



HBCH WINTER FORUM | 2024

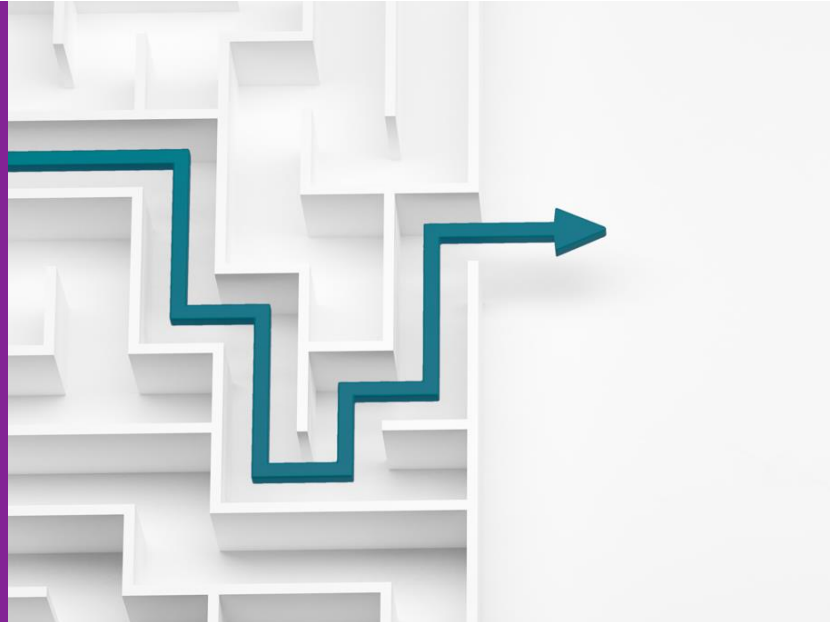
GETTING BEYOND THE UGLY SIDE OF HEALTHCARE

# SPONSOR PROSPECTUS

## HBCH WINTER FORUM

Getting Beyond  
the Ugly Side of  
Healthcare

Rice University Glasscock  
School of Continuing  
Studies  
December 4, 2024  
11 AM — 5:30 PM



UGLY  
SWEATER  
CONTEST



HIGH-COST  
CLAIMS



WOMEN'S  
HEALTH



POINT SOLUTION  
SELECTION &  
MANAGEMENT

# SPONSOR PROSPECTUS

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Join us for the HBCH Winter Forum 2024 at Rice Glasscock School of Continuing Studies on December 4, 2024. Our topics will include three issues of major importance to employers: High-Cost Claims, Women's Health, and the Selection & Management of Point Solutions. All participants wearing their ugly sweaters will receive a raffle ticket for a chance to win a gift card or prize.



Stacey Richter

Our keynote speaker will be [Stacey Richter](#), host of the top podcast, [Relentless Health Value](#), the largest weekly healthcare industry podcast reaching senior healthcare decision makers including employer CFOs and benefits professionals, including those making decisions for state and city health plans.

# AGENDA

11:00 AM - 12:00 PM	Registration / Check-in
11:00 AM - 12:45 PM	Lunch / Networking / Exhibits
12:45 PM - 1:00 PM	Welcome and Opening Comments
1:00 PM - 1:55 PM	Keynote Address and Panel Making the Case to the C-Suite
2:00 PM - 3:00 PM	New Directions to Better Manage High-Cost Claims
3:00 PM - 3:30 PM	Exhibits, Networking, and Refreshments
3:30 PM - 4:25 PM	The Workforce and Women's Health
4:30 PM - 5:25 PM	Point Solution Selection and Management
5:30 PM - 7:00 PM	Post-Conference Reception, Networking, & Exhibits

# \$6000 SPONSORSHIP



## FORUM PANEL (SOLD OUT)

Be the Voice of Insight: Sponsor Our Dynamic Panel Discussion! As the sponsor of our panel discussion, you'll be recognized as a leader in the industry, driving meaningful conversations and shaping the future of healthcare. (Approval Required)



## FORUM LUNCH

Fuel Connections Over Lunch: Sponsor Our Forum Lunch! Our forum lunch provides a relaxed setting for attendees to network, exchange ideas, and build relationships with fellow professionals in the industry.



## FORUM A/V AND VIDEO RECORDING

Elevate Your Brand with Cutting-Edge Technology: Our audio- video setup utilizes cutting-edge equipment to deliver crystal-clear sound and high-definition visuals, ensuring that every presentation and panel discussion is heard and seen with utmost clarity.



## POST FORUM RECEPTION

Raise a Toast to Success: Sponsor Our Post-Conference Reception! Our post-conference reception provides a unique opportunity for attendees to connect with one another in a relaxed and convivial atmosphere.



## \$6000 Sponsorship Includes:

- Prime Booth Location in Exhibit Hall with 6 ft table and two (2) chairs
- (4) Admissions
- 1-2 Minute Video Played in Auditorium & Exhibit Hall
- Custom Web Page on the Forum Website
- (2) Digital Marketing Assets and Marketing Video on the Forum Webpage
- Logo on Forum Email Announcements Logo during Panel
- Background Session Logo on Multi-Media Screens
- Logo on Forum Website with Link
- Pre and Post-Forum Attendee List
- Lunch, Networking, and Post Forum Reception Validated Parking (Rice Parking Lot ONLY)

# \$3500 SPONSORSHIP



## FORUM REGISTRATION TABLE

Elevate Your Brand: Sponsor Our Conference Registration Table! First Impression Matters: As the gateway to our event, the registration table is the very first point of contact for all attendees.



## FORUM LANYARDS

Stand Out in Style: Sponsor Our Conference Lanyards! Wearable Branding: Our conference lanyards serve as wearable advertisements, ensuring that your logo is prominently displayed around the necks of every attendee.



## MOBILE DEVICE CHARGING STATIONS

Power Up Your Brand: Sponsor Our Mobile Charging Stations! Essential Convenience: In today's digital age, attendees rely heavily on their mobile devices to stay connected and engaged.



## FORUM TOTE BAG

Be the Talk of the Forum: Sponsor Our Exclusive Tote Bags! Walking Billboards: Our tote bags serve as mobile advertisements, carrying your brand message throughout the conference and beyond.



## \$3500 Sponsorship Includes:

- 6 ft Table with two (2) Chairs in the Exhibit Hall
- (2) Admissions | (1) Forum and (1) Booth Rep
- Custom Web Page on Forum Website
- Digital Marketing Asset on the Forum Webpage
- Logo on Forum Email Announcements
- Logo on Multi-Media Screens Logo on Forum Website
- Lunch, Networking, and Post Forum Reception Validated Parking (Rice Parking Lot ONLY)

# \$2500 SPONSORSHIP



## FORUM LIVE POLLING

Engage Your Audience: Sponsor Our Live Polling Session! Interactive Engagement: Our live polling session transforms passive listeners into active participants, fostering engagement and interaction among attendees. Logo displayed on main screen.



## NETWORKING BREAK

Foster Connections: Sponsor Our Networking Break! Networking Powerhouse: Our networking break provides attendees with a dedicated time to connect with industry peers, exchange business cards, and engage in fruitful conversations.



## ATTENDEE BADGES

Make Every Badge a Brand Ambassador: Sponsor Our Attendee Badge! Everywhere Visibility: Your logo will be prominently featured on every attendee badge, ensuring that your brand is visible to everyone at the event.



## EXHIBITOR ONLY

Shine Bright Among Industry Leaders: Sponsor Our Exclusive Exhibitor-Only Area! Prime Brand Exposure: Your logo will be prominently featured within the exhibitor-only area, ensuring maximum exposure to a select audience of industry professionals, influencers, and potential customers.



## \$2500 Sponsorship Includes:

- 6 ft Table with two (2) Chairs in the Exhibit Hall
- (2) Admissions | (1) Forum and (1) Booth Rep
- Custom Web Page on Forum Website
- Digital Marketing Asset on the Forum Webpage
- Logo on Forum Email Announcements
- Logo on Multi-Media Screens Logo on Forum Website
- Lunch, Networking, and Post Forum Reception Validated Parking (Rice Parking Lot ONLY)



RICE UNIVERSITY  
Susanne M. Glasscock School of Continuing Studies

## 6100 Main St | Entrance 8 | Houston, TX

Exhibit Date: December 4, 2024

Exhibits Open: 11 AM - 7 PM



### Stockton Dr Gate Entrance 8

#### EXHIBITOR SCHEDULE

**Tuesday, December 3, 2024**

12 PM - 4 PM - Exhibitor Move-In

**Wednesday, December 4, 2024**

7AM - 10 AM - Exhibitor Move-In

**Wednesday, December 4**

5:30 PM - 7 PM - Exhibitor Move-Out

#### SHIPPING ADDRESS

Rice University  
Glasscock School of Continuing Studies  
ATTN: HBCH Winter Forum  
6100 Main St. MS-550  
Houston, TX 77005  
281.809.6960 or 713.348.4803

# PREVIOUS EMPLOYER ATTENDEE COMPANIES

## A

ABM  
Adams Resources & Energy,  
Inc.  
Air Liquide  
Alief ISD  
America Airlines  
Apergy  
Ascend Performance Materials

## B

Baker Hughes  
Baylor College of Medicine  
BP America Inc.

## C

Camden Property Trust  
Carriage Services  
CB&I  
Celgene  
CEMEX  
Centrica  
Chevron  
City of Houston  
City of Plano  
ConocoPhillips  
Credit Human

## D

Daiichi Sankyo DNOW

## E

Easton Corporation  
Ellwood Group Inc.  
EOG Resources  
EP Energy

## F

FMC Technologies  
Fort Bend County  
Fort Bend ISD

## G

Geokinetics  
Goose Creek CISD  
Gulf Coast Regional Blood  
Center

## H

Halliburton  
Harris County  
Harris Health System  
HCSS  
Hilcorp Energy  
Hines Interests  
Houston Chronicle  
Houston Community College  
HISD  
Houston Methodist  
Houston Texans  
Huntsman

## I

Insperity

## K

KBR  
King Ranch, Inc.

## L

L & F Distributors  
Linbeck  
Lyondell Bassell

## M

Manatee County Government  
Marek Brothers  
MD Anderson Cancer Center  
Memorial Hermann  
MetroNational  
MOGAS  
Motiva Enterprises

## N

NACE  
Noble Energy

## P

Pitney Bowes  
Port of Houston  
Powell Industries

## R

Raymondville ISD  
Rice University  
Renew International

## S

Schlumberger  
SCI  
Shell  
Silver Eagle Distributors  
South Texas College of Law  
Starcon  
Statoil  
Stewart Title  
Sysco

## T

TC Energy TBGH  
Texas Children's Hospital  
Texas Gulf Coast Area Labor  
Federation, AFL-CIO  
Texas Teachers Retirement  
System (TRS)  
The Adventure Begins Comics,  
Games, & More  
The Friedkin Group  
Tokio Marine HCC  
Turner Industries

## U

UTMB Galveston  
UT Health System

## V

Vanguard Natural Resources  
Vector Pipeline Integrity

## W

Wells Fargo

## Y

YMCA of Greater Houston



## 2024 EXHIBITOR / SPONSORSHIP AGREEMENT

The Rules and Regulations are the Exhibitor's contact person's responsibility to share with all its representatives both on and off-site.

1. **ACCEPTANCE OF SPONSORSHIP.** Houston Business Coalition on Health is a professional association dedicated to providing healthcare transparency, PHSO, legislative advocacy, education, and community initiatives to Houston employers and their employees. Houston Business Coalition on Health reserves the right to determine the eligibility of any company, product or service, and the right to restrict, prohibit, or evict any exhibitor or product that, at the sole discretion of Houston Business Coalition on Health detracts from the character of the exposition or violates any of the following rules and regulations. In the event of such restriction or eviction, Houston Business Coalition on Health is not liable for refunding exhibit fees, or any other costs incurred by the exhibitor.
2. **AGREEMENT FOR SPACE.** The order for booths, upon acceptance by Houston Business Coalition on Health, constitutes a contract for space assigned. The exhibitor's failure to occupy space does not relieve the Exhibitor of its obligation to pay the full, agreed-upon price. Refunds for cancellations are accepted if received in writing before November 1, 2024. A refund of 50% of the contract amount will be made upon written request received by November 15, 2024. No refunds will be made for requests received after November 15, 2024. There will be no refunds at any time for any special promotional services or products ordered by the Exhibitor.
3. **ASSIGNMENT OF SPACE.** Space will be assigned at the discretion of Houston Business Coalition on Health. Houston Business Coalition on Health will attempt to accommodate the requests of the Exhibitor but reserves the right to reassign space. Houston Business Coalition on Health will not be held liable for any space assignment or reassignments.
4. **PAYMENT FOR SPACE.** The total contracted amount is required upon execution of this agreement before November 15, 2024. Houston Business Coalition on Health may deny space to Exhibitors who have failed to meet all payment obligations. Such denial of space may not relieve the Exhibitor from payment obligation.
5. **OCCUPANCY OF SPACE.** Exhibitors move-in is scheduled on Tuesday, December 3, 2024, from 12:00 pm to 4:00 pm and Wednesday, December 4, 2024, from 7:00 am to 10:00 am. Exhibitors must first check in on arrival at the Registration Table in the Pre-Function space of the Glasscock School of Continuing Studies. All move-in and move-out of exhibits must be through designated loading docks, freight doors, and freight elevators. The main lobbies, escalators, and passenger elevators are not to be used for this purpose. All booths must be set up by 10:00 am on Wednesday, December 4, 2024, and occupied during the hours designated in item 6 below.
6. **EXHIBIT HALL HOURS OF OPERATION.** The exhibitor agrees to have the booth open during all hours of operation of the exhibit hall. Hours of operation are Wednesday, December 4, 2024, from 11:00 am until 5:30 pm Exhibitor agrees to provide at least one representative to staff their exhibit space during all exhibit hall hours of operation.
7. **BOOTH DISMANTLEMENT.** The official closing time for the Exhibit Hall is 7:00 pm Wednesday, December 4, 2024. Exhibitors shall not initiate tear down or abandon the exhibit before 5:00 pm. The exhibitor agrees that it will be subject to a possible loss of the right to exhibit in the future if it is dismantled early. It is understood that premature tear-down detracts from the overall merit of the Forum and can cause potential liability hazards to attendees still in the Exhibit Hall.
8. **TERMINATION OF EXHIBITION.** If the Exhibit Hall is canceled, relocated, or rescheduled for any reason, including but not limited to fire, strike, lockout, weather, pandemic, act of war, injunction, emergency, or act of God. In that case, this contract may be terminated by Houston Business Coalition on Health. In such an event, the Exhibitor waives all damages and agrees that liability shall be limited to a refund of payments made, less a proportionate share of the exhibition cost.
9. **EXHIBITOR REPRESENTATIVES.** No exhibitor or sponsor will have more than the authorized representatives in the exhibit booth at any one time.
10. **CHARACTER OF EXHIBITS.** Houston Business Coalition on Health reserves the right to judge the appropriateness of any exhibit and to decline to permit the Exhibitor to conduct or maintain an exhibit if, in the opinion of Houston Business Coalition on Health, said Exhibitor, exhibit, or proposed exhibit shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other things, without limitation, which might negatively affect the character of the Symposium. The exhibitor agrees to Houston Business Coalition on Health's right to enforce this provision by the removal of the exhibit or portions thereof deemed unsuitable or to prevent the installation of any proposed exhibit deemed to be unsuitable. Exhibitor further agrees that no refund shall be made for space or services to Exhibitor by Houston Business Coalition on Health as a consequence of enforcement of this provision.
11. **SALES OF PRODUCTS, SERVICES OR SAMPLES.** Exchange of money or consummating the sale of goods or services on the Exhibit Hall floor is prohibited.
12. **SOLICITATION IN THE EXHIBIT HALL.** The aisles and other spaces in the exhibit hall not assigned to the Exhibitor shall be under the control of the Houston Business Coalition on Health. Solicitations, interviews, promotions, conferences, distributions of literature, lectures, and any other type of activity shall be restricted to the space assigned to the Exhibitor. Houston Business Coalition on Health reserves the right to reject any Exhibitor who fails to comply with this provision.
13. **AGE RESTRICTION.** No one under the age of 18 is permitted in the Exhibit Hall at any time, including move-in and move-out.
14. **ENDORSEMENT.** Exhibiting does not constitute an endorsement by the Houston Business Coalition on Health of any products or services. An exhibitor is not permitted to represent in any manner that Houston Business Coalition on Health has endorsed its goods or services.

15. **SOLICITATION.** Any firm or organization not assigned space in the Exhibit Hall will not be permitted to solicit business within Rice University Glasscock School of Continuing Education.

16. **HOLD HARMLESS; INSURANCE.** Exhibitor agrees to protect and hold harmless Houston Business Coalition on Health from any damages or charges imposed for violation of any law or ordinance, whether occasioned by the action of the Exhibitor or on behalf of the Exhibitor. Exhibitor shall at all times protect, indemnify, save, and keep harmless Houston Business Coalition on Health against and from any and all loss, damage cost, liability, or expense arising from or out of or because of accident or other occurrence to anything or anyone, including but not limited to the Exhibitor, its agents, employees, and guests, which arises from or out of or because of said Exhibitor's occupancy and uses of the exhibition premises or a part thereof. Houston Business Coalition on Health will exercise reasonable care for the protection of Exhibitor's materials and displays. However, the Exhibitor, upon signing this agreement, expressly releases Houston Business Coalition on Health, the Rice University Glasscock Scholl of Continuing Studies, and other provisions of exhibition services from, and agrees to indemnify same against any and all claims for such loss, claims, illness or injury. Exhibitors desiring to carry insurance on their exhibits will place it at their own expense. The exhibiting company acknowledges that it is responsible for obtaining insurance coverage in amounts as appropriate to comply with its obligations herein and for its own protection.

17. **PROMOTIONAL ACTIVITIES, PRIZES AND DRAWINGS.** All promotional activities featuring Houston Business Coalition on Health's name or logo must have prior approval from Houston Business Coalition on Health. Exhibitor assumes all responsibility to notify and deliver any prizes or awards made by Exhibitor. Houston Business Coalition on Health reserves the right to terminate any promotion, prize or award deemed inappropriate by Houston Business Coalition on Health, and Exhibitor agrees to release Houston Business Coalition on Health from any liability as a result of such action.

18. **FIRE AND SAFETY REGULATIONS.** The exhibitor agrees to confine its exhibit to the space provided. Circulars, publications, advertising matters, and promotional giveaways may be distributed only within booth space. No balloons may be used in the exhibit. Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building, furniture, or drapes. Signs, nails, etc. will not be permitted to intrude into or over aisles. Tape will not be allowed on the floor of the exhibit hall. All equipment must have pads under it. The use of flammable/volatile materials or materials under high pressure within exhibits, displays, offices, and meeting rooms is strictly forbidden. The exhibitor agrees to abide by all City of Houston and Rice University Glasscock Scholl of Continuing Studies fire and safety regulations.

19. **HELIUM BALLOONS AND FLYING OBJECTS.** Helium balloons or flying objects of any kind are not allowed in any part of the Exhibit Hall. For decoration purposes, air-filled balloons may be used. Show management reserves the right to remove any objects found in violation at the exhibitor's expense.

21. **SHARING AND SUBLETTING.** The exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract. All signs, logos, displays, and products in a booth must be those of the Exhibitor.

22. **USE OF EQUIPMENT.** Exhibitors are responsible for the movement of all exhibit material unless they have received written authorization from the Houston Business Coalition on Health to utilize an outside contractor to move booth material. If assistance will be needed in moving exhibit material, the Exhibitor should contact the Houston Business Coalition on Health before the exhibition.

23. **STORAGE.** Crates, boxes, and equipment may be stored only in areas designated by the Houston Business Coalition on Health.

24. **MEDIA COVERAGE.** Exhibitors must obtain advance written approval from Houston Business Coalition on Health for any media coverage. All requests for media coverage must be submitted no later than November 15, 2024.

25. **USE OF THE ATTENDEE ADDRESS LIST.** An electronic format pre-conference or post-conference attendee list will be provided based on sponsorship level only. THE LIST IS INTENDED FOR ONE-TIME USE ONLY.

26. **OTHER RULES AND REGULATIONS.** The exhibitor agrees to abide by all rules and regulations issued by Houston Business Coalition on Health, including all health and safety protocols and infectious disease mitigation efforts, either in advance of the exhibition or on-site either in writing or verbally. In all cases, it is the responsibility of the Exhibitor to obtain written authorization in advance of the Houston Business Coalition on Health for any exceptions or to authorize any exhibit or practice that may be considered questionable. Correspondence should be addressed to Samuel Medina, Houston Business Coalition on Health, 9550 Spring Green Blvd, Suite 408-233, Katy, TX77494 or samuel.medina@houstonbch.org.

27. **VIOLATION OF RULES AND REGULATIONS.** Violations of these regulations by the exhibitor, employees, or agents will cause the Exhibitor to forfeit the right to occupy space and such exhibitors will forfeit to the conference all money they have paid. Show management may re-enter and take possession of the space and remove all persons and goods at the exhibitor's expense. Any damages incurred by Show management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written violation. These rules and regulations become a part of the contract between the Exhibitor and the Houston Business Coalition on Health.

**AGREEMENT.** By submitting this request for booth space, I agree to and accept the foregoing Exhibitor guidelines and agree to follow the Rice University Glasscock Scholl of Continuing Studies Rules and Regulations. I understand that these Rules & Regulations are summarized in this Exhibitor packet and that the complete text is available by contacting Houston Business Coalition on Health prior to the event at the address above.