcome for the employee and affordability for both employee and employer.

Benefits of sponsorship include:

1. Promoting your company/organization as an investor in health benefits.
2. Supporting the healthcare of all Coloradans.
3. Showcasing your products and services to Forum attendees.
4. Driving traffic to your company/organization through the Forum app, website, print, electronic communications and social media.
5. Connecting directly with Forum attendees through exhibiting and networking.



SPONSORSHIP PACKAGES

Choose from a diverse selectin of high-visibility sponsorship packages

BRONZE SPONSOR – \$4000

(5 opportunities)

Name Badge Lanyard

- Company name and logo on name badge lanyard
- TWO Forum registrations
- Forum registration rate of \$225 for two additional guests
- Company logo and website link on Forum website
- Company logo, website link and 100 word profile on Forum event App
- Company logo on Forum signage

Mobile Phone Device Pocket

- Company name and logo on mobile phone device pocket
- TWO Forum registrations
- Forum registration rate of \$225 for two additional guests
- Company logo and website link on Forum website
- Company logo, website link and 100 word profile on Forum event App
- Company logo on Forum signage

Forum Tote Bag

- Company name and logo on tote bag
- TWO Forum registrations
- Forum registration rate of \$225 for two additional guests
- Company logo and website link on Forum website
- Company logo, website link and 100 word profile on Forum event App
- Company logo on Forum signage

Refreshment Break

- Company name and logo recognition signage at break tables
- TWO Forum registrations
- Forum registration rate of \$225 for two additional guests
- Company logo and website link on Forum website
- Company logo, website link and 100 word profile on Forum event App
- Company logo on Forum signage

Dessert Break

- Company name and logo recognition signage at dessert tables
- TWO Forum registrations
- Forum registration rate of \$225 for two additional guests
- Company logo and website link on Forum website
- Company logo, website link and 100 word profile on Forum event App
- Company logo on Forum signage



SILVER SPONSOR – \$6000 **(3 Opportunities)**

Solution Session

- Moderate one Solution Session
- Company logo signage on Solution Session podium
- THREE Forum registrations
- Forum registration rate of \$225 for up to five (5) additional guests
- Exhibitor table in a preferred location
- Company logo, website link and 100 word company profile on Forum website
- Company logo, website link and 100 word company profile on Forum event App
- Company logo on Forum signage
- Attendee list

Networking Breakfast

- Prominent company signage at Forum networking breakfast
- Company logo signage on cocktail tables in Forum foyer
- THREE Forum registrations
- Forum registration rate of \$225 for up to five (5) additional guests
- Exhibitor table in a preferred location
- Company logo, website link and 100 word company profile on Forum website
- Company logo, website link and 100 word company profile on Forum event App
- Company logo on Forum signage
- Attendee list

Reception

- Prominent company signage at Reception
- Company logo signage on cocktail tables at Reception
- THREE Forum registrations
- Forum registration rate of \$225 for up to five (5) additional guests
- Exhibitor table in a preferred location
- Company logo, website link and 100 word company profile on Forum website
- Company logo, website link and 100 word company profile on Forum event App
- Company logo on Forum signage
- Attendee list



GOLD SPONSOR – \$10,000 ***(2 opportunities)***

Keynote Speaker Introduction

- 5-10 minute company presentation before introduction of Forum keynote speaker
- Introduction of keynote speaker
- Company recognition as a Gold sponsor at the Forum Welcome & Opening Remarks
- Moderate three (3) Solution Sessions
- Company logo signage on Solution Sessions podiums
- FIVE Forum registrations
- Forum registration rate of \$225 for up to ten (10) additional guests
- Exhibitor table in a prominent location
- Electronic banner on Forum App
- Company logo, website link and 100 word company profile on Forum website
- Company logo, website link and 100 word company profile on Forum event App
- Company logo on Forum signage
- Attendee list

Lunch Speaker Introduction

- 10 minute company presentation prior to Forum lunch speaker
- Introduction of Forum lunch speaker
- Company recognition as a Gold sponsor at the Forum Welcome & Opening Remarks
- Moderate three (3) Solution Sessions
- Company logo signage on Solution Sessions podiums
- FIVE Forum registrations
- Forum registration rate of \$225 for up to ten (10) additional guests
- Exhibitor table in a prominent location
- Electronic banner on Forum App
- Company logo, website link and 100 word company profile on Forum website
- Company logo, website link and 100 word company profile on Forum event App
- Company logo on Forum signage
- Attendee list

Cancellations & Refunds: Exhibitor refunds will be provided (minus a \$150 processing fee) up to April 8, 2019.

Hotel Reservations:

CBGH has secured a room block at the Hilton Denver Inverness hotel at a rate of \$149.00 per night single/double. Please contact CBGH for additional information on making hotel reservations.

EXHIBITOR DETAILS

Move-in & Set-Up: Move in and set-up will take place the afternoon of May 8, 2019 and early morning of May 9, 2019.

Exhibitor Displays and Materials: Exhibitor displays should be able to fit on a 6' table. There will be enough room for exhibitors to bring a small pop-up display. Additional information on display size is forthcoming.

To reserve your Space or Learn More: Contact Bonnie Martin bonnie.martin@cbghealth.org or Lisa Slavinski lisa.slavinski@cbghealth.org or visit <https://cbgh2019annualforum.eventbrite.com>.