

## Employers Insights Program Champion Level Sponsorship Speaker Guidelines

### Overview

- **Sponsor Lead:** Please share this information with the individual at your organization who will lead the thought leadership and speaking components of your sponsorship.
- **HLTH Contact:** Amy Eckenroth (amy@hlth.com) is your primary point of contact for the Insights Program. Amy will reach out to schedule a kickoff call.
- **Executive Panelist:** This sponsorship includes one (1) panelist opportunity for a senior-level executive who is not serving in a sales role. The panel will take place on Sunday, **November 15**, on a Track Stage. The moderator and two additional panelists will be identified and selected by the HLTH Content Team.
- **Panel Topic:** Sponsors are welcome to provide input on the panel theme. Due to the coordination required, including aligning multiple speakers, arranging travel and lodging, completing onboarding materials, and scheduling preparation calls, all session topics must be finalized by **September 18**. After this date, sponsors will be asked to select from topics chosen and curated by the HLTH Content Team.
- **Content Guidelines:** Sales pitches and product promotion are strictly prohibited. Panels should center on outcomes, practical use cases, and high-level thought leadership. Speakers should address industry trends, current priorities, key challenges, and real-world examples demonstrating meaningful impact.
- **Important Note:** Sponsors are supporting the Employer Insights Program as a whole and are not the titled sponsor of an individual panel. This structure helps ensure our historically strong audience engagement and minimizes attendee hesitation around sales-focused sessions.

### Panel & Speaker Information

- **Panelist Selection:** Each sponsor may appoint one senior-level executive (VP or higher) to serve as a panelist. This individual should not hold a sales position.
- **Alternate Panelist Ideas:** Sponsors may opt to appoint a customer or partner instead of a sponsor executive. The panelist does not need to be from your company.
- **Panel Limits:** Only one sponsor-designated speaker is permitted per panel. In addition, panels will not include more than one vendor or technology company, ensuring the discussion remains balanced and that insights are shared directly from those working in the field.
- **Format:** Panels are conversational and unscripted, not formal presentations. No slides will be used, except for a holding slide displaying the session title and speaker names.
- **Prep-Call:** A speaker prep call will be held 2–6 weeks prior to the event. All speakers are required to attend the same prep call. If a speaker cannot join, they are responsible for arranging a separate time with the moderator, or sending a representative in their place.
- **Discussion Topics:** Panel questions are not predetermined. The group will collaboratively develop discussion topics during the prep process. Each speaker should come prepared with 1–2 suggested questions to highlight their expertise. All speakers are expected to engage in the full discussion, rather than answer only a single assigned question.
- **Diversity:** HLTH is committed to promoting diversity across all panels, including gender, race, and stakeholder representation.
- **New Voices:** We aim to feature new perspectives and minimize repeat speakers. If one of your executives spoke last year or is speaking elsewhere at the event, please consider nominating a different thought leader.
- **Audience Questions:** Panels may include audience questions. If you prefer not to take audience questions, notify us during the prep call. Audience questions are not vetted. It is the responsibility of the speaker to let us know if they can not take questions.
- **Microphones:** Due to short five-minute turnarounds between panels, handheld microphones will be used.

- **Session Arrival:** Speakers should arrive 15 minutes before the session start time and check in with HLTH staff at the designated room.

## **Speaker Onboarding & Registration:**

- **Speaker Proposal:** Please email your proposed speaker (*please send name, title, organization, and email*) to Amy **no later than September 18**. Submitting speaker information early allows for greater visibility and inclusion in event marketing.
- **Speaker Profile:** After the proposed speaker is approved by Amy, the sponsor will receive personalized access to the speaker portal. The speaker (or their representatives) should upload bios and headshots directly into the speaker portal.
  - If someone other than the speaker (e.g., an admin, PR representative, or communications team member) will upload materials, please let us know in advance so they can be granted direct access to the speaker portal.
  - Do not email bios or headshots directly to HLTH staff—submitting via the speaker profile ensures everything is tracked and nothing is lost.
  - The speaker's name, title, and credentials will appear on all public-facing materials exactly as entered. This includes the speaker page, website, agenda, and app.
- **Registration:** The HLTH content team will handle the speaker's registration as part of speaker onboarding. No further action is required on your end. Speaker registration is included within the overall sponsorship ticket allotment. Registration confirmations are sent one week prior to the event and again 24 hours prior to check-in.

## **Key Dates and Deadlines**

- **September 18:** Sponsors have the opportunity to collaborate with HLTH on developing the panel theme. However, if a theme is not finalized by Friday,

The logo for HLTH, featuring the word "hlth." in a bold, lowercase, white sans-serif font. The background of the logo is a vibrant, abstract design with swirling blue and purple lines and a checkered pattern in the upper left corner.

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November 15 - 18, 2026

September 18, the sponsor will be required to select from topics curated and chosen by the HLTH Content Team.

- **September 25:** Sponsors are required to confirm their designated speaker and complete onboarding through the speaker portal no later than September 25. Once the speaker's name is submitted to Amy, a personalized link to the speaker portal will be provided to initiate the onboarding process.

**For questions, please contact Amy Eckenroth ([amy@hlth.com](mailto:amy@hlth.com)).**