

EBRI–SHRM Health Symposium

2026 Sponsorship Prospectus

October 14, 2026

The Ritz-Carlton, Washington, DC

In-person, invitation-only program with live stream access for a broader virtual audience

Overview

- The EBRI–SHRM Health Symposium convenes senior leaders from the employer community, health plans, providers, researchers, and policymakers to discuss timely, actionable issues in employer-sponsored health benefits.
- It is designed to shape employer health strategy and inform real-world decision-making in Washington and beyond.
- Sponsors receive high-visibility recognition, direct engagement opportunities with attendees, and year-round thought-leadership positioning through EBRI and SHRM channels.
- Sponsorship packages can be tailored to align with your organization's goals (brand awareness, thought leadership, research alignment, or stakeholder engagement).

Who Will You Reach

- Employer health benefits and total rewards decision-makers
- Health plan and provider strategy and policy leaders
- Benefit advisors, consultants, and industry partners
- Federal and state policymakers and subject-matter experts
- Thought leaders focused on the employer-sponsored system
- Attendance is capped to ensure meaningful, senior-level dialogue

About EBRI and SHRM

About EBRI

- The Employee Benefit Research Institute (EBRI) is a private, nonpartisan, nonprofit research organization committed to rigorous analysis of employee benefits, retirement, health benefits, and related policy.
- EBRI provides objective research and education that informs employers, policymakers, and the public.

About SHRM

- SHRM is the world's largest human resources professional society, representing HR and business leaders globally.
- SHRM advances effective people practices and supports organizations and HR professionals through research, education, and advocacy.

Sponsorship Packages

	Platinum	Gold	Silver	Bronze
Marquee Recognition — Prominent branding and acknowledgement throughout the event, in signage, opening remarks, and session transitions	✓	✓	✓	✓
Premiere Web Presence — Logo placement and hyperlink on the event webpage, plus podium recognition during key sessions	✓	✓	✓	✓
Access to Attendee Lists — Receive the full list of virtual and in-person attendees, including name, title, and organization	✓	✓	✓	
In-Person Attendance — Team members or clients can join an exclusive group of approximately 200 senior-level attendees onsite (included registrations)	4	3	2	1
Board & Speaker Dinner — Invitation to an intimate dinner with EBRI and SHRM board members, speakers, and other senior stakeholders (number of attendees)	4	3	2	1
Ad Hoc Sponsorship — Choose from one of the sponsorships below based on your selected sponsorship tier	1	1	1	
	\$50,000	\$28,000	\$18,000	\$10,000

Speaking roles are content-driven and subject to program alignment.

*Subject to availability.

Ad Hoc Sponsorship Opportunities:

Platinum (\$50,000):

Speaking Opportunity — Position your organization as a thought leader through a dedicated speaking role or panel participation. Speaking roles are content-driven and subject to program alignment and availability.

Livestream Sponsor – Become the exclusive livestream sponsor of the EBRI-SHRM Health Symposium. Last year's event drove 1,200+ virtual registrants. The exclusive live stream sponsor will receive branding on the live stream plus virtual registration page, as well as the virtual attendee list (name, title and organization).

Roundtable Sponsor – Host an exclusive roundtable before the EBRI-SHRM Health Symposium kicks off in the morning. Content will be subject to program alignment and EBRI & SHRM's review.

Board Dinner & Cocktail Hour – Become the exclusive sponsor of the Board Dinner (evening of October 13) and Cocktail Hour (afternoon of October 14). Sponsorship will include sponsored signage and a toast / speaking opportunity.

Gold (\$28,000):

Speaking Opportunity — Position your organization as a thought leader as a panel participant. Speaking roles are content-driven and subject to program alignment and availability.

Board Dinner - Become the exclusive sponsor of the Board Dinner (evening of October 13). Sponsorship will include sponsored signage and a toast / speaking opportunity.

Cocktail Hour – Become the exclusive sponsor of the Cocktail Hour (afternoon of October 14). Sponsorship will include sponsored signage and a toast / speaking opportunity.

Lanyard – Feature your company's logo on the EBRI-SHRM Health Symposium lanyard.

Coffee / Networking Break – Sponsor one of the networking breaks at the event. Sponsorship will include signage and logo on coffee sleeves.

Registration Sponsor – Become the exclusive registration sponsor. Sponsorship will include signage at the registration area, conference bag with company's logo featured, and sponsor may provide an insert for the bag.

Silver (\$18,000):

Tabletop — Have a tabletop in a strategic location at the event. Sponsorship includes one 6' table and 2 chairs. Sponsor may bring in branded materials subject to SHRM & EBRI's approval.

2026 Platinum Sponsors



2026 Gold Sponsors



2026 Silver Sponsors



BANK OF AMERICA



2026 Bronze Sponsors



Research Partnership: EBRI Center for Research on Health Benefits Innovation (CRHBI)

Sponsorship includes membership in EBRI's Center for Research on Health Benefits Innovation, a collaborative forum that advances data-driven research and practical innovation in employer-sponsored health benefits.

- Opportunities to inform EBRI's research agenda and participate in roundtable discussions
- Access to EBRI research briefings and insights relevant to employer health benefits
- Year-round visibility and engagement beyond the Symposium
- This partnership allows sponsors to stay ahead of emerging employer health trends and contribute to evidence-based solutions.

Planning Timeline

- Winter–Spring 2026: Program development and sponsor outreach
- Spring–Summer 2026: Branding assets due; activation planning
- Event month 2026: Symposium delivery; post-event recognition and deliverables

Info About the 2025 EBRI-SHRM Health Symposium

Agenda:

- <https://www.ebri.org/2025healthsymposium>

Proven Reach and Engagement: - The 2025 Symposium reached more than 1,500 senior stakeholders across in-person and live stream audiences.

Registrations:

- In-person: 240
- Live stream: 1,274
- Company names and titles available upon request

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Next Steps

Early commitments receive priority placement and speaking consideration.

To discuss or confirm sponsorship, please contact:

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