



## Inaugural Houston Business Coalition on Health Conference

### Houston Hilton Post Oak Hotel, March 27, 2018

### SPONSOR PROSPECTUS

The Houston Business Coalition on Health is pleased to announce and excited to host its inaugural annual conference. **The conference theme, *Excellence in Population Health Management*, will support HBCH's mission as "the leading resource for Houston employers dedicated to providing health benefits at a sustainable cost while improving the quality and experience in their delivery."** The HBCH Board of Directors is dedicated to making this the best health focused conference Houston employers can attend in 2018. HBCH currently represents more than 2 million employer-sponsored lives.

Our keynote speaker will be Dr. Elizabeth Rosenthal, nationally renowned health writer and author. Her new book, *American Sickness-How Healthcare Became Big Business and How You Can Take It Back* is sure to stimulate attendance and discussion.

Our program will focus on four primary pillars – Pharmacy Management, Alternative Delivery & Payment Models, Integrated Data Analytics, and Best Practices for Improved Workforce Health. We are expecting 300 attendees including corporate benefits managers, HR executives, corporate medical directors, health plan representatives, benefits consultants, healthcare providers, pharmaceutical manufacturers, PBMs, wellness and disease management organizations, and other health services providers.

As a Conference supporter, you will enjoy exceptional opportunities to build advantageous business relationships with key corporate decision-makers responsible for human resources, employee benefits and health management programs. This also will be an ideal way to increase your organization's visibility and highlight your commitment to value-based benefits and healthy, productive employees.

**Sponsor opportunities are limited and available on a "first come" basis. Space will sell out quickly, so ACT NOW!** Limiting the number of Sponsors optimizes the opportunity for attendees to meet you and learn more about your innovative products and services.

Please complete and return the attached Agreement along with your payment today. You may pay by check or credit card. Mail, email or fax your completed registration form to HBCH with your payment information to reserve your spot.

I look forward to seeing you with the rest of the Best in the U.S. who will be in Houston!

Sincerely,

Chris Skisak, PhD  
Executive Director, HBCH

Mark Christensen, MetroNational  
HBCH Board Chairperson



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### SPONSOR INFORMATION

#### Event Location

Houston Hilton Post Oak Galleria  
2001 Post Oak Boulevard  
Houston, TX 77056  
713-961-9300

#### General Information

**Sponsors & Exhibitors will be accepted on a “first come, first serve” basis. We are limiting the number of sponsors so ACT NOW!**

Your company product/service description must be submitted electronically to [mchappell@southwestmanagementllc.com](mailto:mchappell@southwestmanagementllc.com) by February 2, 2018 in order to be included in the Conference App.



#### Exhibit Information

- More than 3-hours of devoted exhibit visit time is scheduled.
- Exhibit space will consist of draped and piped 8' x 10' areas.
- Exhibit tables will consist of a standard 2.5' x 6' draped display table.
- All display and handout materials used by Exhibitor must be placed on top of or behind the 6' display table and fit the dimensions of the table.
- Space is limited to optimize strategic networking opportunities.
- Exhibitor display tables will be set up in a ballroom adjacent to or just outside the main entryway to the main ballroom.
- Sponsorship level will determine exhibit location.
- HBCH will highlight “purple dot special” those exhibitors who have an employer case study to hand out to exhibit visitors.
- Electrical power will be supplied for each exhibitor display table. Exhibitor must work with Hotel for internet connections or any other AV needs.

#### Payment Policy

Full payment must accompany this Agreement. Payment may be made by check payable to the Houston Business Coalition on Health, or by credit card (MasterCard, Visa or American Express) and mailed with completed agreement to HBCH, c/o Southwest Management LLC, 11520 N. Central Expy., Suite 201, Dallas, TX 75243, or faxed to 214-382-3038. HBCH is a non-profit 501(c)3 educational organization. HBCH's federal tax ID# 76-0058682.



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**CONFERENCE SPONSOR OPPORTUNITIES**

Opportunity (Available Spots): Sponsorship Fee:	Conference (1) \$12,000	Platinum (4) \$8,000	Gold (12) \$4,500	Silver (4) \$3,500
Opportunity to be recognized as conference sponsor and introduce conference keynote speaker Dr. Elizabeth Rosenthal. (1 Available)	<b>X</b>			
Opportunity to sponsor one of four morning or afternoon plenary session speakers and panels. (Final speaker decisions made jointly by HBCH and sponsor). (4 Available)		<b>X</b>		
Opportunity to sponsor one of twelve morning or afternoon workshop presentations. Workshops require an employer case study. (Final session decisions made jointly by HBCH and sponsor). (12 Available)			<b>X</b>	
Digital Logo banner (large) at entry to main conference room and exhibit area	<b>X</b>			
Digital Logo banner (medium) in main conference room and exhibit area	<b>X</b>	<b>X</b>		
Digital Logo banner (small) in main conference room and workshop rooms			<b>X</b>	
Digital Logo banner (small) in main conference room				<b>X</b>



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Opportunity (Available Spots): Sponsorship Fee:	Conference (1) \$12,000	Platinum (4) \$8,000	Gold (12) \$4,500	Silver (4) \$3,500
Podium recognition at plenary sessions	X	X		
Exhibit booth 8x10 with preferred location based on sponsorship level	X	X	X	X
Premier recognition in all pre-conference materials, communications, conference website, social media, etc.	X	X		
Recognition in all pre-conference communications, website, social media, mobile app.			X	X
Premier placement of advertisement in conference mobile app	X	X		
Placement of advertisement in conference mobile app			X	X
Complementary conference passes	X (10)	X (7)	X (5)	X (3)
Reserved table in main ballroom	X	X		
Access to registrant list emails pre-conference (1-time use)	X	X		
Opportunity to provide tote bag inserts	X	X	X	X
2018 HBCH Membership (\$4,000 Value)	X	X		



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### OTHER SPONSOR OPPORTUNITIES

Opportunity	Cost
Advertisement Full-Page– Includes listing and logo in Conference App	<b>\$750</b>
Breakfast meal - Includes 2 complimentary passes; signage at meal, listing and logo in conference App, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$3,000</b>
Lunch meal - Includes 2 complimentary passes; signage at meal, listing and logo in conference App, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$3,000</b>
Post-conference reception - Includes 2 complimentary passes; signage at break stations, listing and logo in conference App, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$3,000</b>
Break session (2-available) - Includes 2 complimentary passes; signage at break stations, listing and logo in conference App, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$2,500</b>
Lanyard / Nametags (1-available) - Includes 2 complimentary passes; listing and logo in conference App, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$2,500</b>
Conference Mobile App (1-available) - Includes 3 complimentary passes; listing and logo in conference App, recognition at podium. Three (3) notifications sent to attendees who sign up for the app through the APP activity feed (approval of notifications by HBCH required prior to posting)	<b>\$5,000</b>
Registration Table (1-available) - Includes 2 complimentary passes; listing and logo in conference App, signage at registration tables, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$3,000</b>
Tote Bag (1-available) - Includes 2 complimentary passes; logo on tote bag, listing and logo in conference App, recognition at podium, access to registrant list after conference (1-time use only).	<b>\$3,000</b>
Wi-Fi sponsorship (1-availabe) - Includes 2 complimentary passes; listing and logo in conference App, signage, recognition at podium, signage, access to registrant list after conference (1-time use only).	<b>\$3,000</b>



## Inaugural Houston Business Coalition on Health Conference Houston Hilton Post Oak Hotel, March 27, 2018 SPONSOR AGREEMENT

The following describes the Agreement between the Houston Business Coalition on Health and Sponsor for participation in HBCH Inaugural Annual Conference, March 27, 2018 at the Houston Hilton Post Oak Hotel.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Office: \_\_\_\_\_ Phone Cell: \_\_\_\_\_

Email: \_\_\_\_\_

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Your company product/service description must be submitted electronically to [mchappell@southwestmanagementllc.com](mailto:mchappell@southwestmanagementllc.com) by February 2, 2018 in order to be included in the Conference App.

You are entitled to a **set of Complimentary Registrations based on your Sponsorship level**, which permits attendance at Forum sessions and meal functions, plus handout materials. Please email the names and contact information of the persons who will use the "Comps" directly to [mchappell@southwestmanagementllc.com](mailto:mchappell@southwestmanagementllc.com).

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Please check sponsor / exhibitor level.				
Conference	\$12,000		Registration Table	\$3,000
Platinum	\$8,000		Tote Bag	\$3,000
Gold	\$4,500		Wi-Fi	\$3,000
Silver	\$3,500		Break session	\$2,500
Conference Mobile App	\$5,000		Lanyard / Nametags	\$2,500
Breakfast Meal	\$3,000		Post-conference reception	\$3,000
Lunch Meal	\$3,000		Advertisement in App	\$750

Payment Method:

- Check enclosed, payable to HBCH
- Credit card payment      Card Type: \_\_\_\_\_ Visa    \_\_\_\_\_ MC    AMEX \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name (please print): \_\_\_\_\_

Signature: \_\_\_\_\_

*Please scan and email to [mchappell@southwestmanagementllc.com](mailto:mchappell@southwestmanagementllc.com) if you wish to pay by credit card.*

Sign the Agreement below and return along with payment to:

**Southwest Management LLC**      Phone: 214-382-3036  
 11520 N. Central Expy., Suite 201      Email: [mchappell@southwestmanagementllc.com](mailto:mchappell@southwestmanagementllc.com)  
 Dallas, TX 75243

Information and Agreement Form shall constitute the entire agreement, and Sponsor or Exhibitor agrees to abide and conform to these terms. In the event of fire, strikes, labor disputes or any other uncontrollable circumstances that cause this event to be cancelled, this agreement will not be binding.

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_  
 Sponsor Representative

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_  
 Chris Skisak, PhD, Executive Director, HBCH



## **Inaugural Houston Business Coalition on Health Conference** **Houston Hilton Post Oak Hotel, March 27, 2018** **CONFERENCE AGENDA**

March 26 PM- exhibitor set-up

- 6:30-8:00 Registration, Breakfast (buffet), Exhibits
- 8:00-8:15 Welcome & Introductions
- 8:15-8:55 Conference Keynote-Elizabeth Rosenthal Editor-in-Chief of Kaiser Health News
- 9:00-9:40 Plenary Session 1-Population Health
- 9:45-10:25 Plenary Session 2-Alternative Payment & Delivery
- 10:25-11:00 Break & Exhibits
- 11:00-12:20 Breakout Session 1: Workshops 1 - 6
- 12:25-1:15 Gourmet Boxed Lunches
- 1:15-1:55 Plenary Session 3 - Pharmacy
- 2:00-2:40 Plenary Session 4 - Data Platforms
- 2:40-3:10 Break & Exhibits
- 3:10-4:20 Breakout Session 2: Workshops 7-12
- 4:25-5:05 Closing Session: Putting Opportunities into Action – The Tommy Boy Effect
- 5:05-6:00 Closing Comments, Reception, and Prize Drawings





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### ORGANIZATIONS ATTENDING HBCH EVENTS

1960 Family Practice	CareATC	EP Energy
2nd.MD	Carriage Services	First Financial Group of America
AbbVie	Castlight	FMC Technologies
ABM	CB&I	Fort Bend ISD
ACAP Health	CCAldridge Consulting	Fred Brown Insurance
AcariaHealth	Celgene	Frost HR Consulting
ACP	CEMEX	Geokinetics
Advanced Orthopaedics & Sports Medicine	Centrica	Grand Rounds
Aetna	Change Happens!	Greater Houston Healthconnect
AIG	Chevron	Guckenheimer
Air Liquide	Cigna	Gulf Coast Regional Blood Center
Airrosti	Cities Changing Diabetes	Gunvor Group
Alliant	City of Houston	H2R
American Cancer Society	Clarus Benefits Group	H2U
American Diabetes Association	Clinton Health Matters Initiative	Halliburton
American Heart Association	Community Care Management	Harris County
American Specialty Health	Compass	Harris County Medical Society
Aon Hewitt	ConocoPhillips	Harris Health System
Ardent Solutions	Continental Benefits	HCA
Arthur J. Gallagher	Covia Health	HCSS
Ascende	Crane Worldwide Logistics	H-GAC
AVEVA Inc	Cts Certified Services LLC	Higginbotham
Baker Hughes	Cyberonics	Hilcorp
Bayer	Cyboran Consulting	Hines
Baylor College of Medicine	Daiichi Sankyo	Hotchkiss Insurance Agency, LLC
BEJ/Vistage	Davis Vision	Houston Area Women's Center
Benefitfocus	DePelchin	Houston-Galveston Area Council
BioIQ	DHS Group	HPI
BIW Resources Inc.	DNOW	Humana
BLB Consulting	EDHC	Huntsman
Blue Cross Blue Shield of Texas	Eisai	iHeart Media
Bold Motion	Employers Health	IMWell Health
BP	Employment Stage	Insurance For All Ages, Agency
Buck Consultants	Energy Future Holdings	It's Time Texas
Business Health Strategies, LLC	Ensco	Janssen Scientific Affairs
Camden Property Trust	Entrust, Inc.	Jiff
	EOG Resources	John L. Wortham



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Johnson & Johnson	Novo Nordisk	SurgeryPlus
Johnston	Oasis Petroleum	Sysco
KBR	Oncology Consultants	Telemonitoring
Kelsey-Seybold	Optum	Texas AHEC East-Greater Houston
Kinder Morgan	Our Way Health	Region
King Ranch	PBGH	Texas Children's Hospital
Kingwood Medical Center - HCA	PCCA	Texas Medical Center
Healthcare	Personal Med	Texas Orthopaedic Assn
Laura & John Arnold Foundation	Pfizer	The Friedkin Group
Legalshield	PinnacleART	The Healthcare Research
Lilly	Political Subdivision Workers'	Foundation
Limeade	Compensation Alliance	The Houston Wellness Project
Linbeck	Pomeroy	The Medicines Company
Livongo	Powell Industries	The S Davis Law Group
Lockton Companies	Price Healthcare Consulting	United Healthcare
Lockton Dunning	Price Waterhouse Coopers	University of Texas MD Anderson
LyondellBasell	Procter & Gamble	Cancer Center
Marek	PSWCA	USI
Marek Brothers	PwC	UT Physicians
MD Anderson Cancer Center	QuadMed	Vallourec
MedEncentive	Quantum Health	Vanguard Natural Resources, LLC
Medicine At Work	Reason2Race	Vecor Pipeline Integrity
Memorial Hermann	Revenew International	Verberne x Maldonado LLP
Mental Health America	Rice University	W.J. Alexander Insurance &
Mercer	Safari Realty	Consulting
Merck	Sanofi	Walgreens
Methodist	Schlumberger	Walgreens Boots Alliance
METRO	SCI	We Care TLC
MetroNational	Seyfarth Shaw	Weingarten
Metropolitan Transit Authority	Shell	Wells Fargo
Milliman	Silver Eagle Distributors	Willis Towers Watson
MOGAS	Small Business HR Solutions	Workforce Solutions/ETC
Morph Counseling	Statoil	World Wide Technology
Mylan Specialty L.P.	Stewart & Stevenson	Wortham Insurance
NACE International	Strategy Group	YMCA of Greater Houston
NAMI Greater Houston	Sugar Lakes Family Practice, P.A.	
Noble Energy	Sultan Global Group	



The Best in the U.S. will be in HoUSton

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### HBCH COMPANY MEMBERS

abbvie



Hines



centrica



KBR





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The Friedkin Group



More Than Data. Answers.

