



EXHIBIT & SPONSOR PROSPECTUS

MAY 19-21, 2021 | HILTON DOWNTOWN, NASHVILLE, TN

Contact **Tasneem Islam** for exhibit and sponsorship opportunities at
Tasneem.Islam@BernardHealth.com

ABOUT WEEKDAYS WITH BERNIE

BerniePortal's 4th annual conference, **Weekdays with Bernie 2021**, will convene hundreds of industry leaders and innovative thinkers for best-in-class *in-person* and *virtual* learning opportunities, networking, and strategic solution-oriented sessions.

2020 was a year of change and like most of you, we learned a lot. Because our virtual conference last year was such a success from all points of view, we've decided to offer the option for attendees to **live stream** Weekdays with Bernie 2021 too! As a sponsor, this means:



**LARGEST AUDIENCE
REACH OPPORTUNITY
TO DATE**



**AUDIENCE
CONNECTION WITH
REAL-TIME CHAT
AND VIDEO TOOLS**



**REAL TIME
ANALYTICS,
DOWNLOADABLE
CHAT LOGS, AND
REPORTS**



**ENGAGEMENT
OPPORTUNITIES WITH
VISUALS SUCH AS
PRESENTATIONS, FLYERS,
VIDEOS, ETC.**

May 19-21, 2021

Hilton Downtown,
Nashville, TN
+ Online

Oh, and did we forget to mention, **HR leaders** from across the country will be welcomed for the first time in Weekdays with Bernie history?

Don't miss your opportunity to make connections and network with these industry innovators.

www.WeekdayswithBernie.com

CONFERENCE OVERVIEW

**3
DAYS**

250+
BENEFIT AGENCY
LEADERS AND HR
PROFESSIONALS

**5
GENERAL
SESSIONS**

**12
BREAKOUT
SESSIONS**

TESTIMONIALS

“ Networking with the BerniePortal team and other BerniePortal users from all across the country was inspiring and energizing for myself and my colleagues.

“ Our agency got a lot of value out of John Boyens' sales talk about prospecting and lead generation. There wasn't one speaker that did not provide something valuable.

“ The 'Amazon in Healthcare' presentation was eye-opening and unmeasurably valuable, mainly in hearing about industry trends and reaffirming we're headed in the right direction.



GENERAL SESSION SPEAKERS AND TOPICS



Keynote Speaker, Kindra Hall.

Topic: *Stories that Stick: The Irresistible Power of Strategic Storytelling*

Kindra is a professional storyteller who teaches leaders, executives, and entrepreneurs across countless industries to harness and leverage the power of their stories. Her book, *Stories that Stick* debuted at #2 on the Wall Street Journal Bestseller List and Forbes said it “may be the most valuable business book you read.” In 2020, she became the Chief Storytelling Officer of SUCCESS Magazine where she interviews icons like Deepak Chopra and Misty Copeland in an effort to hear and share their stories of success. She is based in New York City with her husband and two children.



General Session Speaker, Paul Keckley.

Topic: *Megatrends Impacting the US Healthcare Industry*

Paul is Managing Editor of The Keckley Report, a healthcare policy analyst and widely known industry expert. He is a frequent speaker and advisor to healthcare organizations focused on long-term growth, sustainability and advocacy strategies. In addition to weekly Keckley Report, he has published three books and 250 articles. During the period preceding the passage of the Affordable Care Act, he facilitated sessions between White House Office of Health Reform and major health industry trade groups as private sector input was sought in the legislation. Paul serves on the board of Tivity Health and as an advisor to Western Governors University, Erdman, Sullivan Cotter and the Lipscomb University College of Pharmacy. He is a member of the Health Executive Network and Healthcare Financial Management Association. He completed his B.A. at Lipscomb University, his M.A. and Ph.D. degrees from Ohio State University, and a fellowship in economic policy at Oxford University. He resides in Nashville, Tennessee, and enjoys golf, jogging, and the search for great coffee.



General Session Speaker, Anton Gunn.

Topic: *How to Develop a Culture that Gets Big Things Done*

Anton is a former senior advisor to President Barack Obama and the world’s leading authority on Socially Conscious Leadership. He has a master’s degree in Social Work from USC and was a Resident Fellow at Harvard. He is the bestselling author of *The Presidential Principles* and has been featured in TIME Magazine, the Wall St Journal, INC Magazine, BBC, NPR, and on Good Morning America. As an international speaker and consultant, he has worked with organizations like Microsoft, KPMG, Vanderbilt Health, Sodexo, Verizon Wireless, Aetna, American College of Surgeons, Blue Shield of California, and the Boeing Company. From playing SEC Football and being the first African American in history elected to the SC legislature from his district early in his career, to now working as a leadership development consultant and serving on multiple boards, he has spent his life helping



General Session Speaker, Ryan McCostlin

Topic: *COVID-19: How to decide when to require employees to come back to work*

Ryan is BerniePortal’s very own HR party of one. Ryan has a BS from Vanderbilt and an MBA from Yale. He has taught as an adjunct instructor of organizational development at Vanderbilt University, and has served on the health insurance advisory council for Get Covered Tennessee and as a faculty member for the Tennessee Bar Association. As a result of this work, he is a regular contributor to Financial Advisor Magazine, ThinkAdvisor, Managed Healthcare Executive, and Becker’s Hospital Review.

SPONSOR WEEKDAYS WITH BERNIE

Sponsoring **Weekdays with Bernie** will provide you the opportunity to:

1. Showcase your brand with more sponsorship and networking opportunities than ever before.
2. Improve relationships with current and prospective clients.
3. Post-event ROI with downloadable virtual chat logs, reports, and attendee contact information.



SPONSORSHIP PACKAGES

Platinum Sponsor - \$15,000

2
available

- ✓ Full-Page Ad in Conference Program
- ✓ Distribution of Marketing Materials in Welcome Package
- ✓ Recognition and Signage During Welcome Reception
- ✓ Recognition and Signage During One (1) Lunch
- ✓ Exhibitor Table (1)
- ✓ Five (5) Free Conference Tickets
- ✓ Opportunity to Give Opening Remarks for a General Session of Choice
- ✓ One (1) Dedicated Email Blast to Registration List
- ✓ Logo and Description in Conference Program
- ✓ Logo on Conference Website
- ✓ Logo in Virtual Lobby
- ✓ Sponsor Virtual Networking Lounge
- ✓ Logo in Virtual Exhibit Hall

Gold Sponsor - \$12,500

3
available

- ✓ Full-Page Ad in Conference Program
- ✓ Distribution of Marketing Materials in Welcome Package
- ✓ Recognition and Signage During One (1) Break
- ✓ Exhibitor Table (1)
- ✓ Four (4) Free Conference Tickets
- ✓ Logo and Description in Conference Program
- ✓ Logo on Conference Website
- ✓ Logo in Virtual Lobby
- ✓ Logo in Virtual Exhibit Hall

Silver Sponsor - \$10,000

5
available

- ✓ Half-Page Ad in Conference Program
- ✓ Distribution of Marketing Materials in Welcome Package
- ✓ Exhibitor Table (1)
- ✓ Three (3) Free Conference Tickets
- ✓ Logo and Description in Conference Program
- ✓ Logo on Conference Website
- ✓ Logo in Virtual Lobby
- ✓ Logo in Virtual Exhibit Hall
- ✓ In-Person and Virtual Attendee Contact Information

Bronze Sponsor - \$7,500

5
available

- ✓ Exhibitor Table (1)
- ✓ Two (2) Free Conference Ticket
- ✓ Logo and Description in Conference Program
- ✓ Logo on Conference Website
- ✓ Logo in Virtual Lobby

Basic Sponsor - \$3,500

3
available

- ✓ Exhibitor Table (1)
- ✓ One (1) Free Conference Ticket
- ✓ Logo in Conference Program
- ✓ Logo on Conference Website
- ✓ Logo in Virtual Lobby

NOTE: Exhibitors may send branded swag to add to attendee welcome bags free of charge.

SPONSORSHIP SUMMARY

SPONSOR BENEFIT	PLATINUM \$15,000	GOLD \$12,500	SILVER \$10,000	BRONZE \$7,500	BASIC \$3,500
Exhibitor Table (1)	✓	✓	✓	✓	✓
Complimentary Conference Registration	Five (5)	Four (4)	Three (3)	Two (2)	One (1)
Logo on Conference Website	✓	✓	✓	✓	✓
Logo in Virtual Lobby	✓	✓	✓	✓	✓
Logo and Description in Conference Program	✓	✓	✓	✓	
Logo in the Virtual Exhibit Hall	✓	✓	✓		
Advertisement in Conference Program	Full-Page	Full-Page	Half-Page		
Distribution of Materials in Welcome Package	✓	✓	✓		
Recognition and Signage Onsite	During Welcome Reception & One (1) Lunch	During One (1) Break			
Opening Remarks During One (1) Main Session	✓				
Sponsor Virtual Networking Lounge	✓				
Dedicated Email Blast to Conference Registration List	✓				

NOTE: Exhibitors may send branded swag to add to attendee welcome bags free of charge.

SPONSORSHIP ADD-ONS

Breakout Session Speaker - \$5,000 (2 available)

Host one of two available breakout sessions to talk directly to an engaged audience of BerniePortal Partners. One session available on both May 20 and May 21. *Topic is subject to approval.*

Networking Lounge Sponsor - \$4,750 (1 available)

Promote your brand via signage on the door and inside the *in-person* virtual networking lounge.

Wifi Sponsor - \$4,500 (1 available)

Showcase your company with a unique wifi network name and password, in addition to having this information on the conference website and other conference materials.

Virtual Leaderboard Sponsor - \$4,250 (1 available)

Promote engagement amongst attendees and exhibitors— include your logo and company name in the leaderboard title, and provide a branded prize to the winner of the competition following the conference completion.

Room Drops - \$3,750 (1 available)

Opportunity to provide branded marketing materials in each breakout session room.

Charging Station - \$3,500 (1 available)

Opportunity for exclusive branding on the charging station, which is prominently positioned in the main exhibit room.

Conference Bags - \$3,000 (1 available)

Opportunity to provide branded bags for all attendees to receive and use throughout the conference and beyond.

Lanyards - \$2,500 (1 available)

Opportunity to exclusively provide branded lanyards for all attendees to wear throughout the conference.

Seat Drop at General Session - \$2,000 (4 available)

Opportunity to put branded marketing materials at each seat during one of the four (4) general sessions.

Branded Email Blast - \$2,000 (1 available)

Send a branded conference welcome or conference closure email to all attendees.

Social Promotions - \$1,000 (4 available)

Send us branded content or video promos for one (1) social media post on BerniePortal's Facebook, LinkedIn, and Twitter.

FAQ

Q: Do we have to sponsor and attend in-person?

A: While your sponsorship package will still include in-person sponsorship opportunities, you are not required to attend in-person. Our sponsors saw great success from our virtual conference last year and we expect even greater participation and ROI this year!

Q: Isn't it risky to be holding a conference?

A: We understand there's a lot of uncertainty around COVID-19 and in-person events. That's why BerniePortal is taking strict precautions and monitoring guidelines and health and safety rules. We will continuously provide updates on the status of our in-person even as we get closer to May 19-21st.



Have more questions?

Or interested in Weekdays with Bernie exhibit and sponsorship opportunities?

Contact **Tasneem Islam** at:

Tasneem.Islam@BernardHealth.com



www.WeekdayswithBernie.com



[@WkdyswithBernie](https://twitter.com/WkdyswithBernie) | [#WWB21](https://twitter.com/WWB21)



SPONSORSHIP AGREEMENT

For questions, please contact Tasneem Islam at Tasneem.Islam@BernardHealth.com.

Company: _____ Contact Name: _____

Address (City, State, Zip): _____ Phone: _____

Sponsorship package and Upgrades:

☐ Platinum - \$15,000 ☐ Silver - \$10,000 ☐ Basic - \$3,500

☐ Gold - \$12,500 ☐ Bronze - \$7,500

☐ Additional Sponsorship Opportunities:

Sponsorship: _____ Amount: _____

Sponsorship: _____ Amount: _____

Sponsorship: _____ Amount: _____

Total Investment: _____

Conference Attendees:

1. Attendee Name: _____ Title: _____ Email: _____

2. Attendee Name: _____ Title: _____ Email: _____

3. Attendee Name: _____ Title: _____ Email: _____

4. Attendee Name: _____ Title: _____ Email: _____

5. Attendee Name: _____ Title: _____ Email: _____

Payment Information: Bernard Health will send an invoice to the contact information provided.

Billing Contact: _____ Billing Email: _____

Signature: _____ Date: _____

Printed Name: _____ Date: _____

Payment due April 1, 2021 or subject to a 2% late fee.