

Connect Your Brand

With the Leaders of Labor, Public
and Corporate Benefit Planning



www.ifebp.org/reachourmembers

International Foundation
OF EMPLOYEE BENEFIT PLANS 

Who We Are

The **International Foundation of Employee Benefit Plans** is the trusted resource for education, research and connection in the employee benefits space. Our members include the trustees, administrators and professionals who make decisions that directly impact the health, retirement and financial security of millions of workers across the U.S. and Canada. With a focus on multiemployer, public sector and single employer plans, the Foundation brings together the leaders who guide the future of benefits.

The decisions made by benefit plan leaders directly shape the health, retirement and financial futures along with the well-being of millions of workers—and the strength of industries that depend on them. Their impact spans the construction site to the corporate boardroom, from public service to the private sector. In addition, our affiliate organizations—the International Society of Certified Employee Benefit Specialists, serving professionals primarily in the corporate benefits space, and the Wellness Alliance, supporting education in workplace wellness programs—further extend our educational reach. By partnering with us, you place your organization directly in front of the decision makers shaping the future of employee benefits—professionals you'll meet and reach through our conferences and partnership opportunities.



Our Members

6,500+

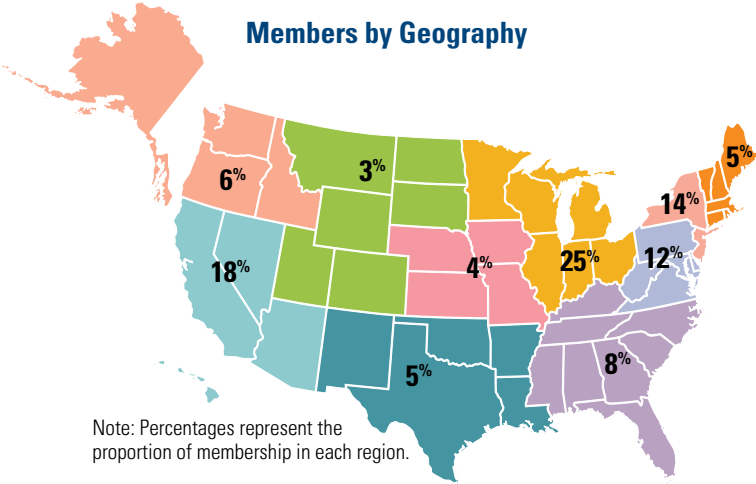
Organizations

30,500+

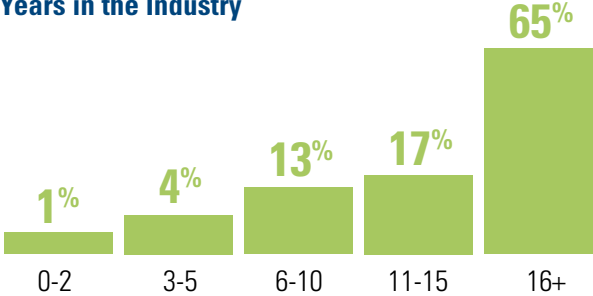
Individual members

25 million

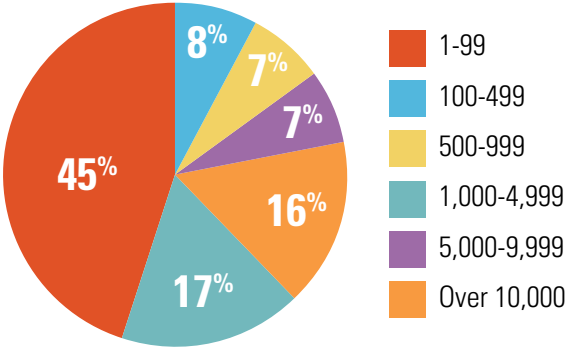
Individuals across the U.S. and Canada impacted by the reach of International Foundation members



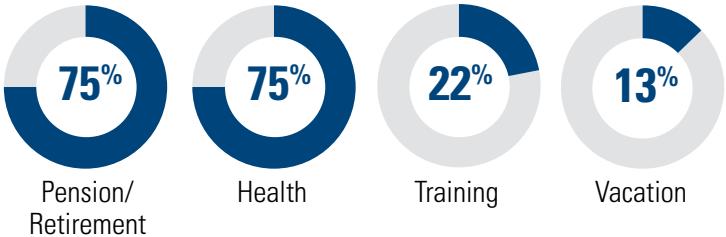
Years in the Industry



Number of Employees per Organization



Plans That Our Members Represent



Top Six Benefits of Partnering With Us



1

Visibility and Lasting Exposure

Your brand will be front and center throughout the conference—featured on applicable signage, banners, table tents, digital screens and the conference app—ensuring exposure. Visibility doesn't stop there: Your recognition continues through Foundation marketing channels and engagement tools.



2

Digital and Print Recognition

From the Foundation's website and preconference promotions to general session slides, the conference app and *Benefits Magazine*, your organization receives recognition across multiple channels—amplifying your reach before, during and long after the event.



3

Exclusive Product Placement

Choose branded giveaways such as lanyards, pens, notepads, hand sanitizer or an item of your own design. Attendees carry your brand with them, keeping you top of mind in their day-to-day work long after the conference ends.



4

Display Your Expertise

Showcase your organization's products, services and thought leadership to a highly engaged and diverse audience of employee benefit professionals. Exhibiting at our conferences gives you direct access to decision makers and influencers who are actively seeking innovative solutions and trusted partners.



5

Sponsored Events

Tie your brand to high-traffic moments—such as attendee lunches, networking receptions, breakfasts or refreshment breaks—or design your own wellness or engagement activity. These experiences spotlight your sponsorship while creating lasting memories for attendees.



6

Networking Access

Gain access to networking receptions and direct opportunities to connect with trustees, administrators and other industry leaders—building relationships in spaces designed for meaningful conversation.

EXHIBIT AND SPONSOR

72nd ANNUAL Employee Benefits Conference

October 25-28, 2026 | New Orleans, Louisiana
www.ifebp.org/usannualsponsor

The Annual Employee Benefits Conference is the leading educational event for trustees, administrators and professionals serving employee benefit plans. Each year, it brings together thousands of attendees to explore the latest trends, regulations and best practices shaping health, pension, retirement and other benefit plans. Expert-led sessions and networking opportunities provide practical knowledge and insights tailored to today's challenges. Attendees seek out exhibitors and sponsors for the tools and connections needed to better serve their members and strengthen their organizations.

A new opportunity in 2026, the **Solutions Spotlight** gives you 20 minutes to present your product or service to the highly engaged audience that attends the Annual Conference, followed by a ten-minute Q&A.





5,000+
ATTENDEES

6,000+
ORGANIZATIONS
REPRESENTED



AUDIENCE

New and experienced members from the multiemployer and public sector attend the Annual Conference. This is the only public opportunity for these labor and management plan representatives to come together in a single forum to meet their fiduciary obligations.

SPONSOR

45TH ANNUAL

ISCEBS Employee Benefits *Symposium*

August 23-25, 2026 | Phoenix, Arizona

www.iscebs.org/symposiumsponsor

The Symposium is one of the largest gatherings of benefits professionals in the country—bringing together the key decision makers, innovators and practitioners who drive the direction of employee benefits across North America, primarily in the corporate sector. As a sponsor, you'll position your organization directly in front of this influential audience as they seek the focused information, new ideas and emerging strategies needed to stay ahead in a rapidly evolving world of work.

Attendees come to dive deep into the latest trends, compliance requirements and best practices in health and retirement benefits—guided by some of the most respected experts in the field. Your sponsorship places your brand at the center of these conversations, aligning your organization with the insights, tools and solutions shaping the future of comprehensive, competitive benefits programs. By attending, your company representatives will be able to build meaningful relationships, reinforce your thought leadership and connect with professionals who rely on trusted partners to propel their plans—and their careers—forward.



ISCEBS



400+
ATTENDEES

250+
ORGANIZATIONS
REPRESENTED

62% HAVE MORE THAN
20 YEARS OF EXPERIENCE

AUDIENCE

The Symposium brings together a wide range of employee benefits professionals, including CEBS®, GBA and RPA designees; members of leading industry associations; human resources professionals pursuing professional development; corporate plan sponsors; and other practitioners shaping health, retirement and total rewards strategies across their organizations.

EXHIBIT AND SPONSOR

Trustees & Administrators Institutes

February 21-25, 2026 | Orlando, Florida
June 13-17, 2026 | San Diego, California
www.ifebp.org/trusteessponsor

For nearly five decades, the Trustees and Administrators Institutes has served as the cornerstone of education for multiemployer trustees and administrators. Attended by hundreds of engaged professionals, the conference is large enough to offer a diverse range of sessions yet small enough to foster meaningful connections. Developed by active trustees, administrators and professional advisors, each session delivers timely insights on current issues—helping attendees make informed decisions for the pension/retirement and health and welfare funds they oversee.

As a sponsor or exhibitor, you'll gain direct access to these influential decision makers as they explore new ideas, discuss best practices, and seek innovative solutions to strengthen their plans and better serve their members.





400+ ATTENDEES
PER CONFERENCE

500+
ORGANIZATIONS
REPRESENTED

82%
ARE MULTIEMPLOYER
REPRESENTATIVES



AUDIENCE

New and experienced trustees and administrators attend the conference to gain a deeper understanding of how to run their pension and welfare funds. These attendees represent a highly focused audience of benefit plan leaders and professionals dedicated to improving fund governance, compliance and member well-being. This conference is an exceptional opportunity for sponsors and exhibitors to connect with influential decision makers.

SPONSOR

500+ ATTENDEES

Institute *for* **Apprenticeship**

Training and Education Programs

January 25-27, 2027 | San Diego, California
www.ifebp.org/apprenticeshipsponsor

The Institute for Apprenticeship, Training and Education Programs offers education on efficient trust fund management and best practices for apprenticeship programs in the United States and Canada. This conference will tackle the current and significant issues affecting apprenticeship programs, offering the insights needed for future planning.

Strong sponsorship prospects include organizations that serve and support the trades—such as safety and tool companies, training providers, employment agencies, law firms, and investment advisors—looking to connect directly with industry decision makers and influencers.

AUDIENCE

Looking to increase your brand recognition in the trades? By sponsoring the Institute for Apprenticeship, Training and Education Programs, you'll showcase your commitment to supporting the trades directly to decision makers across industries such as construction, education, entertainment, health care, hospitality, manufacturing and the public sector.



EXHIBIT AND SPONSOR

250+ ATTENDEES

36TH ANNUAL

HBCE[®]

Health Benefits Conference + Expo

February 1-3, 2027

Ponte Vedra Beach, Florida

www.ifebp.org/hbcesponsor

For over 35 years, the Health Benefits Conference & Expo (HBCE) has been the premier source of health benefits and wellness education for employers. The educational sessions focus on real world experiences, offering case study evaluations of today's hottest topics that range from regulation and wellness program trends to cost-containment strategies. Exhibit or sponsor to engage with health and wellness benefit professionals in search of new vendors.

AUDIENCE

Connect with a highly engaged community of human resources, employee benefits and wellness professionals representing both private and public sector organizations. These are the decision makers and strategists shaping the future of workplace health, wellness and benefits. They are actively seeking new ideas, solutions and partnerships to support their employees and organizations.



SPONSOR

50-100 ATTENDEES

Health Care Management Conference

April 20-21, 2026 | Austin, Texas

www.ifebp.org/healthcaresponsor

Health fund fiduciaries navigate a constantly evolving health care environment, balancing participant needs with fund sustainability. Meeting these responsibilities amid new therapies, aging plan populations and rising costs requires agility and insight.

The Health Care Management Conference takes a proactive approach to coverage, helping attendees identify trends that drive costs and affect outcomes while preparing for the unexpected. Sessions are practical and hands-on, combining lectures, interactive case studies and roundtable discussions in an intimate setting to showcase your brand.



AUDIENCE

The program is designed for trustees, administrators, bargaining committee members, fiduciaries, and staff representing multiemployer and public sector employee health benefit plans. This includes anyone responsible for shaping plan strategy; managing costs; and ensuring sustainable, high-quality coverage.

SPONSOR

50-100 ATTENDEES

Investments Institute

April 22-23, 2026 | Austin, Texas
www.ifebp.org/investmentssponsor

Global markets are in a state of constant change, presenting both challenges and opportunities for fiduciaries. The Investments Institute brings together the decision makers and influencers who shape fund strategy and performance. By sponsoring this program, you gain direct access to professionals seeking cutting-edge insights, practical tools and trusted partners who can support their fund's long-term success. Attendees engage in interactive sessions—lectures, case studies and roundtable discussions—designed to tackle real-world challenges in an intimate setting, creating high-value opportunities for meaningful conversations and relationship building. Sponsoring positions your organization as a knowledgeable resource right where key investment decisions begin.

AUDIENCE

The Investments Institute is ideal for those shaping investment policy and guiding fund performance. This includes trustees, administrators and staff, corporate officers and executives, and finance personnel—all of whom play a key role in making strategic investment decisions and ensuring the long-term success of their plans.





Introducing the Wellness Alliance

The Wellness Alliance unites the strengths of the two most recognized and influential professional associations in the wellness industry: the Wellness Council of America (WELCOA) and the National Wellness Institute (NWI). With a long history of leading the charge in supporting wellness for individuals and workplaces, the Wellness Alliance offers trusted education and certification programs, evidence-informed resources, and networking opportunities so that professionals are empowered to positively impact well-being.

Sponsoring or exhibiting at Wellness Alliance programs provides a unique opportunity to showcase your brand to wellness professionals and decision makers from a wide range of organizations. These events offer high-visibility engagement through interactive sessions; networking opportunities; and access to an audience actively seeking solutions, resources, and partnerships to enhance workplace well-being. By participating, you position your organization as a leader in the wellness space while connecting directly with those driving meaningful health initiatives.

Our Members

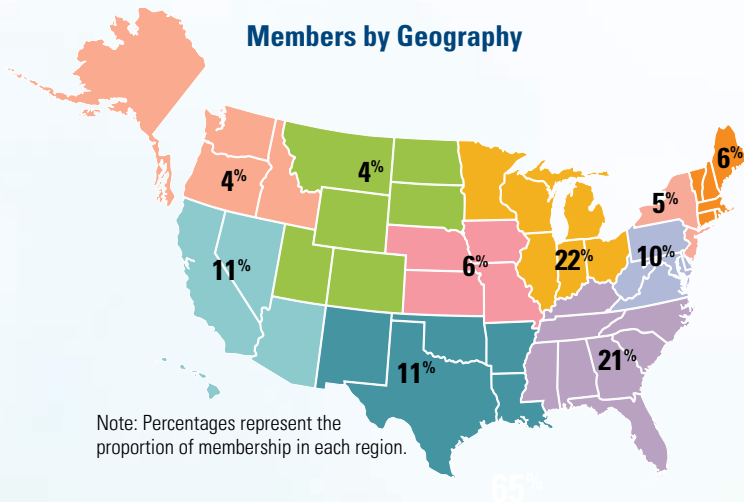
2,500+

Total Active Members

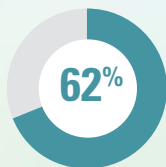
1,600+

Organizations

Members by Geography



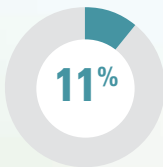
Main Professional Area of Focus



Worksite



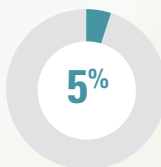
Coaching/
Counseling



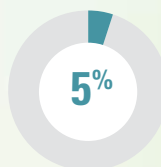
Education/
Research



Clinical



Community



Training/
Instruction



EXHIBIT AND SPONSOR

250+ ATTENDEES

36th Annual
ART & SCIENCE
of Health Promotion Conference

March 25-27, 2026 | Colorado Springs, Colorado
www.ifebp.org/art-sciencesponsor

For over 35 years, the Art & Science of Health Promotion Conference has united health promotion and wellness professionals from diverse settings to share knowledge, inspire innovation, and advance well-being. Attendees gain practical tools and evidence-informed strategies to positively impact the populations they serve—including patients, employees, students, families, faith-based communities, military personnel, and tribal and Indigenous communities.

Blending rigorous science with hands-on application, the program features case studies, collaborative sessions, and access to industry experts. Participants leave with innovative models, actionable strategies, and meaningful peer connections, empowering them to solve problems, drive change, and strengthen their commitment to advancing health across communities.

AUDIENCE

This program is designed for health promotion professionals leading some of the largest and most successful workplace, clinical, educational, and community wellness programs. Attendees come ready to share insights, exchange strategies, and connect with peers who are shaping the future of health and well-being across diverse populations.



EXHIBIT AND SPONSOR

450+ ATTENDEES

ANNUAL wellness SUMMIT

July 28-30, 2026 | Nashville, Tennessee
www.ifebp.org/wellnesssponsor

The Annual Wellness Summit provides attendees with strategies, connections, and resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve. Focused on bringing the industry's latest trends and best practices to the forefront, respected subject matter experts will present inspirational keynotes, breakout sessions with tangible takeaways, and activity sessions that prepare the mind and body for optimal learning. Additional engagement opportunities will provide attendees with numerous opportunities to make new connections and expand their networks with Summit exhibitors, through on-site receptions, and with must-not-miss surprise experiences!



AUDIENCE

Designed for human resources, benefits, and employee wellness leaders, this program brings together professionals from both public and private sectors who are driving innovation and championing workplace well-being. Connect, share, and learn alongside peers shaping the future of healthy, thriving workplaces.



Advertise With Us and Boost Your Brand Exposure!



Today's Headlines

Exclusive digital opportunity! Our most popular member benefit, *Today's Headlines* is an e-newsletter delivered each business day to 24,000+ members. Your exclusive banner ad can receive more than 100,000 impressions each week, in this effective advertising opportunity that is affordable, flexible and scalable to your needs.



Benefits Magazine and Benefits Quarterly

With *Benefits Magazine* mailing bimonthly to over 24,000+ Foundation Members in the U.S. and *Benefits Quarterly* mailing quarterly to all Society members, our publications are the premier sources for current information on industry trends, upcoming legislation, pressing topics and more. Reach those responsible for purchasing benefits products and services. Digital copies are also archived on the Foundation website for members' on-demand access.



Jobs In Benefits

Jobs in Benefits connects world-class organizations with qualified candidates. Make your recruiting process easier by posting a job in minutes, and get your organization in front of the benefit professionals you want on your team. Experienced candidates turn to Jobs in Benefits to find their next great role in this niche career; make sure you're able to reach them by posting a job now.

Promote your business in our publications! International Foundation publications offer exclusive opportunities to reach beyond our conferences to our niche audience consisting of 30,000+ multiemployer, public sector and private employer trustees, administrators and benefit plan professionals.

PRINT AND DIGITAL OPTIONS AVAILABLE



Sponsored Webcasts

Position your brand as a trusted thought leader by sponsoring an International Foundation webcast. As a sponsor, you can provide speakers and content for your own hour-long webcast marketed to the Foundation's full database. Your webcast will be free, open to the public and housed for one year on the Foundation's website for new and repeated views. Includes pre- and post-broadcast promotion, and attendee list.



Service Provider Directory

Newly redesigned with more prominence on our home page, the Service Provider Directory is a one-stop shop for Foundation website visitors in search of new vendors. The Directory is a comprehensive, online resource for employee benefits, compensation and human resources-related products and services. Choose from affordable six-month and 12-month listings.

Explore Your Sponsor Placement Options

Branding and Visibility

- Company logo featured on eye-catching event signage in high-traffic areas
- Exclusive branding available for applicable items and events (e.g., lanyards, conference app, Wi-Fi, snack breaks and more!)
- Logo recognition during general session introductions
- Recognition on the conference webpage and in pre-event emails
- Recognition in applicable Foundation publications such as the conference guide, conference app and *Benefits Magazine*

Conference Registration and Recognition

- Complimentary and/or discounted conference registrations (depending on sponsorship level)
- Sponsor recognition on name badges to network with pride

Digital and Resource Exposure

- Company listing in conference app with logo, contact information and product/service description
- Brochure placement in the conference Sponsor Resource Area
- Free six- or 12-month company listing (depending on sponsorship level) in the Service Provider Directory, online vendor directory accessed on the Foundation's homepage

Sample Sponsorship Opportunities

(availability varies by conference)

- Lanyards
- Conference App
- Wi-Fi Access
- Attendee Lunches
- Networking Receptions
- Continental Breakfast/Refreshment Breaks
- Pens, Notepads, Highlighters or Hand Sanitizers
- Sponsor-Provided Giveaways
- Design Your Own (DYO) Sponsorship/Spotlight Activity
- Hydration Stations
- Relaxation Stations
- Professional Headshots
- Snack Breaks

Ready to Learn More?

We look forward to helping you connect with our members and expand your reach! Let's talk to see which programs and opportunities are right for your organization.

Looking for more information on sponsorship, exhibit and advertising opportunities?
Contact our sponsor and exhibit sales team by scanning the QR code below:



Learn more at
www.ifebp.org/reachourmembers



International Foundation
OF EMPLOYEE BENEFIT PLANS



18700 West Bluemound Road
Brookfield, WI 53045

Nonprofit Org.
U.S. POSTAGE PAID
INTERNATIONAL FOUNDATION
OF EMPLOYEE BENEFIT PLANS

Exhibit, Sponsor and Advertise

With the International
Foundation of Employee
Benefit Plans

Scan the QR Code to begin
your journey with us.



29M-226

ED2512830