

# SPONSORSHIP PROSPECTUS

March 31 - April 2 | Hyatt Manchester | San Diego, California, USA



# spark

## HEALTH & BENEFITS



**wex****spark****HEALTH & BENEFITS**

Each year, SPARK brings together customers who want to make a difference for their own customers and clients by simplifying the business of doing business. SPARK attendees are initiators, forward thinkers, and innovators who make things happen.

**Join us for three days of transformative learning and networking at SPARK.** Experience inspiring keynotes, insightful breakout sessions, interactive learning labs, dynamic networking events, and visiting with our sponsors in our expo area..



# Increase your brand exposure Make an impact Grow your business

We are excited to offer these WEX SPARK 2025 sponsorship opportunities! These innovative and creative options put your name and brand in front of movers, shakers, and market-makers in the benefits industry.

Our sponsorship opportunities give you:

- **Options:** A variety of choices and ideas fit your unique needs – and your budget – instead of a one-size-fits-all approach.
- **Visibility:** Engagement options such as placement on the sponsor section of the event website, a pre-event email to attendees, ads during keynote and panel sessions, and more
- **Results:** “WEX SPARK is one of our key must-attend events for the year. This event proves to be worth our sponsorship investment, and the content is equally valuable to us!” - Blair Arbuckle, Senior Director of Customer Success, TPA Stream



A look inside SPARK 2024

2024 Final Attendance



**335** external attendees



**200** companies represented



**11%**

YOY increase in attendance from 2023



**95%**

likely or very likely to attend SPARK again

2025 Attendance Goal



**500+** external attendees





"SPARK is one of our favorite conferences of the year! We love the opportunity to meet attendees in person and get our brand in front of the right people."

**Sam Able**

Senior Solutions Manager, Kunai

## Invest in a WEX SPARK 2025 sponsorship and:

- 1** **GAIN** top-of-mind brand awareness with hundreds of attendees across the benefits industry
- 2** **MEET** face-to-face and handshake-to-handshake with attendees during a variety of networking and learning sessions
- 3** **CHOOSE** the sponsorship options that best match your brand personality and your budget
- 4** **BOOST** your brand value in person and/or online
- 5** **ALIGN** with the industry LEADER

# Sponsorship levels and benefits

Our sponsorship levels, benefits, and perks are listed below. Custom sponsorship packages are available. To make a larger sponsorship investment than what is listed below, reach out to Ashley Drietz at (605) 695-0157 or [ashley.drietz@wexinc.com](mailto:ashley.drietz@wexinc.com).

Diamond

\$100,000

Platinum

\$50,000

Gold

\$20,000

Silver

\$10,000

Exhibitor

\$5,000



# Diamond

\$100,000

## **Attendee Party** *One Available*

Be the one-and-only sponsor (and co-host with us!) of the closing Attendee Party. Attendees are sure to take notice of you during this valuable networking time featuring fantastic food, delicious drinks, and energizing entertainment.

### **Diamond sponsor perks:**

- Complimentary Expo space
- Logo displayed on event signage
- Logo included on the SPARK website home page and sponsor landing page
- Mention in push notification in the WEX Events mobile app
- Recognition during opening keynote and motivational speaker keynote
- Mention in event press release
- Seven (7) complimentary passes; 50% discount on additional passes
- Four (4) complimentary hotel rooms up to four (4) nights each
- Attendee list

(Note: Attendees have the right to opt-out of sharing their information.)





# Platinum

\$50,000

## Hotel Key Cards *One Available*

Stay front and center with attendees as they come and go from their rooms. Your logo will be placed on their hotel key cards.

## Golf Tournament *One Available*

Get noticed with your logo on the back of its... and on a branded photo of tournament participants.

**SOLD**

## Lanyard *One Available*

Get your logo on the back of its... s. You'll also have your logo on event lanyards, and on attendees' name badges – talk about high impact!

**SOLD**

## Platinum sponsor perks:

- Complimentary Expo space
- Logo displayed on event signage
- Logo included on the SPARK website home page and sponsor landing page
- Mention in push notification in the WEX Events mobile app
- Recognition during opening keynote and motivational speaker keynote
- Mention in event press release
- Five (5) complimentary passes; 50% discount on additional passes
- Two (2) complimentary hotel rooms up to four (4) nights each
- Attendee list  
(Note: Attendees have the right to opt-out of sharing their information.)





# Gold

\$20,000

**Wi-Fi** *One Available*

As the event's official Wi-Fi, everyone can connect to the company's logo – also the Wi-Fi password – on attendees' name tags so it's at their fingertips.

**SOLD**

**Notepads and Pens** *One Available*

Notepads and pens are strategically placed in the room so attendees can jot down important notes.

**SOLD**

**Hotel Guest Room Drop** *Three Available*

This opportunity helps ensure your branded items make it home in attendees' suitcase: Leave it in their room! We'll have the Hyatt team deliver your flier and/or gift to each SPARK attendee's room.

**Hotel Guest Room TV Screen** *One Available*

When attendees enter their hotel room for the first time, they'll be greeted by your logo on their room's television screen.

**More options on next page >**





# Gold (continued)

\$20,000

## Headshot Lounge *One Available*

Attendees will receive professional headshots. Your logo will be displayed on the Headshot Lounge signage throughout the Expo.

**SOLD**

## Golf Beverages *One Available*

Be everyone's favorite at the Golf Tournament by providing the essentials: beverages! This sponsorship includes signage on the beverage carts.

## Barista Bar *One Available*

Your logo will be displayed on the Barista Bar signage, which will be provided by WEX.

**SOLD**

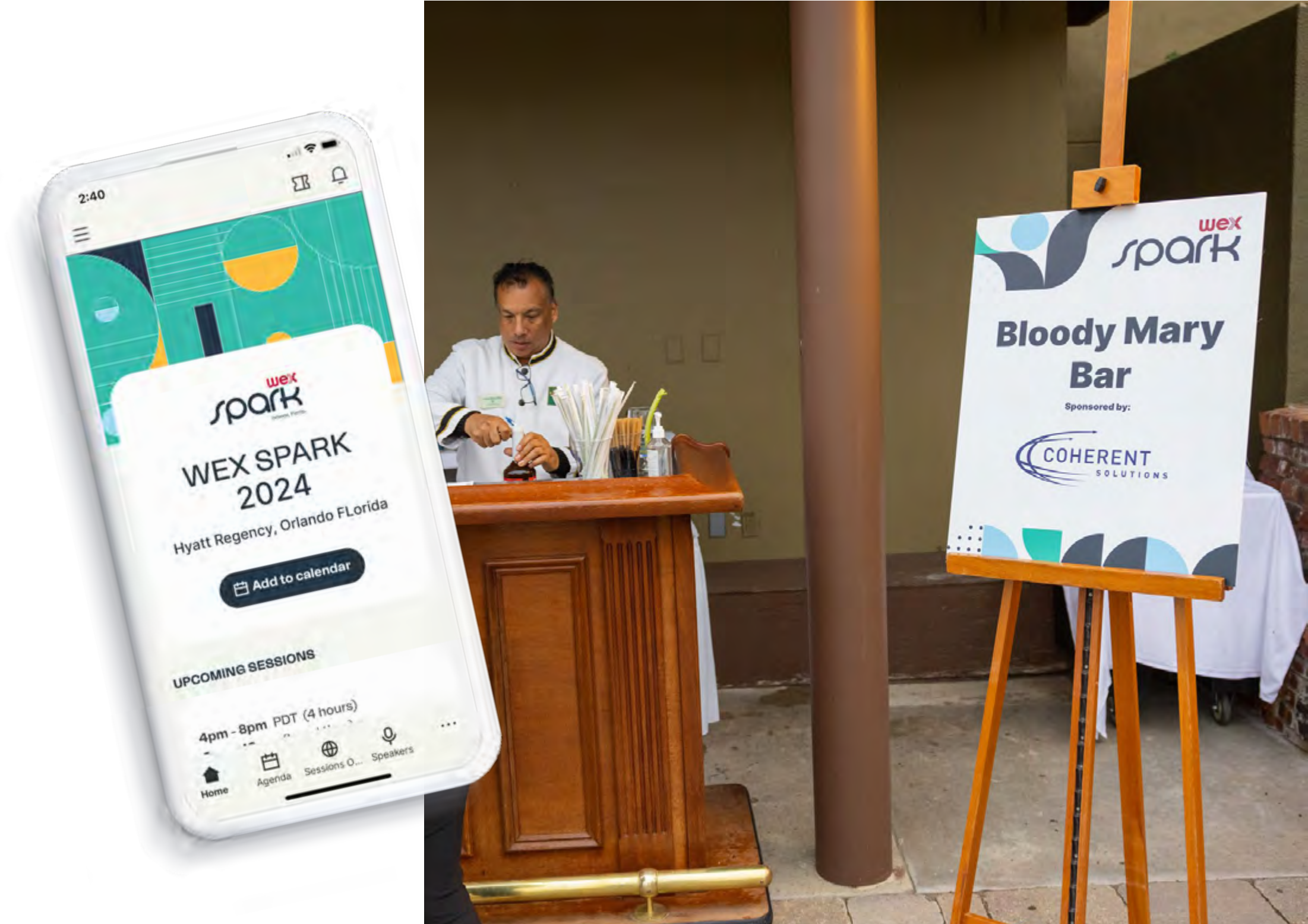
## Conference App *One Available*

Your logo will appear on the welcome page of the conference app.

**SOLD**

## Gold sponsor perks:

- Complimentary Expo space
- Logo displayed on event signage
- Logo included on the SPARK website home page and sponsor landing page
- Mention in push notification in the WEX Events mobile app
- Three (3) complimentary passes; 25% discount on additional passes





# Silver

\$10,000

## **On-Course-Games** *One Available*

Sponsor the longest drive and longest putt competition at the Golf Tournament and give prizes to the winners.

(Note: Sponsor provides the prizes, which must be approved by the WEX Events Team.)

## **Sunscreen** *One Available*

Keep golfers sunburn-free with individual sunscreen tubes, provided by WEX, during the Golf Tournament. The tubes will be branded with your logo.

## **Breakfast** *One Available*

Start attendees' day by sponsoring breakfast. Your logo will be featured on signage in the breakfast area.

## **Lunch** *One Available*

Grab attendees' attention with a sponsored lunch. Your logo will be featured on signage in the lunch area.

**SOLD**

**More options on next page**





# Silver (continued)

\$10,000

## Audio Visual *Six Available*

Put your logo in front of attendees throughout the entire conference! Your logo will appear on screens before every Breakout Session. Talk about brand exposure!

## Refreshment Breaks *Two Available*

Provide snacks and beverages to refuel attendees each morning and afternoon. One sponsorship is available for each day, Tuesday or Wednesday.

## Golf Balls *One Available*

Save the day with a golf ball! Your logo will be prominently displayed throughout the event!

**SOLD**

## Wayfinding Signage *Three Available*

A total of five floor and/or tower clings with your company's logo will be spread out leading up to the conference area and within it. Create great top-of-mind awareness for your company throughout the event.

## \* NEW! Expo Prize Drawing

Shine at the expo by hosting the end-of-conference drawing at your booth! Draw a crowd as attendees gather for their chance to win an exciting prize provided by WEX.

## Silver sponsor perks:

- Complimentary Expo space
- Logo included on the SPARK website sponsor landing page
- Two (2) complimentary passes; 25% discount on additional passes
- Logo displayed on event signage





# A La Carte

Silver and above sponsors can purchase the following a la carte options:

## Attendee List

\$3,000 | *Limited Quantities Available*

You'll receive access to the attendee list two weeks prior to the event. The list is limited to a one-time use and includes attendees' full name, company name, title, and email address.

Note: Attendees have the right to opt-out of sharing their information.

## Co-branded Digital Ad

\$10,000

The co-branded digital ad promoting SPARK will be co-branded with your logo and is guaranteed for 500,000 ad impressions. An example of last year's ad appears to the right.

**SOLD**





# Expo Exhibitor Only

\$5,000

Your 10-foot by 10-foot Expo booth space will include a six-foot table and two chairs. Branded tablecloths and banner stands are welcome. You will receive one (1) complimentary pass to SPARK 2025; additional passes are 25 percent off.





\*List will be received two weeks prior to the event. The list is limited to a one-time use and includes attendees' full name, company name, title, and email address. Attendees have the right to opt-out of sharing their information.

\*\*The SPARK digital marketing campaign will be co-branded with your logo and the WEX logo and will provide a direct link to your sponsor landing page on the SPARK website. Sponsor will receive a minimum of 2,000,000 ad impressions



# Contact information

Contact Ashley Drietz, events manager at WEX, at [ashley.drietz@wexinc.com](mailto:ashley.drietz@wexinc.com) or 701-969-6713 to secure a sponsorship and/or if you have questions.

Note that opportunities are available on a first-come, first-served basis.

Let's connect soon.



**Our promise to you:**  
We will work with you to make the most out of your sponsorship investment.

Check each opportunity that you are interested in.

<b>Diamond</b> \$100,000	
Attendee Party	
<b>Platinum</b> \$50,000	
Hotel Key Card	Lan <b>SOLD</b>
Golf T <b>SOLD</b>	ment
<b>Gold</b> \$20,000	
Head <b>SOLD</b>	lounge
Bar <b>SOLD</b>	
Not <b>SOLD</b>	mens
Win <b>SOLD</b>	
<b>Silver</b> \$10,000	
Audio Visual	Sunscreen
Golf P <b>SOLD</b>	Breakfast
Refreshment Breaks	L <b>SOLD</b>
Wayfinding Signage	Expo Prize Drawing
On-Course Games	
<b>A La Carte</b>	
Attendee List	Dig <b>SOLD</b>
<b>Expo Exhibitor Only</b> \$5,000	
10×10 booth	



Company		
Contact	Title	
Address		
City	State	Zip
Phone		
Fax		
Event Contact		
E-mail		
Website		
Event Contact Phone		
Event Contact E-mail		
Payment preference	Credit Card	Invoice

**Please read and sign below**

The undersigned, a duly authorized representative of the sponsor has read and hereby contracts with WEX Inc. to be bound by this sponsorship prospectus, including the following terms and conditions.

Authorized Signature:	Title:
Name (Print):	Date:



General Terms and Conditions

1. PAYMENT. Sponsor agrees to pay the Fee as specified herein. Failure by Sponsor to pay the entire Fee as specified herein shall constitute a material breach of the Agreement allowing WEX at its discretion, to terminate the Agreement immediately. If WEX terminates the Agreement due to Sponsor's failure to pay the Fee, Sponsor shall remain liable to WEX for payment of the entire Fee.
2. SPONSOR BEHAVIOR. Sponsor, its employees, and its representatives shall act in a professional manner at all times during the Conference. If WEX determines in its sole judgment that Sponsor behavior or activity is disruptive to the Conference, WEX will (a) advise Sponsor to end the disruption, and/or (b) terminate the Agreement immediately. Sponsor will not be entitled to any refund of Fees if WEX terminates the Agreement pursuant to this Section.
3. INTELLECTUAL PROPERTY. Sponsor grants WEX and its third-party vendors, which are assisting WEX with the Conference, a non-exclusive non-transferable limited license to use Sponsor's logo(s), name, Content (as defined below in the Exhibit Booth Terms and Conditions), and any other intellectual property provided to WEX or such third-party vendors by or on behalf of Sponsor in order to carry out WEX's obligations under the Agreement and to otherwise promote and conduct the Conference. Sponsor agrees that any use of WEX's logo or other intellectual property provided in connection with the Conference shall be only with WEX's express written permission and shall be limited to the purposes and uses described in this Agreement.
4. ASSUMPTION OF RISK, LIMITATION OF LIABILITY. Sponsor expressly assumes all risks associated with, resulting from, or arising in connection with its participation in the Conference, including without limitation all risks of theft, loss, harm, damage or injury to person(s), property, business or profits of Sponsor. WEX shall not be liable under any theory of recovery, whether based in contract, in tort (including negligence and strict liability), under warranty, or otherwise, for any indirect, special, incidental or consequential loss or damage whatsoever, including, but not limited to, damage to or loss of property, data or equipment; loss of profits or revenue; or increased costs of any kind.
5. INDEMNIFICATION. Sponsor shall indemnify, defend and hold harmless WEX and its affiliates, and their respective investors, officers, directors, employees, contractors, successors, and assigns from and against any and all costs, expenses, damages or losses, including, without limitation, reasonable attorneys' fees (collectively "Losses") that arise out of or are related to Sponsor's negligent or wrongful act or omission in the exercise of its rights or the performance of its obligations under this Agreement.
6. CONFIDENTIALITY. Sponsor shall keep the terms of this Agreement confidential.
7. TERMINATION. WEX may terminate this Agreement for any reason via written notice, effective as of the date of such notice. In the event WEX terminates this Agreement for convenience prior to the Conference, WEX shall refund to Sponsor the Fee paid by Sponsor to WEX less the sum of the value of the benefits received by Sponsor and a share of the costs or expenses incurred by WEX under this Agreement as solely determined by WEX.
8. FORCE MAJEURE. Neither Party shall be liable for failure in performance resulting from acts beyond the control of such Party, including but not limited, and whether similar or dissimilar, to acts of God, acts of war, terrorism (whether foreign or domestic in origin), riot, fire, flood or other disaster, acts of government, strike, lockout, or communication line or power failure or significant failure of the Internet (collectively, "event of Force

Majeure"). If an event of Force Majeure renders it illegal or impossible to perform in regard to the Conference, either Party may delay delivery or performance occasioned by causes beyond the control of such Party in accordance with this Section 8. If such delay exists beyond a period of fifteen (15) calendar days, either Party, at its option, shall have the right to terminate this Agreement upon written notice to the other Party.

9. ASSIGNMENT. Sponsor may not assign or delegate this Agreement to a third party without WEX's written consent.
10. RELATIONSHIP OF PARTIES. Each Party acknowledges that it is acting as an independent contractor and not a joint venture with or an agent or employee of the other Party. Nothing contained in this Agreement shall be deemed to permit either Party to conduct business in the name of or on account of the other Party, or to act on behalf of or bind the other Party in any manner whatsoever.
11. COMPLIANCE WITH LAWS. Sponsor agrees that its performance of this Agreement shall comply with all applicable state and federal laws, rules and regulations.
12. INDEMNIFICATION SURVIVAL. Sponsor's indemnification obligations hereunder shall survive the termination of this Agreement.
13. GOVERNING LAW AND VENUE. This Agreement shall be governed by and construed under the laws of the State of Maine, without giving effect to the conflict of law rules thereof. With respect to any claim arising out of this Agreement, (a) each Party irrevocably submits to the exclusive jurisdiction of the courts of the State of Maine and the United States District Court, located in CumberlandCounty, Maine, and (b) each Party irrevocably waives any objection which it may have at any time to the venue of any suit, action or proceeding arising out of or relating to this Agreement brought in any such court and irrevocably waives any claim that such suit, action or proceeding is brought in an inconvenient forum and further irrevocably waives the right to object, with respect to such claim, suit, action or proceeding brought in any such court, that such court does not have jurisdiction over such Party.
14. NOTICES. Any notice or other communication under this Agreement to either Party shall be effective uon receipt (or refusal of receipt) and shall be in writing and delivered personally (or by courier), overnight delivery service, or certified or registered mail, postage prepaid to the address set forth in the first paragraph of the Agreement. A Party may from time to time change its address or designee for notification purposes by giving the other Party prior notice in the manner specified above of the new address or the new designee and the subsequent date upon which the change will be effective.
15. ENTIRE AGREEMENT. This Agreement contains the complete and exclusive statement of the agreement between the Parties with respect to the Conference, and supersedes all prior and contemporaneous agreements, understandings, proposals, negotiations, representations or warranties of any kind whether oral or written with respect to the subject matter hereof. No oral or written representation that is not expressly contained in this Agreement is binding on WEX or Sponsor. This Agreement may be amended only by a writing executed by Sponsor and WEX.
16. SEVERABILITY. If any provision or portion of a provision of this Agreement or the application of any such provision or portion of a provision to any person or circumstance, shall be declared invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of this Agreement (or the remainder of the provision), it being the intent and agreement of the Parties that this Agreement shall be deemed amended by modifying such provision or portion thereof to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision or portion thereof that is valid, legal and enforceable and that achieves the same objective.
17. WAIVER. A term or condition of this Agreement can be waived or modified only with the written consent of both Parties. Forbearance or indulgence by either Party in any regard shall not constitute a waiver of the term or condition to be performed, and either Party may invoke any remedy available under this Agreement, at law or in equity, despite such forbearance or indulgence.

WEX SPARK 2025 Attendee List Terms and Conditions

If Sponsor is receiving access to the attendee list, the following terms and conditions apply in addition to the General Terms and Conditions above.

The attendee list is to be considered confidential and proprietary information, provided for use in connection with the Conference, and is not to be used for any other purpose.

- Sponsor may disclose the attendee list only to its own employees on a need-to-know basis.
- Sponsor will not use the attendee list for mass marketing.
- Sponsor contact will be limited to one email per each attendee.

Exhibit Booth Terms and Conditions

If Sponsor is receiving access to an Exhibit Booth, the following terms and conditions apply in addition to the General Terms and Conditions above.

1. FACILITY REQUIREMENTS. Sponsor agrees to comply with facility requirements, including requirements regarding move in, move out, and fire safety. Facility requirements are available in advance upon request and will be available on-site during move in, move out, and the Conference.
2. SPONSOR DISPLAYS AND CONTENT. Sponsor agrees to submit the content of presentations, exhibition space displays, and materials for distribution ("Content") for WEX review within a reasonable time before the Conference date or a shorter period of time in WEX'S discretion. Exhibition space is assigned solely at WEX'S discretion. WEX has the right, in its sole discretion, to make changes to the exhibition space and Content, including the right to reject or prohibit Content. Sponsor warrants that its Content will not infringe any copyright or other intellectual property rights of any party, defame or otherwise harm any party, including WEX, or violate any applicable laws or regulations. Sponsor agrees to fully indemnify WEX against all Losses arising out of or relating to any breach by Sponsor of the provisions of this Section.
3. Sponsor represents and warrants that it has the following insurance coverages and will demonstrate compliance in accordance with the following: (a) Comprehensive commercial general liability insurance with contractual coverage and combined single limits of not less than one million dollars (\$1,000,000.00) per occurrence and at least two million dollars (\$2,000,000.00) in the aggregate for personal and property damage; and (b) Workers' compensation insurance at statutory limits. Sponsor's proof of insurance shall be submitted to WEX upon Sponsor's execution of this Agreement. WEX has the right to terminate this Agreement if Sponsor fails to provide proof of insurance.