



Wellness That Works: Boost Engagement, Cut Costs, & Inspire Growth

Highway to Health Live FAQ's

Welcome to the FAQ for Highway to Health Live – the premier event for corporate wellness innovators! This document is designed to answer questions from both **Attendees** (HR Directors, Business Owners, C-level Executives) and **Sponsors** interested in showcasing their products and services. If you have additional questions, please contact us at Brandey Flynn bflynn@roborita.com or by phone at (385) 335-4155.

For Attendees

What is Highway to Health Live?

Highway to Health Live is a one-day, in-person event designed to empower corporate leaders with actionable wellness strategies. The event features expert-led breakout sessions, live product demonstrations, and networking opportunities with industry leaders and innovative sponsors.

Who Should Attend?

This event is ideal for HR Directors, Business Owners, C-suite Executives, and decision-makers seeking to:

- Engage employees in wellness programs
- Reduce healthcare costs
- Boost productivity and morale through innovative solutions

What Topics Will Be Covered?

Key Topics Include:

- The Value on Investment (VOI) of corporate wellness programs
- Mental health strategies for the workplace
- The power of wellness coaching and 6-week challenges
- Increasing employee engagement (aiming for 80% participation)
- Cutting-edge telehealth solutions featuring Robo RITA
- Tips for building a positive workplace culture

What Can I Expect from the Event?



- **Interactive Breakout Sessions:** Engage directly with experts on practical wellness strategies.
- **Vendor Exhibits:** Explore over 40 booths featuring innovative products and services.
- **Networking Opportunities:** Connect with peers and industry leaders during dedicated sessions.
- **Live Demonstrations:** Experience firsthand how technologies like Robo RITA are revolutionizing healthcare.

How Do I Register?

- Registration is easy and available online at <http://h2hlive.com>.
- The event is free to attend, and each participant will receive a lanyard and an attendee card with a QR code that sponsors can scan to collect contact details.

What Is the Admission Cost?

- **General Admission:** Free
- **Optional Breakout Sessions:** Premium educational sessions may be available for an additional fee (details provided during registration).

For Sponsors

Why Should My Company Sponsor Highway to Health Live?

- **Direct Access to Decision-Makers:** Your brand will be showcased to hundreds of corporate leaders actively seeking wellness solutions.
- **Brand Positioning:** Align your company with cutting-edge healthcare innovations and corporate wellness trends.
- **Networking Opportunities:** Build meaningful relationships with HR Directors, Business Owners, and C-suite Executives who are key decision-makers in their organizations.

What Sponsorship Opportunities Are Available?

- **Exhibit Booths:** Secure a 10x10 booth to showcase your products and services.
- **Branding Opportunities:** Get your logo on event materials, digital platforms, and attendee lanyards.
- **Breakout Session Sponsorships:** Host or co-sponsor educational sessions to demonstrate your expertise.



- **Advertising on the RITA Advertising Network:** Gain exposure through digital ads and sponsored content.
- **Special Sponsorship Packages:** Options include Title, Expressway, Fast Lane, and Scenic Route levels with additional benefits like complimentary event tickets, exclusive networking sessions, and premium advertising.

How Do I Sign Up as a Sponsor?

- Visit our sponsorship page at <https://gohighwaytohealth.com/sponsors> to view packages, pricing, and secure your spot.
- Sponsorships are limited, so early registration is encouraged to secure the best placements and exposure.

Will I Receive a List of Attendees?

- Yes, depending on your sponsorship level (Title, Expressway, or Fast Lane sponsors receive access to the attendee list), you will have the opportunity to follow up with potential leads after the event.

What Are the Benefits of Sponsoring the Event?

- **High Visibility:** Your brand will be featured prominently across event materials, the event website, social media campaigns, and on-site signage.
- **Engagement:** Direct interaction with corporate leaders who are actively seeking solutions to improve employee wellness.
- **Networking:** Exclusive opportunities to connect with key decision-makers during dedicated networking sessions and the post-event Happy Hour.
- **ROI:** Demonstrated exposure and lead generation that can drive significant business growth and partnerships.

General Event Details

- **Date:** May 16, 2025
- **Location:** ASU Sky Song 1475 N. Scottsdale Rd., Scottsdale, AZ 85257
- **Format:** A free trade show with interactive breakout sessions and full-day sponsor exhibits
- **Additional Perks for Both Attendees and Sponsors:**
 - Complimentary networking opportunities
 - Live demonstrations of cutting-edge wellness technologies



- Exclusive access to premium educational content and after-hours events

For further inquiries or to request additional information, please contact our event team at www.h2hlive.com (385) 335-4155, or (888) 588-0101. We look forward to welcoming you to Highway to Health Live – where innovation meets wellness!