



THE HEALTH & VOLUNTARY BENEFITS ASSOCIATION®
MEMBERSHIP GUIDE

WHY PARTICIPATE IN CORP MEMBERSHIP
2026 EDITION

EXPAND YOUR REACH. ELEVATE YOUR BRAND. DRIVE RESULTS.



The Health & Voluntary Benefits Association® (HVBA) connects sponsors with the most influential voices in the employee benefits industry through a powerful mix of marketing platforms and events.

Contact us at Info@VBAssociation.com

Thank You To All Our Sponsors

Now it's your turn to make a Lasting impact



BECOME A SPONSOR TODAY!

Contact Jenny Jenkins, Global Brand Ambassador at 561-398-1060 or JJenkins@vbassociation.com

HVBA Brings You Closer to the People Who Matter Most in Employee Benefits



Helping you build influence, trust, and business growth.



“

Thank you so much for the warm welcome in Nashville this week. As a first-time attendee, I can assure you that this was one of the best and well-thought-out programs in our industry. We've all paid big \$\$\$ for the others and received much less for our investment of time. I agree, you've nailed it with the roadshow model. The board meeting was a bonus, as we were able to have real conversations with those in attendance. Your executive briefing on Rx demonstrated that you are the subject expert that we need in our corner.

”

FRANK KOHN, CHC
PRINCIPAL
HIGH VALUE
EXECUTIVE SERVICES



“

Southern Guaranty Insurance Company was proud to sponsor and participate in the Health & Voluntary Benefits Association (HVBA) event in Nashville last week.

This gathering brought together industry leaders and innovators to share insights, build connections, and advance the conversation around voluntary benefits. Our team was energized by the opportunity to engage with peers and contribute to shaping the future of the industry.

Thank you to HVBA for hosting such a valuable event—we look forward to continuing the momentum and seeing everyone at the next gathering!

”

MELISSA KALIBERDA
ACCOUNT EXECUTIVE
SGIC

Why Partner With HVBA?



Unmatched Reach:

Access over **238,238 industry touchpoints**, including brokers, TPAs, HR executives, consultants, IMOs, carriers, and insure-tech innovators.



Engaged Audience:

35,000+ daily readers of the **Daily Industry Report (DIR)** with a **30% click-through rate** and 79,000+ LinkedIn followers.



Proven Growth:

Double-digit audience expansion every year, with **8M+ projected DIR deliveries in 2026**.



Credibility & Trust:

Align your brand with the leading resource for health and voluntary benefits professionals.

Partnership Opportunities



Daily Industry Report

cost-effective digital campaigns that deliver measurable engagement.



Event Sponsorships

connect face-to-face with decision-makers at curated HVBA events nationwide.



Corporate Memberships

year-round visibility, training, research, and networking access.



Group Purchasing Organization (GPO)

exclusive opportunities to participate in innovative procurement programs.



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Corporate Sponsorship Options Include:

DIAMOND MEMBERSHIP PROGRAM

custom-created sponsorship based on needs and strategies

\$50,000

PLATINUM MEMBERSHIP PROGRAM

(\$20,000 - Limited to 5)

- Sponsorship Logo at all 2026 events, attendee guides & HVBA Website
- 2 HVBA Innovation Sessions Speaking Engagements (HVBA's choice)
- Co-MC at 1 HVBA event (HVBA's choice)
- Speaker presentation to HVBA board members at Annual Event (Nov 2026)
- 4 DIR Advertisements (Includes LinkedIn postings & DIR Polling Questions)
- Access to research library and all analytical reports distributed by the HVBA
- 4 Registered HVBA individual memberships
- Eligible to Contract with HVBI's GPO Platform
- Eligible to Access HVBI's GPO Platform
- Up to 5 VIP guests at all 2026 events (additional guests at HVBA's discretion)
- Up to 4 CVBS Certifications
- Press release announcing the membership
- Logo appears on all whitepapers and reports
- 20% discount on all other HVBA services

Payment Options

\$20,000

in one annual payment with a 3-year membership rate guarantee

\$6,000

initial payment then \$1,400 for 11 months (\$21,400)

If a multi-year sponsorship is signed, a 10% discount on year 2 and a 15% discount for year 3 will be offered

GOLD MEMBERSHIP PROGRAM

(\$15,000 - Limited to 10)

- Sponsorship Logo at all 2026 events, attendee guides & HVBA Website
- 1 HVBA Innovation Sessions Speaking Engagement (HVBA's choice)
- Co-MC at 1 HVBA event (HVBA's choice)
- 3 DIR Advertisements (Includes LinkedIn postings & DIR Polling Questions)
- Access to research library and all analytical reports distributed by the HVBA
- 3 Registered HVBA individual memberships
- Eligible to Contract with HVBI's GPO Platform
- Eligible to Access HVBI's GPO Platform
- Up to 4 VIP guests at all 2026 events (additional guests at HVBA's discretion)
- Up to 3 CVBS Certifications
- Press release announcing the membership
- Logo appears on all whitepapers and reports
- 15% discount on all other HVBA services

Payment Options

\$15,000

in one annual payment with a 2-year membership rate guarantee

\$5,050

initial payment then \$1,000 for 11 months (\$16,050)

If a multi-year sponsorship is signed, a 10% discount on year 2 and a 15% discount for year 3 will be offered

SILVER MEMBERSHIP PROGRAM

(\$10,000 - Limited to 15)

- Sponsorship Logo at all 2026 events, attendee guides & HVBA Website
- 2 DIR Advertisements (Includes LinkedIn postings & DIR Polling Questions)
- Access to research library and all analytical reports distributed by the HVBA
- 2 Registered HVBA individual memberships
- Eligible to Contract with HVBI's GPO Platform
- Eligible to Access HVBI's GPO Platform
- Up to 3 VIP guests at all 2026 events (additional guests at HVBA's discretion)
- Up to 2 CVBS Certifications
- Press release announcing the membership
- Logo appears on all whitepapers and reports
- 10% discount on all other HVBA services

Payment Options

\$10,000

in one annual payment with a 2-year membership rate guarantee

\$3,000

initial payment then \$700 for 11 months (\$10,700)

If a multi-year sponsorship is signed, a 10% discount on year 2 and a 15% discount for year 3 will be offered

BRONZE MEMBERSHIP PROGRAM

(\$5,000)

- Sponsorship Logo at all 2026 events, attendee guides & HVBA Website
- 1 DIR Advertisement (Includes LinkedIn postings & DIR Polling Questions)
- Access to research library and all analytical reports distributed by the HVBA
- 1 Registered HVBA individual membership
- Eligible to Contract with HVBI's GPO Platform
- Eligible to Access HVBI's GPO Platform
- Up to 3 VIP guests at all 2026 events (additional guests at HVBA's discretion)
- Up to 1 CVBS Certification
- Press release announcing the membership
- Logo appears on all whitepapers and reports
- 5% discount on all other HVBA services

Payment Options

\$5,000

in one annual payment with a 1-year membership rate guarantee

If a multi-year sponsorship is signed, a 10% discount on year 2 and a 15% discount for year 3 will be offered



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HVBA Brings You Closer to the People Who Matter Most in Employee Benefits



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**DIAMOND
MEMBERSHIP
PROGRAM**

*custom-created sponsorship based
on needs and strategies*

\$50,000

SPONSORSHIP CATEGORIES	BRONZE	SILVER	GOLD	PLATINUM
Newsletter Banner Ad	1	2	3	4
Events Banners / Signage	✓	✓	✓	✓
Annual HVBA Memberships	1	2	3	4
VIP Passes to HVBA Sponsored Events	3	3	4	5
Direct HVBA Marketing to Members	✓	✓	✓	✓
CVBS Certifications	1	2	3	4
Co-MC at HVBA Event			1	1
Annual Board Meeting Presentations				1
Events Speaker Presentations			1	2
SPONSORSHIP PRICING	\$5,000	\$10,000	\$15,000	\$20,000

OTHER HVBA GENERAL SPONSORSHIPS OPPORTUNITIES	PRICING
Daily Industry Report Campaign	\$1,250 per month
Press Releases	\$1,500
Daily Industry Report Boost Campaign	\$1,950 per month
We Got You Covered Guest Appearance	\$2,500
White Papers	\$3,500 to \$7,500
Webinars	\$4,500 to \$7,500
Benchmarking & Analytics	\$17,500 per product
OTHER HVBA EVENTS SPONSORSHIPS OPPORTUNITIES	PRICING
HVBA Events Give-a-way Sponsor	\$2,500
HVBA Events Speaker/Sponsor	\$3,500
HVBA Events Food/Drink Sponsor	\$5,000
Special VIP Dinner Event Sponsor - Evening Prior	\$5,000 to \$10,000
HVBA Events Title Sponsor	\$7,500 to \$15,000
OTHER HVBA ANNUAL BOARD MEETING SPONSORSHIPS OPPORTUNITIES	PRICING
HVBA Annual Meeting Give-a-way Sponsor	\$2,500
HVBA Leadership Award Sponsor	\$3,500
HVBA Annual Board Meeting Speaker/Sponsor	\$5,000
HVBA Annual Meeting Food/Drink Sponsor	\$5,000
CALL FOR FURTHER DETAILS	



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HVBA By The Numbers



Our Reach within the Health & Voluntary Vertical HVBA by the Numbers

Reach & Engagement*



Daily Industry Report
(DIR) Subscribers:

35,000+
delivered daily

over 10.1 million newsletters
delivered annually



Open Rate:

32.3%
daily average

3.2+ mil annual average



Click-Through Rate:

4.1%
daily average

415k+ annual average



Unique Website Clicks:

2.1%
daily average

212k+ annual average

*Metrics Provided by Beehiiv



HVBA Events:

25
in-person
conferences

Since 2008, we have
held 25 in-person
conferences throughout
the United States.



Attendance:

7,000+
industry professionals
have attended HVBA
events

Events are VIP invite only and
average over 125 attendees

Prior to holding 3 to 4 events
during the year, our single
annual event averaged
over 550 attendees.



Events Geography:

19
cities across the US

- From Los Angeles to Miami
- From Chicago to Austin
- From New York City to Miami

Cities Visited:

- | | | |
|------------------|----------------|-------------------|
| ★ Atlantic City | ★ Los Angeles | ★ San Antonio |
| ★ Austin | ★ Miami | ★ San Diego |
| ★ Chicago | ★ Nashville | ★ Tampa |
| ★ Dallas | ★ New York | ★ Washington, DC |
| ★ Ft. Lauderdale | ★ Orlando | ★ West Palm Beach |
| ★ Houston | ★ Philadelphia | |
| ★ Las Vegas | ★ Phoenix | |



Bi-weekly Survey
Questions:

50+
Surveys

Over 50 surveys were presented
from 7/1/23 to 2/1/26



Survey Responses:

Over 24k+
responses

694 average responses
per survey



General Statistics:

50 to 5,500+
responses per question

Based upon the survey question

Top Response Rates

- 17 questions yielded 250+ responses
- Of those 17, 11 yielded 500+ responses
- Of those, 17, 6 yielded 1,000+ responses (high of 5,181)

*Metrics Provided by Beehiiv

HVBA LinkedIn Followers



165,000+ LinkedIn followers

- 290k+ HVBA Board Member connections
- 200k+ HVBA unique connections

Corporate & Event Sponsors



75+
Corporate
and Events

Corporate and Event
Sponsors since 2023

Education Statistics



10k+
Continuing
Education
Credits issued

- 600+ CE classes presented
- 125+ broker agencies represented

Professional Certifications



250+
CVBS designation

- With a 12-hour curriculum and challenging 120 question proctored exam we have certified over 250 professionals with the CVBS designation
- With a 6-hour curriculum and challenging 100 question proctored exam we have certified over 200 professionals with the CCSS designation



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Our Reach within the Health & Voluntary Vertical HVBA by the Numbers



Robert S. Shestack,
CFF, CVBS,
Publisher, Chairman & CEO
Rshestack@vbassociation.com



Jake Velie, CPT,
Editor-in-Chief, Vice Chair,
President
Jvelie@vbassociation.com



Suzanne Walicki
Chief Operating Officer
Suzanne@vbassociation.com



Sarah M. Hunt
SVP of Administration
Shunt@vbassociation.com



Jenny Jenkins
Global Brand Ambassador
JJenkins@vbassociation.com



Ugens Toussaint
SVP of Operations & Marketing
Utoussaint@vbassociation.com



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