

# PLAYBOOK FOR THE NEW NORMAL

17TH ANNUAL BENEFITS FORUM

PRESENTED LIVE AT  
IRVING CONVENTION CENTER

DECEMBER 2, 2021

TBGH & DFWBGH



## SPONSOR AND EXHIBITOR PROSPECTUS

We are excited to celebrate the **17th Anniversary** of our **Annual Benefits Forum** on Thursday, December 2<sup>nd</sup>, 2021 at the Irving Convention Center.

**You are invited to play a key part in our celebration by participating in this premier educational and networking event.**

Together we will help Texas employers and their strategic partners design value-based benefits and health management programs that are right for their company. The Forum provides valuable opportunities to learn new ideas, evidence-based solutions and best practices that can help employers purchase high value healthcare, improve employees' overall health and well-being, reduce their health risks and manage chronic conditions more effectively, while controlling healthcare costs.

We are expecting nearly 500 attendees at this year's event, 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 Forum 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 and Exhibitor opportunities are limited and available on a "first come" basis. **Space will sell out quickly, so ACT NOW!** Limiting the number of Sponsors and Exhibitors 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, or email your completed registration form to DFWBGH with your payment information to reserve your spot.

I'm confident that your participation will be immensely rewarding for you and your company. Thank you very much for supporting and participating in our 17th Annual Benefits Forum.

Sincerely,

Marianne Fazen, PhD  
Executive Director

Attachments: Sponsor & Exhibitor Information  
Sponsor & Exhibitor Agreement  
List of TBGH & DFWBGH Members  
Companies that participate in our Forum

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## SPONSOR AND EXHIBITOR INFORMATION

### Event Location

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#### Irving Convention Center at Las Colinas

500 West Las Colinas Blvd., Irving, Texas 75039

Phone: (972) 252-7476

### General Information

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**Sponsors & Exhibitors will be accepted on a “first come, first serve” basis, so ACT NOW!**

#### Sponsor Logo and Conference APP Advertisement:

We will be using an event app to provide access to all conference information. In place of a single-page ad, your company information will be stored in an entry within a section of the app that contains a listing of all sponsors. We will use your company's name, logo, and description in your entry. We recommend that companies provide their own descriptions (maximum of 250 words).

### Exhibit Information

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**The Vendor Fair will consist exclusively of tabletop exhibits:**

- Exhibit space will consist of a standard 2.5' x 6' ft draped display table, **or multiples thereof.**
- Space is limited to optimize strategic networking opportunities.
- Exhibitor display tables will be set up in a Ballroom adjacent to the educational sessions.
- **All display and handout materials used by Exhibitor must be placed on top of or behind the 6' ft display table and fit the dimensions of the table.**
- Electrical power will be supplied for each Exhibitor display table. Exhibitor is responsible for checking with the Hotel regarding availability of internet connections and for making arrangements directly with the Hotel, if needed.

# TBGH/DFWBGH 2021 FORUM SPONSORSHIP AND EXHIBIT OPPORTUNITIES

Sponsorship	Forum Benefactor	Forum Underwriter	Forum Partner	Forum Sponsor	Exhibitor Only 15 Available	
Member v. Non-Member	CURRENT MEMBER	CURRENT MEMBER	CURRENT MEMBER	CURRENT MEMBER	CURRENT MEMBER	NON MEMBER
Cost	\$15,000	\$10,000	\$5,000	\$3,500	\$2,000	\$3,000
Title Sponsorship	✓				(\$3,000 includes 2021-2022 Membership)	
Participation in Forum Planning Committee	✓	✓				
Premier Location for Display Table Space	✓	✓				
Reserved Table in Forum Classroom	✓	✓				
Premier Ad Space in Forum App	✓	✓	✓			
Premier Recognition on Forum Banners	✓	✓	✓			
Premier Recognition on Forum Emails	✓	✓	✓			
Logo Placement on Forum Website	✓	✓	✓			
Logo Placement on Forum Mailer	✓	✓	✓			
Access to Registrant Mailing List Prior to Event (w/email)	✓	✓	✓			
Badge Lanyard Sponsorship			✓			
Tote Bag Sponsorship			✓			
Reception Sponsorship				✓		
Lunch Sponsorship				✓		
Breakfast Sponsorship				✓		
Break Sponsorship				✓		
WIFI Sponsorship				✓		
Charging Station Sponsorship				✓		
Complimentary Registrations	5	4	3	2	1	
Logo Recognition on Forum Signage	✓	✓	✓	✓	✓	
Ad Space in Forum App	✓	✓	✓	✓	✓	
Access to Registrant Mailing List After Event (no emails)	✓	✓	✓	✓	✓	
Display Table in Exhibit Hall	✓	✓	✓	✓	✓	

# TBGH & DFWBGH 17<sup>th</sup> ANNUAL FORUM PLAYBOOK FOR THE NEW NORMAL

## SPONSOR AND EXHIBITOR AGREEMENT

*(Return via email to [membership@dfwbgh.org](mailto:membership@dfwbgh.org))*

The following describes the Agreement between the Dallas-Fort Worth Business Group on Health (DFWBGH) and Sponsor or Exhibitor for participation in **TBGH-DFWBGH 17th Annual Benefits Forum**, December 2, 2021, at the Irving Convention Center.

1. Company Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

2. Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

3. **Sponsor Logo and Conference App Advertisement:**

We will be using an event app to provide access to all conference information. In place of a single-page ad, your company information will be an entry within a section of the app that contains a listing of all sponsors. We will use your company's name, logo, and description in your entry. Company descriptions due by November 15th

4. Check the categories that best describe your products/services:

- |   |  |
|---|--|
| <input type="checkbox"/> Wellness programs              | <input type="checkbox"/> Disease Management (check diseases below)           |
| <input type="checkbox"/> Health Risk Assessments        | <input type="checkbox"/> Diabetes <input type="checkbox"/> Asthma            |
| <input type="checkbox"/> Training/Education Materials   | <input type="checkbox"/> Heart Disease <input type="checkbox"/> Obesity      |
| <input type="checkbox"/> Decision Support Tools         | <input type="checkbox"/> Depression <input type="checkbox"/> Musculoskeletal |
| <input type="checkbox"/> Benefits Design Strategies     | <input type="checkbox"/> Other _____   |
| <input type="checkbox"/> Consumer Engagement/Incentives | <input type="checkbox"/> Self-Care Tools                                     |
| <input type="checkbox"/> Pharmacy Benefits Management   | <input type="checkbox"/> Other _____   |

5. 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 person(s) who will use the "Comps" directly to [membership@dfwbgh.org](mailto:membership@dfwbgh.org)**.

### Payment Policy

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**Full payment must accompany this Agreement.** Payment may be made by check payable to the Dallas-Fort Worth Business Group on Health, or by credit card (MasterCard, Visa or American Express) and mailed with completed agreement to DFWBGH, 10260 N. Central Expy., Suite 285, Dallas, TX 75231, or emailed to [membership@dfwbgh.org](mailto:membership@dfwbgh.org).

**6. Sponsorship Level Selection:**

	<u>DFWBGH Members Only</u>	<u>Non Members</u>
Benefactor	<input type="checkbox"/> \$15,000	NA
Underwriter	<input type="checkbox"/> \$10,000	NA
Partner	<input type="checkbox"/> \$5,000	NA
Sponsor	<input type="checkbox"/> \$3,500	NA
Exhibitor Only	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000*

\*\$3,000 includes 2021-2022 Membership

**Check enclosed, payable to DFWBGH**

**Credit card payment**

Please email this form to DFWBGH at [membership@dfwbgh.org](mailto:membership@dfwbgh.org) or call to 214-382-3036 if you wish to pay by credit card.

**Card Type:**     VISA             MC             AMEX

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

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

Billing Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

Sign the Agreement below and return along with payment to:

**Dallas-Fort Worth Business Group on Health**  
 10260 N. Central Expy., Suite 285  
 Dallas, TX 75231

Phone: 214-382-3036

Email: [membership@dfwbgh.org](mailto:membership@dfwbgh.org)

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:

  
 \_\_\_\_\_  
 Marianne Fazen, Ph.D.  
 DFWBGH Executive Director

June 15, 2021  
 \_\_\_\_\_  
 DATE

\_\_\_\_\_  
 Sponsor's Authorized Representative

\_\_\_\_\_  
 DATE

## DFWBGH CORPORATE MEMBERS

Alcon Laboratories  
Alorica  
American Airlines  
Arcosa, Inc.  
Atmos Energy Corporation  
Bell Flight  
BNSF Railway Company  
Brinker International  
Capital Institutional Services  
CBRE  
Celanese  
City of Arlington  
City of Carrollton  
City of Denton  
City of Fort Worth  
City of Frisco  
City of Garland  
City of McKinney  
City of Plano  
City of Richardson  
City of Richardson  
Consolidated Electrical Distributors  
Cook Children's Health Care System  
Corner Bakery Cafe  
Dallas Area Rapid Transit  
Dean Foods Company  
DFW International Airport Board  
DynCorp International  
Elbit Systems of America  
Envision Physician Services  
Essilor of America  
Federal Reserve Bank of Dallas  
Fluor Corporation  
Fort Worth Transportation Authority  
Garland ISD  
Get the Medication Right Institute  
Greyhound Lines, Inc.  
Gruma Corporation  
GuideStone Financial Resources  
Hewlett Packard Enterprise  
Houston Business Coalition on Health  
Jack Henry & Associates  
JCPenney  
Jefferson Physician Group  
Jiffy Lube  
Lehigh Hanson  
Lennox International  
Mary Kay, Inc.  
Michaels Stores, Inc.  
NCH Corporation  
Neiman Marcus Group  
Oncor Electric Delivery  
PrimeSource Building Products  
Sabre  
Southwest Airlines  
Stevens Transport, Inc.  
Technology Service Professionals  
Texas Association of Counties  
Texas Instruments  
Trinity Industries  
US Concrete  
UT Southwestern Medical Center  
Vistra Energy

# COMPANIES THAT PARTICIPATE IN OUR FORUM

2nd MD  
Abbvie  
ACAP HealthWorks  
Accolade  
Advancial  
Aetna  
Airrosti Rehab Centers  
Alief ISD  
Alight Solutions  
Alight/Hodges-Mace  
Alkermes, Inc.  
Alorica  
American Airlines  
American Cancer Society  
American Specialty Health  
Amgen  
Aon  
Apollo Vanguard  
Arcosa, Inc.  
Arthur J. Gallagher & Co.  
Aspen Physicians Network  
AT&T  
Atmos Energy Corporation  
Baker Tilly  
Baylor Scott & White  
Health  
Bell Flight  
benefitexpress  
Big Health  
Blue Cross & Blue Shield of  
Texas  
BMS  
BNSF Railway Company  
Boehringer Ingelheim  
BP America, Inc.  
BridgeHealth  
Brinker International  
bswift  
Businessolver  
Caliber Collision Centers  
Cancer Support  
Community North Texas  
Cancer Treatment Centers  
of America  
Careington International  
Corp.  
Cariloop  
Catapult Health  
Catapult Health  
CBRE  
Celanese  
Children's Health  
Cigna Healthcare  
City of Arlington  
City of Carrollton  
City of Denton  
City of Fort Worth  
City of Frisco  
City of Garland  
City of McKinney  
City of Plano  
City of Richardson  
City of San Antonio  
Cleo  
Collective Health  
CompuCom Systems, Inc.  
Consova Corporation  
ConsumerMedical  
Converging Health  
Conway Communications  
Cook Children's Health  
Care System  
Crossover Health  
Dallas Area Rapid Transit  
Dean Foods Company  
Delta Dental Insurance  
Company  
DFW Business Group on |  
Health  
DFW International Airport  
DPC Healthcare  
DynCorp International  
Elbit Systems of America  
Employers Health  
Endeavor Risk  
Envoy Air  
Ericsson, Inc.  
Essilor of America  
Exact Sciences  
EyeMed Vision Care  
Federal Reserve Bank of  
Dallas  
Fluor Corporation  
Fringe Benefit Group  
Garland ISD  
Get the Medication Right  
Institute  
Goldfinch Health  
Grand Rounds  
Greyhound Lines, Inc.  
Grokker  
Gruma Corporation  
GuideStone Financial  
Resources  
Health Care Service  
Corporation  
Healthcare Bluebook  
Healthcare Highways  
HealthEquity  
HealthFitness Corp  
Healthy Bytes  
Hello [Heart](#)  
Hertz  
Hinge Health  
HMS Holdings Corp



## COMPANIES THAT PARTICIPATE IN OUR FORUM

Holmes Murphy &  
Associates LLC  
Hooray Health Care  
HUB International  
Interactive Health  
Jack Henry & Associates  
JCPenney  
Kiiio  
Lehigh Hanson  
Lennox International  
LifeSpeak, Inc.  
Lilly  
Lilly USA, LLC  
Lionrock Recovery  
Livongo  
Lockton Dunning Benefits  
Lockton Dunning Benefits  
MADD  
MAP HEALTH  
MANAGEMENT  
McAfee & Taft  
MediBookr  
Medical Travel Option  
meQuilibrium  
Mercer  
Merck  
Merck & Co., Inc  
Methodist Health System  
Michaels Stores, Inc.  
Mission Foods  
MorningStar Actuarial  
Consulting, LLC  
Murtaugh & Associates  
My Personal Health  
Assistant  
mySugr  
Naturally Slim  
Navitus Health Solutions  
NCH Corporation

Neiman Marcus Group  
Neuromuscular Corporate  
Solutions  
Novo Nordisk, Inc.  
Oncology Hematology  
Consultants, PA dba The  
Center for Cancer and  
Blood Disorders  
Oncor Electric Delivery  
One Drop  
Optum  
Pacira Biosciences Inc.  
PayFlex  
Pfizer, Inc.  
Plexus Groupe  
Premier Solution Partners  
Premise Health  
Price Healthcare  
Consulting,  
Prime Therapeutics  
PrimeSource Building  
Products  
Profile by Sanford  
Progyny  
Quantum Health  
Quest Diagnostics  
Remedy  
Responder Health  
Rice University  
Roche Diabetes Care, Inc  
Rx Savings Solutions  
Sabre  
Sanofi  
Sarepta Therapeutics  
Sharecare, Inc.  
SleepCharge  
Southwest Airlines  
Southwestern Health  
Resources

SRS Distribution  
SRS Distribution Inc.  
Technology Service  
Professionals  
Teladoc Health  
Teledoc Health  
Texas Back Institute  
Texas Capital Bank  
Texas Health Resources  
Texas Instruments  
Texas Instrumtents  
Texas Oncology  
TFG Partners  
The American Worker  
Tiatros, Inc.  
Total Administrative  
Services Corp (TASC)  
Trinity Industries  
Trion Group, a Marsh &  
McLennan Agency  
Unique Footprints, LLC  
UnitedHealthcare  
University of North Texas  
US Concrete  
USI  
ValueHealth  
Vida Health  
Virta Health  
Vistra Energy  
Vivante Health  
Walgreens  
WebTPA  
WeCare tlc  
Wellbeats  
Wellness Corporate  
Solutions  
Whatabrands LLC  
Willis Towers Watson  
WorkPartners