Hello! If you sponsored WEX SPARK Health 2019, we once again thank you for helping us deliver THE event in the consumer-driven healthcare space. Whether you’re a veteran sponsor or thinking about sponsorship for the first time, WEX SPARK Health 2020—scheduled for May 4 – 6 at The Cosmopolitan of Las Vegas—promises to be our best conference yet.

Given that this is the industry’s top event, the sponsorship opportunities provide exposure, networking and a solid return on investment like none other. We introduced more creative sponsorship opportunities last year and are doing the same this year. You’re sure to find an opportunity that matches your resources. If you want to move your business forward, get SPARK 2020 on your calendar.

Our annual Partner gathering garners record-setting attendance each year; we expect SPARK 2020 to keep with tradition. The get-together provides an incredible venue to meet and mingle with WEX Partners, team members, and industry experts.

Be sure to act fast as sponsorships are secured on a first-come, first-served basis. Contact Chris Risinger, senior event marketing manager at WEX, at crisinger@wexhealthinc.com or 701-461-6454 to secure a sponsorship and/or if you have any questions.

We promise to make SPARK 2020 an incredible experience. We look forward to working with you!
2019 DEMOGRAPHICS
BY THE NUMBERS

Attendance by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>216</td>
</tr>
<tr>
<td>2011</td>
<td>220</td>
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<tr>
<td>2012</td>
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<td>2016</td>
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<tr>
<td>2017</td>
<td>568</td>
</tr>
<tr>
<td>2018</td>
<td>519</td>
</tr>
<tr>
<td>2019</td>
<td>761</td>
</tr>
</tbody>
</table>

Top 3 Attendee Types
- Third Party Administrators
- Financial Institutions
- Health Plans

Top 3 Attendee Roles
- Business Development/Sales
- Operations
- Executive Leadership

Educational Sessions
- Keynotes: 4
- Breakout Sessions: 28
- Hands-on Labs: 8
- Industry Panels: 5

Impressions Generated: 280M

Visitors to the SPARK 2019 Website: 11K

Mobile App
- Users Sent: 747
- Messages: 5K

Press Releases: 2

Awards Winners: 30

Sponsors: 59

Picked up by:
PREMIER | $75,000

Five (5) complimentary registrations

50% off additional registrations

Three (3) complimentary hotel rooms

VIP ground transportation

Logo on SPARK website

Logo included on event communications

Mention in SPARK press release

Custom social media graphic to use in promotion

Choice of one (1) branded a la carte item (equal to or less than sponsorship level cost)

Event Mobile App package - includes banner ad, two (2) pieces of literature, logo and description

Onsite digital package - includes logo on curtain warmers and registration area

Full-page ad in Event Guidebook

First choice of spot in Expo

Exhibitor booth with custom tablecloth

Up-leveled Expo booth with fabric banner

Private executive meeting space - Monday to Wednesday, all day

30-minute speaking opportunity - time/day as available

Callout in Opening Keynote
TIERED SPONSORSHIP OPPORTUNITIES

DIAMOND
DIAMOND | $50,000

Five (5) complimentary registrations

50% off additional registrations

Two (2) complimentary hotel rooms

Logo on SPARK website

Logo included on event communications

Mention in SPARK press release

Custom social media graphic to use in promotion

Choice of one (1) branded a la carte item (equal to or less than sponsorship level cost)

Event Mobile App package - includes banner ad, two (2) pieces of literature, logo and description

Onsite digital package - includes logo on curtain warmers and registration area

Full-page ad in Event Guidebook

Second choice of spot in Expo

Exhibitor booth with custom tablecloth

Private executive meeting space - half day to be coordinated with WEX

Callout in Opening Keynote
TIERED SPONSORSHIP OPPORTUNITIES

PLATINUM
PLATINUM | $25,000

Four (4) complimentary registrations
   50% off additional registrations
One (1) complimentary hotel room
Logo on SPARK website
Logo included on event communications
Mention in SPARK press release
Custom social media graphic to use in promotion
Choice of one (1) SPARK-branded a la carte item (equal to or less than sponsorship level cost)
Event Mobile App package - includes banner ad, two (2) pieces of literature, logo and description
Onsite digital package - includes logo on curtain warmers and registration area
Half-page ad in Event Guidebook
Third choice of spot in Expo
Exhibitor booth with custom tablecloth
Callout in Opening Keynote
TIERED SPONSORSHIP OPPORTUNITIES

GOLD
GOLD | $12,000

Three (3) complimentary registrations

25% off additional registrations

Logo on SPARK website

Custom social media graphic to use in promotion

Event Mobile App package - includes banner ad, two (2) pieces of literature, logo and description

Onsite digital package - includes logo on curtain warmers and registration area

Exhibitor booth with custom tablecloth
SILVER
SILVER | $8,000

Two (2) complimentary registrations

25% off additional registrations

Logo on SPARK website

Custom social media graphic to use in promotion

Event Mobile App package - includes banner ad, two (2) pieces of literature, logo and description

Exhibitor booth with custom tablecloth
TIERED SPONSORSHIP OPPORTUNITIES

BRONZE
BRONZE | $4,000

- One (1) complimentary registration
- Logo on SPARK website
- Custom social media graphic to use in promotion
- Event Mobile App package - includes banner ad, two (2) pieces of literature, logo and description
- Exhibitor booth with custom tablecloth
S P O N S O R S H I P O P P O R T U N I T I E S

A LA CARTE
A LA CARTE SPONSORSHIPS
Available in addition to Sponsorship levels – unless Premier/Diamond/Platinum

Hotel Keycards
$30,000
Sponsor each hotel keycard at The Cosmopolitan, something each attendee will use all day, every day—all SPARK long!

Welcome Mixer
$25,000
What better way to kick off SPARK 2020 than sponsoring the Welcome Mixer. This well-attended event includes an evening of appetizers and drinks. Your logo will be displayed on signage during the event. This will be something attendees talk about even after SPARK is over!

Partner Celebration
$25,000
Sponsor this conference-closing event that draws a crowd! This evening celebration features food, music, and fun. Your logo will be displayed on signage during the event.

Golf Tournament
$25,000
This highly recognized event kicks off SPARK at Bear’s Best Las Vegas, a masterpiece of a golf course. Jack Nicklaus himself hand-selected 18 holes from his more than 200 phenomenal course designs worldwide, encompassing all of his favorites into one extraordinary round of golf. Your logo will be displayed on signage during the event.
A LA CARTE SPONSORSHIPS, CONTINUED
Available in addition to Sponsorship levels – unless Premier/Diamond/Platinum

First-Timers Club
$12,000
Introduce yourself and expose your brand to all the attendees who have never experienced SPARK! Your logo will be displayed on signage during the event.

Barista Bar
$12,000
Sponsor this refueling station that puts a smile on attendee faces by providing them with a complimentary espresso drink Tuesday and Wednesday mornings. Your logo will be displayed on signage during the event.

Partner Celebration Signature Drink
$12,000
Help close out SPARK in style and be the life of the party by sponsoring the signature drink. Don’t miss out on this popular sponsorship item! Your logo will be displayed on signage during the event.

Partner Celebration Dessert
$12,000
This is one sweet sponsorship opportunity! Your logo will be displayed on signage during the event.
A LA CARTE SPONSORSHIPS, CONTINUED

Available in addition to Sponsorship levels – unless Premier/Diamond/Platinum

Golf Tournament Refreshment Break
$8,000
Join in on the golfing fun with this hydration sponsorship. Your sponsorship includes branding on golf event signage.

Headshot Lounge
$8,000
Be the sponsor of the Headshot Lounge, which happens during the height of the WEX SPARK Health 2019 Awards Cocktail Reception, where attendees will be dressed to the nines and can get a headshot taken by a professional photographer. Your logo will be displayed on signage during the event.

Charge It Up! (2 Available)
$8,000
Help attendees stay charged up throughout SPARK by sponsoring power bank chargers. These portable chargers are sure to showcase the energy of SPARK! Your logo will be displayed on signage during the event.

Photo Scavenger Hunt
$8,000
Click is a photo scavenger hunt game that encourages attendees to take photos at SPARK! Always a supremely popular competition amongst SPARK attendees, you’ll want to put your name on it.
Sponsor is responsible to provide a prize if they so choose.
SPARK Event Guidebook
$4,000
Each SPARK attendee will receive an electronic Event Guidebook via the Mobile App as well as a printed mini agenda. This is a necessary and exciting event item to sponsor!

I’ve Got Your Number!
$4,000
It’s back by popular demand! Sponsor this unique networking element of SPARK where upon registration on-site, all attendees will be given a button with a number on it. During SPARK, they find the person with the same number on his/her button. Attendees will make lasting connections and have fun in the process! Your logo will be displayed on signage during the event. Sponsor is responsible to provide a prize if they so choose.

Photo Booth
$4,000
Sponsor this interactive activity where attendees can have a photo opp using fun props! This sponsorship is sure to be the SPARK social media star. Your logo will be displayed on signage during the event.

SPARK Refreshment Breaks (2 Available)
$4,000
Grab this opportunity before it’s gone! This sponsorship provides snacks and beverages that refuel attendees each morning and afternoon. Your brand will be prominently displayed on signage at the refreshment tables. One sponsorship is available each day, Tuesday and Wednesday only.
Swag Bags
$4,000

Each attendee will receive a bag to store SPARK items. This is a specially designed bag for attendees to take with them as they visit sponsor Expo booths. Your logo will be displayed on signage during the event.

Golf Tournament Transportation
$4,000

Join in on the golfing fun with this gotta-get-you-there sponsorship. All my friends know the low rider. Your sponsorship includes branding on golf event signage.
<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>Event Access</th>
<th>Brand Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full conference registration(s)</td>
<td>Percentage off additional registrations</td>
</tr>
<tr>
<td></td>
<td>Complimentary hotel room(s)</td>
<td>Exhibitor booth with custom tablecloth</td>
</tr>
<tr>
<td></td>
<td>VIP transportation</td>
<td>Expo booth selection</td>
</tr>
<tr>
<td></td>
<td>Logo on SPARK website</td>
<td>Logo included in SPARK press release</td>
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<td></td>
<td>Logo included in SPARK communications</td>
<td>Custom social media graphic to use in promotion</td>
</tr>
<tr>
<td></td>
<td>Choice of 10 minute term</td>
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<td>Event Mobile App package</td>
<td>onsite digital package</td>
</tr>
<tr>
<td></td>
<td>Ad in Event Guidebook</td>
<td>Private, executive meeting space</td>
</tr>
<tr>
<td></td>
<td>Callout in Opening Keynote</td>
<td>15-minute speaking opportunity</td>
</tr>
</tbody>
</table>

| Premier - $75K | 5 | 50 | 3 | • | • | 1st | • | • | • | • | • | • | 1/1 | • | • | • |
| Diamond - $50K | 5 | 50 | 2 | • | • | 2nd | • | • | • | • | • | • | 1/1 | • | • | • |
| Platinum - $25K | 4 | 50 | 1 | • | • | 3rd | • | • | • | • | • | • | 1/2 | • | • | • |
| Gold - $12K | 3 | 25 | • | • | • | • | • | • |
| Silver - $8K | 2 | 25 | • | • | • | • | • | • |
| Bronze - $4K | 1 | • | • | • | • | • | • | • |
| Hotel Keycards - $30K | • | • | • | • | • | • | • | • |
| Welcome Mixer - $25K | • | • | • | • | • | • | • | • |
| Partner Celebration - $25K | • | • | • | • | • | • | • | • |
| Golf Tournament - $25K | • | • | • | • | • | • | • | • |
| First-Timers Club - $12K | • | • | • | • | • | • | • | • |
| Barista Bar - $12K | • | • | • | • | • | • | • | • |
| Partner Celebration Signature Drink - $12K | • | • | • | • | • | • | • | • |
| Partner Celebration Dessert - $12K | • | • | • | • | • | • | • | • |
| Golf Tournament Refreshment Break - $8K | • | • | • | • | • | • | • | • |
| Headshot Lounge - $8K | • | • | • | • | • | • | • | • |
| Charge It Up! (2 Available) - $8K | • | • | • | • | • | • | • | • |
| Photo Scavenger Hunt - $8K | • | • | • | • | • | • | • | • |
| SPARK Event Guidebook - $4K | • | • | • | • | • | • | • | • |
| I’ve Got Your Number - $4K | • | • | • | • | • | • | • | • |
| Photo Booth - $4K | • | • | • | • | • | • | • | • |
| SPARK Refreshment Break (2 Available) - $4K | • | • | • | • | • | • | • | • |
| Swag Bags - $4K | • | • | • | • | • | • | • | • |
| Golf Tournament Transportation - $4K | • | • | • | • | • | • | • | • |