

# 2022

SPONSOR & EXHIBITOR

# Prospectus

2022 EMERGING  
TRENDS IN  
WELLNESS

Virtual Conference | April 7  
Wellness Workdays



Showcase your products or services to key decision makers in human resources, employee benefits, insurance, wellness, nutrition and health promotion

## 9<sup>th</sup> Annual Emerging Trends in Wellness Conference

Secure your sponsor or exhibit package today!

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Wellness  
Workdays™

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The Emerging Trends in Wellness Conference is about fostering healthy behavior change in the workplace, but it doesn't stop there. This year's event will provide top-notch education by industry leaders who will share their vision and insight about corporate wellness, employee engagement and health promotion – topics that have become even more important during the pandemic. Now in its eighth year, the event is a great opportunity for your company to connect with key decision-makers in human resources and employee benefits, as well as individuals in the wellness, nutrition and health promotion fields. The virtual conference is expected to draw 250+ attendees and will provide you with the opportunity to:

- Gain access to key decision makers and develop new relationships
- Deliver your unique message and showcase your organization's expertise to a highly targeted audience
- Set your company apart from the competition with customized branding opportunities

## Past conference speakers include:

AIM Mutual  
A.T Kearney  
BJ's Wholesale Club  
Brown University  
Carbonite  
Central Maine Healthcare  
Cigna  
Columbia Construction

Cornell University  
Engagys  
Focused Post Acute Care Partners  
Harvard University  
New Balance  
Orlando Utilities Commission  
Putnam Investments  
Symmons Industries

Rockland Trust  
Team See Possibilities  
Titan America  
The Denver Broncos  
The Granite Group  
VeryWell  
Wyndham Worldwide



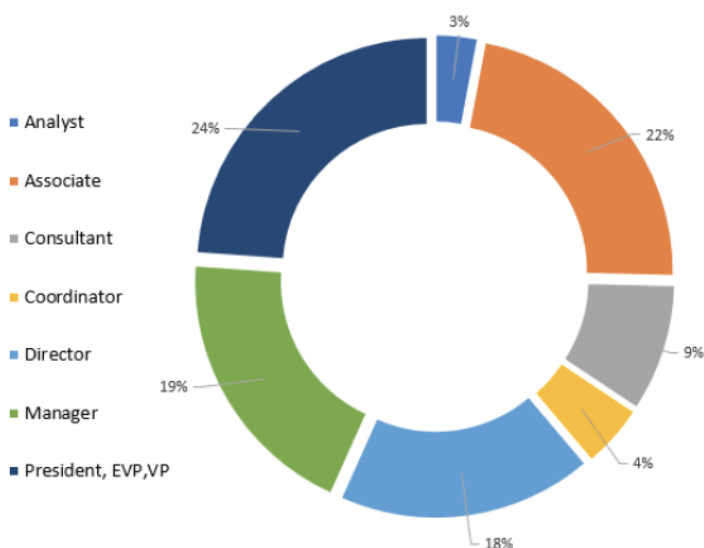
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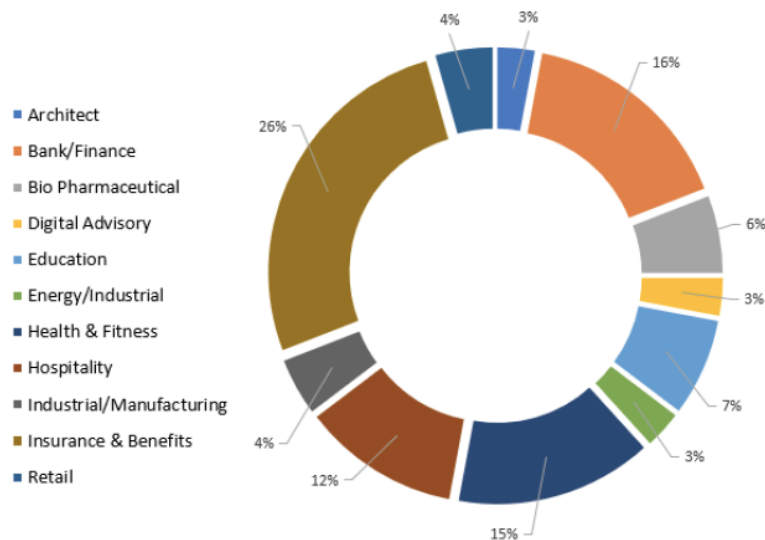
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## WHO ATTENDS?

### Decision Makers



### Industries Represented



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## PAST SPONSORS AND EXHIBITORS



### Sponsors

Bevi  
Biena Snacks  
Dayzz  
Fun to Eat Fruit  
GaiaM  
Gym Source  
Lavit  
Ompractice  
Zilpini



### Exhibitors

9 Miles East  
15-40 Connection  
Alnoba  
Aprexis  
Bump Boxes  
Cambridge College  
Community Rowing  
Conscious

Enano Health  
Fitrax  
Fun to Eat Fruit  
LVINGbook  
Medworks  
Merrimack College  
Natural Awakenings  
Oh My Green

Ompractice  
Simmons University  
SimplaFYI  
The Fruit Guys  
The Yoga Shift  
Worksite Wellness Council of MA  
Zilpini

# SPONSOR & EXHIBITOR Prospectus

## CONFERENCE SPONSORSHIPS

Program Participation:	PLATINUM	GOLD	SILVER
Opportunity to introduce a keynote speaker or 5-10 minutes to speak about your organization to all attendees	x		
A FREE mailing list of registered attendees for one-time postal use	x		
Rotating banner ad on the conference homepage	x		
One educational blog article hosted on the Wellness Workdays website and promoted on all social media platforms	x	x	
Recognition at event	x	x	
Your company's full color logo on display at the conference	x	x	x
Your company's logo on the conference invitation and the conference program materials	x	x	x
Social media promotion (pre and post show)	x	x	x
Your logo with a link to your website on the conference invitation	x	x	x
Your logo with a link to your website in our monthly WellNews and LiveWell newsletters (7,000+ recipients)	x	x	x
Conference passes	3 passes	2 passes	1 pass
<b>Sponsorship Value:</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,500</b>

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**GET MAXIMUM VISIBILITY WITH AN A-LA-CARTE SPONSORSHIP!**

## Lunch Break Sponsor **\$3,000**

Sponsor the lunch break and cooking demo led by Wellness Workdays. Introduce the chef and have your organization's logo displayed in the background throughout the lunch period. Your organization will also receive verbal recognition at the beginning of the break.

## Panel Presentation Sponsor **\$1,500**

Sponsor a session during one of our interactive panel presentations and get your organization's name in front of conference attendees. Your logo will be displayed in the background and your organization will receive verbal recognition at the beginning of the session.

## Session Sponsor **\$1,000**

Introduce the speaker(s) during one of the conference sessions and have your organization's logo displayed in the background. Your organization will also receive verbal recognition at the beginning of the session.

## Happy Hour Sponsor **\$500**

Sponsor the closing happy hour and get your logo in front of conference attendees. Your organization will also receive verbal recognition at the beginning of happy hour.

## Session Transition Sponsor

Opportunity to display your logo and message to attendees as we transition between sessions at the conference.

- **\$750** for logo and a brief written message
- **\$1,250** for a 60-second promotional video

## Branded Waiting Room

Opportunity to display your logo and message to attendees before the conference starts. This sponsorship is an excellent opportunity to be the first thing our audience sees during our virtual conference.

- **\$750** for logo and a brief written message
- **\$1,250** for a 60-second promotional video

## Morning Snack Break Sponsor and Yoga

Opportunity to display your logo and message to attendees at the beginning of the morning snack break.

- **\$750** for logo and a brief written message
- **\$1,250** for a 60-second promotional video
- Sponsor the entire 15-minute break and lead a yoga session for **\$3,000**

## Afternoon Snack Break Sponsor and Meditation

Opportunity to display your logo and message to attendees at the beginning of the afternoon snack break.

- **\$750** for logo and a brief written message
- **\$1,250** for a 60-second promotional video
- Sponsor the entire 15-minute break and lead a meditation session for **\$3,000**

## Custom Sponsorship

If you are interested in building a custom sponsorship to maximize your exposure, please contact us to discuss your ideas.

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## INCREASE YOUR MARKET EXPOSURE BY EXHIBITING



### Included in all exhibit packages:

- Listing in the official program agenda
- Listing on the conference website with a link to your website
- Company logo featured in the conference invitation
- Verbal recognition at the beginning of the conference
- One complimentary conference registration

**Exhibit Package \$350**

Set your company apart from the competition with customized branding opportunities. The Emerging Trends in Wellness Conference offers an unparalleled opportunity to showcase your company, service or product. Sponsor and exhibitor packages will raise awareness of your brand with key decision makers in the human resources, benefits, health and wellness professions and allow you to deliver your unique message to a highly targeted group of decision makers.



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