



# VALUE

## CONFERENCE

**ORLANDO, FL • MARCH 4-6, 2026**

**JW MARRIOTT ORLANDO BONNET CREEK**

Behavioral Health Business (BHB) presents the VALUE Conference, an event focused on the future of value-based care and future payment models in behavioral health.

VALUE brings together C-Suite executives and thought leaders in a learning and networking environment that offers the perfect showcase for products and services in the behavioral health industry. As a sponsor of VALUE, you can choose from a variety of packages to satisfy your business objectives including sales meetings, brand or product marketing and thought leadership.



## WHO YOU CAN EXPECT TO MEET:

- Behavioral health owners and operators
- Payers, insurers and health systems
- Investors and capital providers
- Technology providers
- Assorted vendors and service providers

### **TITLES:**

*CEO & Co-Founder*  
*Chief Development Officer*  
*Chief Financial Officer*  
*Chief Medical Officer*  
*Chief Operations Officer*  
*Chief Payer Relations Officer*  
*Chief Strategy Officer*  
*Group Director, State and Population Health*  
*SVP of Clinical Operations*  
*SVP Telehealth and Innovation*  
*VP of Behavioral Health Services*  
*VP Strategic Partnerships*

### **COMPANIES:**

Aetna  
Anthem, Inc.  
Arise Recovery Centers of America  
BayMark Health Services  
Bright Health Group  
Center for Medicaid Medicare Innovation  
Consonance Capital Partners  
CVS Health  
Devereux Advanced Behavioral Health  
Eleanor Health  
Embark Behavioral Health  
Kolmac  
Landmark Recovery  
Meadows Behavioral Healthcare  
Mindpath Health  
New Day Recovery



# GOLD SPONSORSHIPS



## OPENING SPONSORED PANEL - DAY 1 ~~(1)~~ **SOLD OUT**

- One (1) 30-minute session during the opening Keynote Day 1 to include a moderator and up to three (3) panel members
- BHB editorial team to work in conjunction with sponsor for topic and panel members
- VALUE to support AV and logistics pre-event and onsite
- Three (3) full conference passes
- One (1) lead scanning license
- Five (5) discounted invites to extend to your customers
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## OPENING SPONSORED PANEL - DAY 2 (1)

- One (1) 30-minute session during the opening Keynote Day 2 to include a moderator and up to three (3) panel members
- BHB editorial team to work in conjunction with sponsor for topic and panel members
- VALUE to support AV and logistics pre-event and onsite
- Three (3) full conference passes
- One (1) lead scanning license
- Five (5) discounted invites to extend to your customers
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
  - Logo placement on event web page and in the event app
  - Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*
- \*subject to cut-off times    \*\* for 2027 events, registration list is only available in dedicated event application*



# GOLD SPONSORSHIPS



## SPONSOR WITH EDITORIAL SUPPORT ~~(5)~~ **SOLD OUT**

- One (1) 30-minute panel to be moderated by a BHB editor
- Sponsor to provide topic and source panel members
- VALUE to support AV and logistics in partnership with the sponsor pre-event and onsite
- One (1) 6 ft table
- Three (3) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## NETWORKING LOUNGE SPONSORSHIP ~~(1)~~ **SOLD OUT**

- Exclusive sponsor for the BHB VALUE networking lounge located centrally within the event space
- Three (3) full conference passes
- One (1) lead scanning license
- Eight (8) discounted invites to extend to your customers
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## CONFERENCE COFFEE BREAK (1)

- Sponsor of the all day refreshment breaks that are available to attendees from 9:00 AM - 11:00 and 1:00 PM - 3:00 PM on Day 1
- Sponsor to receive branding on each break setup
- Three (3) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*

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# ★★★ SILVER SPONSORSHIPS ★★★



## SESSION SPONSOR ~~(5)~~ SOLD OUT

- One (1) 30-minute panel created and presented by the sponsor
- Sponsor to provide topic and source panel members
- VALUE to support AV and logistics in partnership with the sponsor pre-event and onsite
- One (1) 6ft exhibit table
- Three (3) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event and session attendance list at the conclusion of the event



## ARRIVAL DAY WELCOME RECEPTION ~~(1)~~ SOLD OUT

- Presenting sponsor of a reception to be hosted on the evening of attendee arrival
- BHB VALUE will collaborate with the sponsor partner to provide a unique and experiential welcome to all attendees during a 90-minute reception
- Sponsor will have the opportunity to provide an attendee gift during reception at their own expense
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## END OF DAY 1 RECEPTION ~~(1)~~ SOLD OUT

- Presenting sponsor of a reception to be hosted on night of the first main day of programming
- BHB VALUE will collaborate with the sponsor partner to provide a unique and experiential welcome to all attendees during a 90-minute reception
- Sponsor will have the opportunity to provide an attendee gift during reception at their own expense
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*

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# ★★★ SILVER SPONSORSHIPS ★★★



## CHARGE UP STATION (1)

- Presenting sponsor of a convenient place to re-charge their devices located within the networking lounge
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## CUSTOM BRANDED HOTEL ROOM KEY CARD ~~(1)~~ SOLD OUT

- Attendees staying within the group room block will receive a custom branded hotel key card displaying the sponsor logo
- Sponsor to provide logo required format for printing
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## PRIVATE MEETING ROOM ~~(2)~~ SOLD OUT

- BHB VALUE to provide (1) private meeting space to accommodate up to six (6) people
- VALUE to provide access to the meeting space for duration of the event
- Sponsor responsible for F&B, AV and other ancillary add-ons
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*

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# ☆☆☆ SILVER SPONSORSHIPS ☆☆☆



## NETWORKING LUNCH ~~(1)~~ SOLD OUT

- Presenting sponsor of the all attendee networking lunch to take place during the conference
- BHB VALUE to provide sponsor branding throughout the meal space
- Opportunity for sponsor to provide all attendee gift to be placed on tables during the meal
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## NETWORKING BREAKFAST - DAY 1 ~~(1)~~ SOLD OUT

- Presenting sponsor of the all attendee networking breakfast to take place during the conference
- BHB VALUE to provide sponsor branding throughout the meal space
- Opportunity for sponsor to provide all attendee gift to be placed on tables during the meal
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## NETWORKING BREAKFAST DAY 2 ~~(1)~~ SOLD OUT

- Presenting sponsor of the all attendee networking breakfast to take place during the conference
- BHB VALUE to provide sponsor branding throughout the meal space
- Opportunity for sponsor to provide all attendee gift to be placed on tables during the meal
- Two (2) full conference passes
- One (1) lead scanning license
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*

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# ★★★ BRONZE SPONSORSHIPS ★★★



## LANYARD SPONSOR (~~1~~) SOLD OUT

- Sponsor logo to be printed on co-branded conference lanyard
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## SEAT DROP (~~2~~) SOLD OUT

- Sponsor to place a printed research piece on each chair in keynote room
- Sponsor responsible for shipping and receiving of material to the venue
- Two (2) full conference passes
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## SPONSOR DISPLAY (~~12~~) SOLD OUT

- Two (2) full conference passes
- Access to a designated networking space
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event



## BUSINESS DEVELOPMENT (UNLIMITED)

- One (1) full conference pass
- Standard marketing package and event app listing
- Standard marketing package and event app listing
- Sponsor to receive the attendee list 2 weeks prior to the event

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*

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## + ADD-ONS +



### PRIVATE DINNER EXPERIENCE (~~4~~) 3 AVAILABLE

- Add-On ONLY
- Sponsor to provide target list of attendees for BHB VALUE to invite to a custom dinner experience for up to ten (10) individuals to take place either on the first or second night
- BHB VALUE to secure the location, sponsor is responsible for cost of food and beverage



### HOTEL ROOM DROP (6)

- Add-On ONLY
- Sponsor to provide a custom gift to be delivered to all conference attendees that are staying at the hotel within the group room block
- Sponsor has the option to choose the date of delivery for the gift
- Sponsor to purchase and ship gift to hotel
- Event will arrange distribution and deliver to individual guests



### KEYNOTE ROOM PEN & NOTEBOOK (1)

- Add-On ONLY
- Sponsor to provide custom branded notebook and pen to be placed at each place setting within the keynote room.



### LEAD CAPTURE LICENSE (UNLIMITED)

- Add-On ONLY
- Access to one license to scan attendee badges

### STANDARD MARKETING PACKAGE INCLUDES:

- Full registration list provided 2 weeks prior to the event with name, title, company, and email address attendees\*\*
- Logo placement on event web page and in the event app
- Logo placement on event signage and other onsite materials at the appropriate sponsorship level\*

*\*subject to cut-off times \*\* for 2027 events, registration list is only available in dedicated event application*



# FREQUENTLY ASKED QUESTIONS

## **When and where is the event?**

BHB Value will take place at JW Marriott Orlando Bonnet Creek Resort & Spa, 14900 Chelonia Parkway Orlando, FL, 32821 from March 4-6, 2026. For complete event and venue details, please visit [bhbusiness.com/bhb-live-event/value](https://bhbusiness.com/bhb-live-event/value), where you'll find information about the destination and instructions for booking guest room accommodations.

## **Can I purchase additional passes beyond those included in my sponsorship?**

Yes. Additional passes may be purchased through the event registration site. For more information, please contact Carol Stephenson, Sponsor Relations Director, at [cstephenson@wtwhmedia.com](mailto:cstephenson@wtwhmedia.com).

## **How do I book hotel rooms for any on site staff?**

As a confirmed sponsor of BHB Value, you are eligible to book your hotel accommodations at a special discounted group rate. Once you complete your event registration, you will receive a booking link with all the information needed to make your reservation.

## **Will I have access to an attendee list?**

Yes. As a confirmed and paid sponsor, you will receive an attendee list two weeks prior to the start of the event. The list will include each attendee's name, title, company, and email address. Additionally, once you complete your registration, you will have access to the event app, which provides a real-time, up-to-date attendee list.

## **What is the payment policy?**

All sponsorships are payable within thirty (30) days of contract signing and invoice issuance. For special payment arrangements, please contact your salesperson for further guidance.

## **What happens if the event is canceled or postponed?**

If the live event is canceled or postponed for any reason, WTWH will work with the sponsor to apply sponsorship funds toward a future live event or another WTWH product.

## **What is included with my exhibit table?**

Sponsorships that include an exhibit table provide one (1) 6ft exhibit table and two (2) chairs. Depending on table placement, the Sponsor Relations team may be able to arrange access to a standard 110V power outlet.

For collateral, décor, custom AV, food and beverage, or other special needs, sponsors must work directly with approved vendors for shipping, receiving, and execution. As part of the sponsorship onboarding process, you will receive a detailed welcome package outlining available services.

Please note that any food and beverage offered at your table must be ordered through the hotel. Outside food and beverage is not permitted.

## **What is included with a content sponsorship (e.g., a panel presentation)?**

There are two types of content sponsorships:

1. A panel with WTWH editorial support
2. A standard panel without editorial support

The level of WTWH editorial involvement varies based on the option selected. Both sponsorship types include standard planning and onsite logistical support, such as speaker coordination, room setup, and standard AV (staging, stage furniture, audio, and visual support, including a screen and projector when applicable).

For content sponsorships without editorial support, the sponsor is responsible for sourcing speakers independently.

## **I purchased a package that includes the opportunity to provide an attendee gift. What does that entail?**

For sponsorships that include an attendee gift, the sponsor is responsible for creating, sourcing, and shipping the item to the event. The Sponsor Relations team will provide shipping and receiving instructions.

Any remaining items at the conclusion of the event may either be shipped back to the sponsor's business or donated, at the sponsor's discretion.

## **Can I provide food and beverage at my exhibit table?**

Any food and beverage offered at your exhibit table must be ordered through the hotel's catering services. Outside food and beverage is not permitted under any circumstances.

## **When do I need to register my staff and speakers by?**

Registration instructions will be provided by the Sponsor Relations team following sponsorship confirmation.

## **What is the deadline for sponsor deliverables**

(logos, ads, content, gifts, etc.)? A detailed timeline will be included in the sponsor onboarding materials.

## **Where and when can exhibitors set up and break down their tables?**

Specific logistics and access details will be shared prior to the event.

## **Is there a sponsor check-in or badge pickup location?**

Instructions will be provided in advance of the event.

## **What are the exhibit hall hours?**

Exhibit hall hours will be communicated closer to the event and may vary by day. Final schedules will be shared with confirmed sponsors prior to arrival.

## **What branding is included with my sponsorship package?**

Branding elements vary by sponsorship level and may include logo placement, onsite signage, digital exposure, and promotional mentions. Specific inclusions will be outlined in your sponsorship agreement.

## **What are the logo specifications and submission requirements?**

Logo specifications and submission instructions will be provided in the sponsor onboarding materials. All assets must meet the outlined guidelines to ensure proper display.

## **Where will my brand be promoted?**

Sponsor branding may appear across event marketing channels including the event website, onsite signage, social media, email communications, and the event app, as applicable.