

ebn BENEFITS at WORK

September 14–16, 2026 | Encore Las Vegas | Las Vegas, NV



About BENEFITS AT WORK

Employee Benefit News' BENEFITS AT WORK offers sponsors a unique opportunity to connect with HR professionals navigating the rapidly-evolving benefits ecosystem.

A highly curated conference programmed specifically for employers, this event convenes decision-makers eager to implement innovative benefits solutions. With a focus on delivering actionable insights and best practices, sponsorship offers a platform to position your brand at the forefront of industry change while engaging directly with a key audience committed to shaping the future of employee benefits.

Our Audience 04
Sponsorship Information 06
Thought Leadership 08
Strategic Conversations 12
Branding 13
2026 Events 14
Contact Us 15

Why Sponsor BENEFITS AT WORK

BENEFITS AT WORK is an intimate and influential conference with a tangible impact on the community. HR and benefits leaders, who are heavily involved in decision-making processes, convene to tackle shared problems and advance their organizations.

As a sponsor, you'll position your business as a partner or thought leader to mission-driven leaders.

Your Advantage as a Sponsor

- Gain awareness and grow your presence with an audience of unrivaled influence
- Connect face-to-face with the industry's most notable leaders and build meaningful relationships across the entire HR and benefits ecosystem
- Generate high-quality, nurture-ready leads during and after the event
- Position your brand as an authoritative voice in strategic conversations
- Showcase your solutions and services in a focused environment where decision-makers are primed to act
- Leverage the integrity and reach of *Employee Benefit News*, the sector's most trusted and respected editorial brand

Our Audience

BENEFITS AT WORK attendees have insight and impact, they're respected champions who consistently bring critical issues into focus and lead the way forward for their organizations.

250+

expected to attend

Representing senior HR and benefits leaders, top employers, solution providers, and key industry influencers.



Where the Industry's Biggest Names Come to Speak, Learn, and Lead





Sponsorship Information

Sponsorship Levels*

PLATINUM LEVEL	GOLD LEVEL	SILVER LEVEL	BRONZE LEVEL
$35,000+	$25,000 – $34,999	$14,000 – $24,999	$6,995 – $13,999

Tier	Staff passes**	Client Comp Passes***	VIP code for customers and prospects
Platinum	6 passes	4 passes	25% off prevailing rate
Gold	5 passes	3 passes	20% off prevailing rate
Silver	3 passes	2 passes	15% off prevailing rate
Bronze	2 passes	1 passes	10% off prevailing rate

Sponsors at all levels receive

- Attribution on applicable onsite signage and the event website
- 50 word company profile with logo and hyperlink on the event website
- Attendee name, title and company provided two (2) weeks pre/post event

*Sponsorship levels are determined by cumulative sponsorship spend
**Staff Passes include speakers on the program
***Client passes are for HR Professional Passes only

Thought Leadership

OMNICHANNEL SPOTLIGHT RESEARCH

Call for pricing

2 available

- The BENEFITS AT WORK Omnichannel program allows the sponsor to align with Arizent's research and build on this thought leadership
- Platinum-level sponsorship of BENEFITS AT WORK
- Presentation of this research on the conference mainstage with approval from show management



Thought Leadership

CASE STUDY CO-PRESENTER

$20,000

2 available

- Company to provide topic, subject to editorial and programming vetting and approval
- Company to provide one subject-matter expert and one client partner speaker, subject to editorial and programming vetting and approval
- Company literature places either in case study room or session seats (content to be provided by sponsor and approved by show management)

WORKSHOP WITH WHITEBOARDING

$18,500

Exclusive opportunity

- Company to provide topic, subject to editorial and programming approval. Session is required to be an interactive whiteboard exercise to demonstrate effective techniques for visual thinking, problem structuring, and idea generation Workshops should be tailored for professionals eager to enhance their brainstorming and ideation skills, exploring new avenues for solving challenges
- Company to provide one subject-matter expert and one client partner speaker, subject to editorial and programming approval
- Company literature placed either in case study room or session seats (content to be provided by sponsor and approved by show management)

Thought Leadership

LUNCH BRIEFING

$12,500

2 available

- Opportunity to lead a moderated industry discussion over lunch
- Company to provide content for presentation, subject to show management approval

BREAKFAST BRIEFING

$10,000

2 available

- Opportunity to lead a moderated industry discussion over breakfast.
- Company to provide content for presentation, subject to show management approval



Thought Leadership

PEER-TO-PEER ROUNDTABLE HOST

$15,000

4 available

- Sponsor selects from 6 topics provided by show management on a first-come first-served basis
- The sponsor will act in a facilitator role and ensure the meeting stays on track, encourage participation from all attendees, and manage the flow of the conversation. Facilitator to be approved by show management
- The facilitator may introduce agenda items, moderate discussions, and facilitate Q&A sessions

PANEL PARTICIPANT

$15,000

4 available

- Opportunity to supply a subject matter expert speaker to one of the editorially programmed sessions, subject to editorial approval
- Editorial and programming will be responsible for recruiting additional panel participants

Strategic Conversations

NETWORKING BREAKFAST

$7,500

2 available

- Company name and logo featured prominently during breakfast, including custom napkins and cups with company logo

REFRESHMENT BREAK

$5,000

2 available

- Company name and logo featured prominently during break, including custom napkins and cups with company logo

RECEPTION

$17,500

Exclusive opportunity

Host reception with brief welcome remarks and exclusive branding during the reception.

- Includes food and beverages, custom napkins with partner logo, and signature drink

EXHIBIT SPACE

$6,995 (8 x 10 ft)

35 available



Branding

PUPPY STATION

Call for pricing

Exclusive opportunity

- Stand out at the event by hosting a local organization who will bring puppies in for a couple hours per day
- Sponsorship includes a 20x10 space to accommodate a puppy pen, supplies and your exhibit

TOTE BAG*

$7,500

Exclusive opportunity

- Company name and logo featured prominently on event tote bag distributed to all attendees

* show management reserves the right to put items into the bag

WI-FI

$7,500

Exclusive opportunity

- Company name and logo featured prominently in the login information distributed to all attendees

REGISTRATION

$7,500

Exclusive opportunity

- Company name and logo featured prominently on event registration desks

LANYARD

$7,500

Exclusive opportunity

- Company name and logo featured prominently on conference badge lanyard distributed to all attendees

ROOM KEY PACKETS

$9,500

Exclusive opportunity

- Company name and logo featured prominently on hotel room key packet distributed to all attendees staying at the main hotel location

SPEAKER READY ROOM

$7,500

Exclusive opportunity

- Company name and logo featured prominently on signage outside room
- Ability to leave one piece of 5x7 literature in room. LIterature to be provided by sponsor and approved by show management

WATER BOTTLE

$9,500

Exclusive opportunity

- Company name and logo featured prominently on custom water bottle distributed to all attendees

EBN Events 2026

Extend your reach across a unified network of industry-leading events

ebn Employee Benefit News
VIRTUAL SUMMITS

LEADERS

ebn Employee Benefit News
BENEFITS at WORK

To confirm your partnership or for more information, contact:

Kris Kadel
Marketing Services, Benefits, *Arizent*
908-625-1008
Kris.Kadel@arizent.com