

## **Workplace Health Symposium**

February 21, 2017

Keynote Speaker: Virginia Pothier, Hapacus

### **The Science of Happiness: How Emotional Health Can Impact Physical Health**

*The American Heart Association's 2020 Impact Goal is largely focused on improving the cardiovascular health of all Americans – whatever their current health status is – by 20%. As drivers of employee health and habits, we want the same for employers of all shapes and sizes. The Workplace Health Symposium, will be a half-day summit for HR directors, wellness coordinators and others to connect with the latest developments from the Association and others on the science of health. Having outgrown our previous location, we anticipate approximately 250 representatives from employers throughout Wisconsin.*

### **Booth Sponsor - \$500 (10 available)**

- Exhibit space for promotion of your company

### **Bronze Sponsor – \$1500, previous level plus (8 available)**

- Recognition as a Bronze Sponsor on symposium signage, PowerPoint, and website

### **Silver Sponsor - \$3,500, previous level plus (4 available)**

- Additional recognition as Silver Sponsor on event website
- Exhibit space situated inside main presentation room for promotion of company
- Opportunity to sponsor/lead one Workplace Health follow-up opportunity for symposium attendees
- Ability to provide a giveaway to all attendees

### **Gold Sponsor - \$7,500, previous level plus (2 Available)**

- Opportunity help present Workplace Health Awards, including recognition on award certificates
- Additional recognition as Gold Sponsor on event invitations and post-event, thank you, email
- Premium exhibit space for promotion of company
- Opportunity to sponsor/lead two Workplace Health follow-up opportunities for symposium attendees

### **Presenting Sponsor - \$10,000, previous level plus - (SOLD!)**

- Opportunity to conduct event introduction/welcome
- Potential opportunity for television, radio, print and/or outdoor media recognition
- Additional recognition at the 2016 Milwaukee Heart & Stroke Walk on September 18, 2016
- 30 day right of use to the AHA Heart Walk logo and the tagline "...is a proud sponsor of the AHA Milwaukee Workplace Health Symposium."

*\*All vendors will be pre-approved by committee*

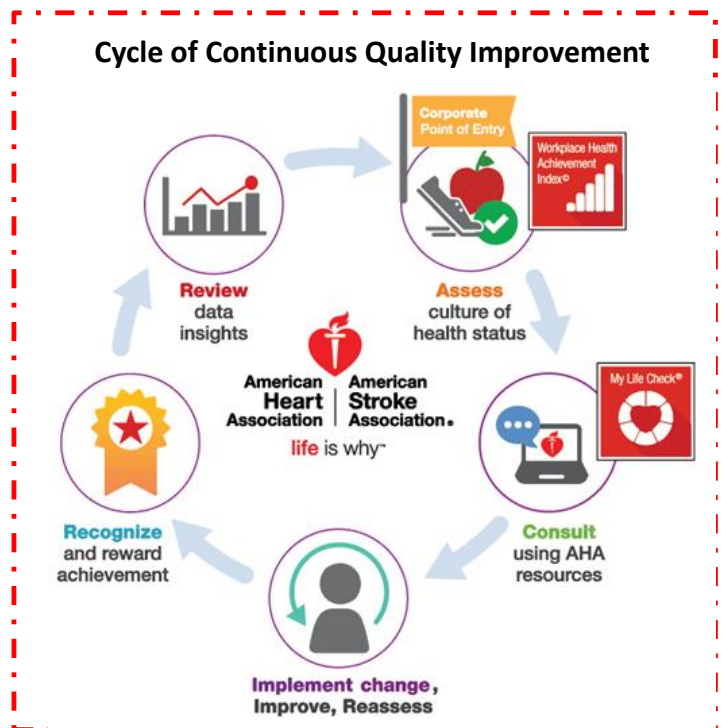
For more information on the  
**American Heart Association's Workplace Health Solutions,**  
please view the reverse side

# Introducing the American Heart Association's Workplace Health Solutions

The **American Heart Association's Workplace Health Solutions** offer a complete suite of **evidence-based** tools to help you and your employees get the most out of your workplace health program. The AHA's continuous quality improvement program will help you **assess** the **comprehensiveness** of your programs and supporting workplace environment, **consult** expert resources on strategies for improvement, **implement** programs that **engage** employees and track progress toward **ideal heart health** and **recognize** your achievement through awards. To learn more, visit [heart.org/workplacehealth](http://heart.org/workplacehealth).

## Why it Matters

- 90% of employers do not measure their wellness program's ROI.<sup>1</sup>
- Only 6.9% of worksites have a truly comprehensive health promotion program.<sup>2</sup>
- 77% of employers see lack of engagement as the biggest obstacle to successful workplace health programs.<sup>3</sup>
- 55% of employees believe it's important to see CEO set the example in personal health.<sup>4</sup>



## Earn Recognition



Please contact **American Heart Association Milwaukee**, Sr. Community Health Director, **Tim Nikolai** at (414) 502-8780 or [tim.nikolai@heart.org](mailto:tim.nikolai@heart.org) with any questions.

## Sources

1. PriceWaterhouseCoopers, "Health and Well-being Touchstone Survey Results," June 2014
2. Robert Wood Johnson Foundation, "National Worksite Health Promotion," 2004
3. Towers Watson/National Business Group on Health, "Staying@Work Survey Report," 2013/2014
4. Nielsen, "The Benefits of Workplace Health Programs," 2014