



— 2024 —

RosettaFest

A Work of Heart

SEPTEMBER 11-13, 2024

SPONSORSHIP PROSPECTUS

Your Invitation to Sponsor
the 2024 RosettaFest



rosettafest.org

 Health Rosetta

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WELCOME TO THE 2024 ROSETTAFEST



**DAVE
CHASE**

*Creator, Co-founder
Health Rosetta,
Author, Relocalizing Health*



**LYNANN
HENDERSON**

*Founder/CEO,
Kynexions,
Event Director,
Health Rosetta*

Please consider this an early announcement and invitation to join us as a sponsor at 2024 RosettaFest which will take place September 11-13 at the JW Marriott in our nation's capital. While we lock in final contracts with our selected venues, we want to provide details of sponsorships for your budget planning for business development investments that will give your organization a running start to the new year. It will be an inspirational, educational, and fun way to connect with the forward-looking benefits advisors, employers, unions, and municipalities that are literally transforming the health & wealth in their businesses and communities.

The last RosettaFest drew over 750 in-person attendees from across the U.S. In 2024, we will expand the type of practical application and workshops for advisors and solutions. We will also have more content for employers, unions and public sector leadership. We have dedicated even more resources to expand our marketing efforts with this audience.

The program includes 2.5 packed days of inspiring keynotes, hands-on training, topic breakouts, interactive roundtables, 1:1 meetings, demos & networking and the highlight of the event, the 2024 Rosie Awards.

As one of the mission-aligned Ecosystem Solutions trusted by a Health Rosetta Advisor, we invite you to join us at the September 2024 RosettaFest as a sponsor. We've worked diligently to offer 2024 event sponsors with a wide variety of marketing opportunities, each designed to provide unparalleled access to the best and brightest in the benefits industry, and we are certain you will see that in the attached event prospectus.

Your involvement is critical to our growth and engagement with advisors and employers this year. We look forward to having you part of our educational programming next year.

Should you have any questions or concerns, please don't hesitate to reach out to **LynAnn** at LynAnn.henderson@kynexions.com or **406.671.6573**.

Changing the footprint of health,

Dave Chase
Dave@healthrosetta.org

LynAnn Henderson
LynAnn.henderson@kynexions.com





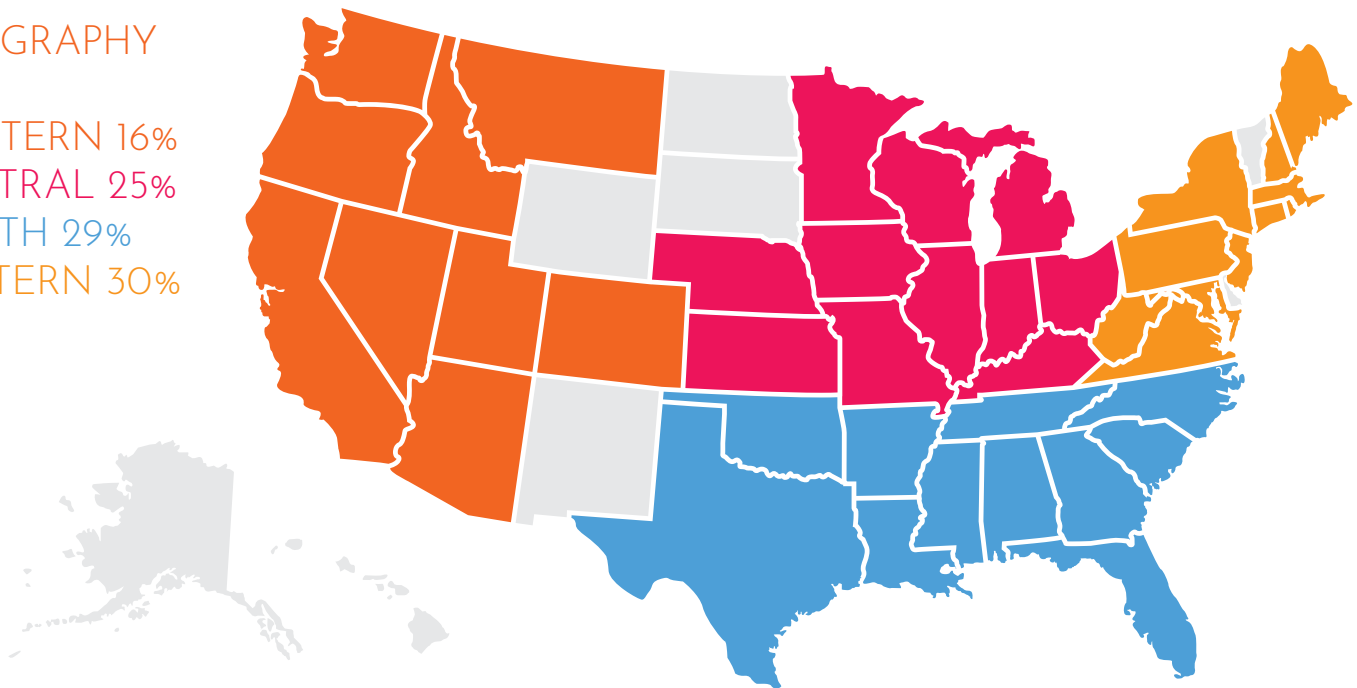
ADVISOR DEMOGRAPHICS

YEAR OVER YEAR ADVISOR ATTENDANCE

2019		2020		2021		2022		2023
San Francisco	Minneapolis	Dallas	Virtual	Virtual	Orlando Hybrid	Orlando Hybrid	Denver Hybrid	Chicago Hybrid
54	68	168	173	141	174	450	450	1000+

GEOGRAPHY

WESTERN 16%
CENTRAL 25%
SOUTH 29%
EASTERN 30%



7.1K

FOLLOWERS ON
#HEALTHROSETTA

38K

FOLLOWERS OF
#CHASEDAVE

20K+

SUBSCRIBERS TO HEALTH ROSETTA NEWSLETTER



EVENT DETAILS

2024 ROSETTAFEST IN SEPTEMBER 2024 – JW MARRIOTT IN WASHINGTON DC

2.5 days of learning & collaboration with more than 1,000 of the nation's foremost benefits advisors, physicians and clinical leaders, legal and benefits expert presenters, and other forward-looking business and public sector leaders from the growing Health Rosetta community.

RosettaFest sponsorships provide an opportunity for Solutions to provide thought leadership, align your brand & make important introductions that will help grow your category & grow your business. This year's event is now open to the public, enabling Sponsors to engage with the expected 700+ Health Rosetta Certified Advisors and their account executives, other mission-aligned benefits consultants, employers, unions and public sector leadership while serving as an expert resource for your Category.

ROSETTAFEST PROGRAM FORMAT:

During September 11-13, 2024, RosettaFest will produce three educational tracks consisting of inspirational keynotes, hyper-focused panels, expert-led fireside chats, tech demos and workshops.

Also, new this year:

- *The Rosies - Excellence in Healthcare Awards*
- *Live Interviews with Industry Trailblazers*
- *Author's Corner*
- *Curated Matchmaking for Solutions & Benefits Advisors*

HEALTH ROSETTA MONTHLY ADVISOR EVENTS

These 90-minute advisor education events (mini Summits) are designed for Health Rosetta change agent sponsors and select sponsor solutions (Category Catalyst (every month)); Change Agent (choice of 4 events).

2024 MONTHLY MINI SUMMIT PROGRAM FEATURES:

- Online mini-summits consists of educational sessions designed to expand your network with Health Rosetta advisors, Health Rosetta leadership, and invited guests.



2024 ROSETTAFEST

September 11-13 (Washington D.C.)

*Live plus livestream program that features complimentary access to core programming.

SPONSORSHIP PACKAGES



RosettaFest

RosettaFest Connector: \$7,500

- Virtual Booth (no live booth)
- Website branding
- Social Kit
- Two (2) RosettaFest all-access Ecosystem Solution tickets (value \$3,800)
- Additional attendees from the same Solution organization can join for a discounted fee of \$800 per person.

Rosie Awards - Sponsorship of Rosie Award Winner: \$5,000

- On site and online branding of the 2024 Rosie Awards
- Verbal recognition from stage during ceremony
- Sponsorship covers registration fee and 2-nights hotel expense for a Rosie Award winner

Opening Party: \$15,000

- Conference App Mentions
- Logo on Agenda & Conference Materials
- Pre-conference social Announcement Post
- Onsite logo recognition with branding opportunities throughout the opening party

Luncheon #1 - Health Rosetta Advisor Luncheon, Wednesday Sept 11: \$5,000

- Stage intro, prominent on-screen & digital branding

Luncheon #2 - RosettaFest, Thursday Sept 12: \$5,000

- Stage intro, prominent on-screen & digital branding

Keynote Sponsor: \$15,000

Includes: brand featured on intro of RosettaFest Main Stage Keynote along with the following benefits: Virtual Booth (Value of \$3,500); Brand included on website, social media assets and Keynote session. Three (3) RosettaFest all-access tickets (Value of \$4,600)

Choice of keynote:

- The New Healthcare Economy - Dave Chase
- Blind Spots - Marty Makary
- Voices of Change - Jessica Brooks Woods, Marilyn Bartlett, Chris Deacon, Cynthia Fisher, Stacey Richter
- The Evolution of Direct Care in the New Healthcare Economy - Garrison Bliss, MD; Rushika Fernandopulle, MD; Keith Smith, MD; Arti Thangudu, MD
- Healthcare Transparency Legislative Voices - US Senate Delegates
- Direct Primary Care Legislative Voices - US Congress Delegates & DPC Coalition
- Open Source Contracting - Sean Schantzen, Goutham Kandru, Leah Binder
- Influence Unleashed: Empowering Patients and Amplifying Impact - Kevin & Paul Morra, Chris Deacon,

Rosie Case Study Presenting Sponsor: \$7,500

Includes: Branding & Intro of one Rosie Award Winning Case Study. Virtual Booth. Website branding. Social kits. -Two (2) RosettaFest all-access tickets (value \$3,800). - Additional attendees from the same Solution organization can join for a discounted fee of \$800 per person.

All sponsorships (including Ecosystem pass) can add on additional team members for \$800.*

SPONSORSHIP PACKAGES



RosettaFest

All Exhibit Booths are SOLD OUT.

Check out the wide array of tailored sponsorship packages to elevate your brand and connect with the growing community of advisors, employers, unions, TPAs, and clinical leaders at RosettaFest.

Lanyards: \$15,000 + cost of lanyards

Includes: Co-branded lanyard (Sponsor + RosettaFest). Does not include conference registrations. Solutions attend with Ecosystem Pass (\$3,000) for first attendee. Second or more attendees (from the same organization) may attend for \$800 each. Or, for a limited time, pick up one of our discounted bundles (below).

RosettaFest Mobile App Sponsor: \$7,500

- branded as sponsor of the Whova mobile app on all print collateral and program slides
- 1 registration all-access pass
- banner ads within the mobile app
- sponsor profile within the "sponsor hub" section of the app

Whova Mobile App Banner Ad (20 available): \$2,500

- banner ads within the mobile app
- sponsor profile within the "sponsor hub" section of the app

Wifi: \$7,000

Includes: Custom password selected by Sponsor to connect your brand with an expected 1,000 conference attendees. Prominent signage onsite & on screen during event. Does not include registrations. Solutions attend with Ecosystem Pass (\$3,000) for first attendee. Second or more attendees (from the same organization) may attend for \$800 each. Or, for a limited time, pick up one of our discounted bundles (below).

Hydration Station: \$15,000

- Sponsored recognition at all hydration stations throughout the conference.

Hydroflask Water Bottles: \$7,000 + cost of water bottles

Hospitality Suites 2-day: \$3,000

- Includes 2 night use of hospitality suite plus - stage intro, directional signage, prominent on-screen & digital branding

Hospitality Suites 1-day: \$2,000

- Includes 1 night use of hospitality suite plus - stage intro, directional signage, prominent on-screen & digital branding

Wellbeing Activity Sponsor: \$5,000

Morning Wellbeing Activity

- Conference App Mentions
- Logo on Agenda & Conference Materials
- Pre-conference social Announcement Post
- Up to 5 Discounted extra Registrations

All sponsorships (including Ecosystem pass) can add on additional team members for \$800.*

SPONSORSHIP PACKAGES



RosettaFest

CHANGE AGENT: \$15,000 SOLD OUT

- 3VIP all-access passes (value \$4,600—increase of one registration from 2022 benefits) to one live Summit event. Three (3) VIP all-access passes to attend choice Health Rosetta mini-summits.
- **Exclusive:** Additional registrations from the same organization can be purchased for \$750 each up until the event.
- Thought leadership: 20 minute live presentation at the RosettaFest.

**Prominent placement of exhibit booth live at the 2024 RosettaFest*

EXHIBITOR: \$9,000 SOLD OUT

- 2 VIP all-access passes (value \$3,800) to 2024 RosettaFest
- Brand exposure at 2024 RosettaFest
- Exhibit booth at 2024 RosettaFest
- Social kits for sponsor-initiated promotional efforts on social channels
- Recognized as an exhibitor on the event Whova app. Whova will be

- Recognized as an exhibitor on the event Whova app. Whova will be used for attendees to view the schedule, speakers, map, and all other resources for the event. As an exhibitor, you will have the opportunity to build your exhibitor virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.
- Prominent brand exposure online & on-site as a sponsor of the RosettaFest PLUS included in all monthly advisor programming

PROMOTER: \$6,500 SOLD OUT

- Designed for startups
- 1 VIP all-access pass (value \$3,000) to RosettaFest
- Brand exposure at RosettaFest
- Social kits for sponsor-initiated promotional efforts on social channels
- Exhibit booth at 2024 RosettaFest

ECOSYSTEM SOLUTION PASS: \$3,000

- One (1) VIP all-access pass to 2024 RosettaFest
- Attending through an Ecosystem Solution pass does not include a booth or logo'd recognition.
- One person from the organization is required to purchase an Ecosystem Solution pass. Additional members from the same organizations can attend for \$800 each.

**Early access to network and view attendee information through the event Whova app. Whova will be used for attendees to view the schedule, speakers, map, and all other resources for the event. As an exhibitor, you will have the opportunity to build your exhibitor virtual booth and attach promotional videos, handouts, and schedule 1:1 meetings with attendees.*

Sponsorship deadline July 19th (or when sponsorships sell out).

NEXT STEPS

1) SUBMIT SPONSOR INTENT FORM

2) Submit Sponsor Intent Form and payment.

NOTE: Early Decision Financial Discounts apply if Agreement and payment is received by: December 31, 2023. Regular Sponsor deadline: April 30, 2024 (or when sponsorships sell out). Change Agent will be able to join the monthly advisor mini Summits as soon as Intent Form and payment is received. Mini summits will generally take place on the last Tuesday of every month - a schedule will be provided after sponsor onboarding.

3) Committed sponsors will receive an invitation to set up their 1:1 sponsor onboarding session with Health Rosetta to discuss updates to the sponsorship program, speaking opportunities, promotion best practices, exhibiting guidelines and other helpful tips to maximize your sponsorship dollars throughout the year.

CONTACT INFO

All Health Rosetta sponsorship & event questions should be directed to:

Bo Henderson

Sponsorship Liaison
Kynexions

bo@kynexions.com

406-690-4276



RosettaFest