



# EXHIBIT & SPONSOR PROSPECTUS

**JUNE 22-24, 2022 | HILTON DOWNTOWN, NASHVILLE, TN**

Contact **Tasneem Islam** for exhibit and sponsorship opportunities at  
[Tasneem.Islam@BernardHealth.com](mailto:Tasneem.Islam@BernardHealth.com)

# ABOUT WEEKDAYS WITH BERNIE

BerniePortal's 5th annual conference, **Weekdays with Bernie 2022**, 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.

Because our hybrid 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 2022 once again! 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.**

**June 22 - 24, 2022**

Hilton Downtown,  
Nashville, TN  
+ Online

Oh, and did we forget to mention, **HR leaders** from across the country will be welcomed back to Weekdays with Bernie this year?

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

[www.WeekdayswithBernie.com](http://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.*

*The BerniePortal team is fun, progressive, funny and we look forward to seeing everybody—Putting the faces and the voices together in a common space was something that everybody looks forward to.*

*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, Heather Younger**

**Topic:** *Seize the Opportunity: Reimagining a Better Workplace in the Post-COVID 19 World*

Keynote speaker Heather Younger is an absolute expert when it comes to employee engagement and human resources. She is the best-selling author of “The 7 Intuitive Laws of Employee Loyalty” and founder of Customer Fanatix. Speaker Heather Younger actually has an educational background in political science and law, but quickly found an interest for the significant relationship between a leader and the employee.

Today, she is the founder and CEO of Customer Fanatix - a consulting firm with the aim to transform leadership behaviors to engage and motivate employees. Here, Heather gets to deliver her message of putting employees first. Other than speaking, Heather does leadership training, employee focus group moderation and consulting.



## **General Session Speaker, Andrew Mellen**

**Topic:** *Calling BS on Busy*

Andrew Mellen is an international speaker, coach and the WSJ best-selling author of *Unstuff Your Life!* and *The Most Organized Man in America's Guide to Moving*. He's brought his groundbreaking thought leadership to every media platform, appearing everywhere from TEDx, The New York Times and Fast Company to Oprah, Martha Stewart Living, HGTV and NPR.

Since 1994, Andrew has helped over 150,000 businesses + people simplify their work and lives. An evangelist for simple intentional living, he often teaches on the intersection of organization and spirituality and lives by his motto, “More love, less stuff.”



## **General Session Speaker, Larry Van Horn**

**Topic:** *State of the Healthcare Industry*

Larry Van Horn is a leading expert and researcher on health care management and economics. His current research focus centers around the shift to consumer purchase of health care and the impact it will have on new delivery models. His research has appeared in such leading journals ranging from the *Journal of Health Economics*, to the *New England Journal of Medicine*, to the *Harvard Business Review*. His commentary regarding health care economics appears frequently in mainstream media ranging from USA Today to Fox Business.

He has consulted with most of the largest hospital systems and insurers in the US on topics of data analysis as well as antitrust concerns. Together with Sen. Bill Frist Prof. Van Horn created and has co-directed the Nashville Healthcare Council Fellows Program.



## **General Session Speaker, Karin Hurt**

**Topic:** *Courageous Cultures: How to Build Teams of Micro-Innovators, Problem Solvers, and Customer Advocates*

After two decades as a Verizon executive, Karin, and her husband, David, founded Let's Grow Leaders, a training firm focused on human-centered leadership development for those determined to get breakthrough results without losing their humanity. Leaders, they found, were hungry for practical tools and leadership development that sticks.

She is the host of the popular LinkedIn show, *Asking for a Friend*. And she was recently named by *Inc. Magazine* as a Top 100 Great Leadership Speaker.

# 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
- ✓ In-Person and Virtual Attendee Contact Information

## 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
- ✓ In-Person and Virtual Attendee Contact Information

## 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 June 23 and June 24. *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.



## HAVE MORE QUESTIONS?

---

Or interested in Weekdays with Bernie exhibit and sponsorship opportunities?

Contact **Tasneem Islam** at:  
[Tasneem.Islam@BernardHealth.com](mailto:Tasneem.Islam@BernardHealth.com)



[WWW.WEEKDAYSWITHBERNIE.COM](http://WWW.WEEKDAYSWITHBERNIE.COM)



[@WKDYSWITHBERNIE](https://twitter.com/WKDYSWITHBERNIE) | [#WWB22](https://twitter.com/WWB22)



# SPONSORSHIP AGREEMENT

For questions, please contact Tasneem Islam at [Tasneem.Islam@BernardHealth.com](mailto: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 May 1, 2022 or subject to a 2% late fee.**