



WISCONSIN **EMPLOYEE WELLNESS** CONFERENCE:

**Elevating Workplace
Well-Being Together**

December 8-9, 2026

Monona Terrace
Madison, Wisconsin

[wellnessalliance.org](https://wellnessalliance.org/employeewellcon)
[/employeewellcon](https://employeewellcon)

**Early Registration Through
October 26, 2026**

Save \$300 with early bird
and membership pricing.

Presented by
the former

WCWI 
now part of

WA **WELLNESS**
alliance

Welcome!

The Wellness Council of Wisconsin (WCWI) has formally joined the Wellness Alliance! This transition allows WCWI's mission, programs, and professional community to continue within a broader national organization, while staying rooted in the values and connections that have defined our work here in Wisconsin.

The Wellness Alliance works to advance the health and wellness of individuals, workplaces, and communities through education and certification programs, resources, and evidence-informed wellness frameworks.

Together, the Wellness Alliance and WCWI are building on a shared legacy of supporting workplace well-being while creating new opportunities for connection, learning, and impact. The organizations are stronger together, bolstering the wellness profession and offering support to individuals, workplaces, and communities.



Institute for Lifestyle Improvement formed, later renamed National Wellness Institute (NWI)

1977

1987



Wellness Council of America (WELCOA) formed



NWI and WELCOA merge, officially forming the Wellness Alliance, an affiliate of the International Foundation of Employee Benefit Plans

2024

2026



The Wellness Council of Wisconsin (WCWI) becomes part of the Wellness Alliance, expanding its regional reach



To Our Wellness Community,

I'm excited to personally invite you to the 35th Annual Wisconsin Employee Wellness Conference!

This year feels especially meaningful as we celebrate 35 years of bringing the well-being community together—and begin a new chapter as part of the Wellness Alliance. What has always made this conference special is the people: the members, partners, practitioners, and leaders who show up, share what's working, learn from one another, and continue to advance well-being for individuals, organizations, and communities.

As we step into this next chapter, we're building on that strong foundation while creating new opportunities to learn and connect. The field of well-being continues to evolve, and so must the way we learn, connect, and support one another. The WCWI joining the Wellness Alliance allows us to pair the community we've built over the last 35 years with a broader national network, new perspectives, and expanded resources—while continuing to provide the practical, relevant learning that has always been at the heart of this conference.

This year's conference is designed to help us do exactly that: explore emerging trends, learn what others are doing, challenge our thinking, and leave with ideas and strategies we can actually put into practice.

I'm incredibly grateful for the community that has brought us to this 35-year milestone, and I'm excited about where we can go together from here.

I hope you'll join us in Madison this December. I look forward to seeing you there!



A handwritten signature in black ink that reads "Carley Hoelzel". The script is fluid and cursive.

Carley Hoelzel
Associate Executive Director
Wellness Alliance

WISCONSIN EMPLOYEE WELLNESS CONFERENCE

December 8-9, 2026

Monona Terrace | Madison, Wisconsin

Formerly known as the **WCWI Employee Well-Being Conference**, this year's conference marks an exciting new chapter as we expand our reach to a broader Midwest audience of professionals dedicated to advancing employee well-being and building healthier workplace cultures.

As our WCWI community grows within a broader national organization, we remain rooted in the relationships and commitment to well-being that have made this conference a valued annual tradition. Join us for this milestone event!

Benefits of Attending

- **Learn** from nationally recognized speakers, industry experts, and Midwest employers leading innovative well-being initiatives.
- **Gain** practical tools, resources, and evidence-based strategies that can be implemented immediately within your organization.
- **Connect** with HR, benefits, wellness, safety, DEI, and organizational leaders from across the Midwest.
- **Earn** continuing education credits and invest in your professional development.
- **Explore** innovative products, services, and resources from exhibitors and solution providers.
- **Return** with fresh ideas, new perspectives, and renewed energy to advance workplace well-being efforts.
- **Support** organizational goals related to employee engagement, retention, mental health, workforce resilience, productivity, and healthy workplace culture.

Who Should Attend

- HR, benefits, and wellness leaders
- Executives and culture influencers
- Students entering the field of organizational well-being

**Join us for two days
of engaging and
inspiring programming
in beautiful Madison,
Wisconsin!**

SESSIONS AT A GLANCE

Breakfast, lunch, and breaks will be provided.

TUESDAY December 8, 2026	
9:00-10:15 a.m.	Opening Remarks and Keynote: Well-Being Starts With Us
10:30-11:30 a.m.	The Self-Aware Leader: Why Your Personal Growth Is Your Team’s Wellness Strategy
	The New Burnout: Why AI Isn’t Reducing Stress—It’s Reshaping It
	The Heart of the Office— Building Meaningful Connections
12:00 noon-12:30 p.m.	CWP Lunch and Learn: From Guesswork to Groundwork: Competencies in Practice, Confidence in Your Work
1:00-2:00 p.m.	Beyond the Workplace Walls: Leveraging Community Partnerships to Elevate Employee Well-Being
	From Programs to Culture: Integrating Employee Experience, Wellness, and Recognition to Build the Best Place to Work in Health Care
	Beyond Wellness Programs: Building a Culture of Well-Being That Lasts
2:30-3:30 p.m.	Hot Flashes and Hidden Voices: Bringing Psychological Safety to Menopause in the Workplace
	The Hidden Driver of Employee Experience: Financial Security as a Talent Strategy
	Stability Under Pressure: Regulation and Validation as Performance Infrastructure
3:45-5:00 p.m.	Elevating Workplace Well-Being Together: Insights From Well Workplace Award Winners
WEDNESDAY December 9, 2026	
8:30-9:30 a.m.	From Compliance to Commitment: How Leaders Build Cultures of Well-Being and Psychological Safety
9:45-10:45 a.m.	Utilizing Data to Improve Employee Health, Retention, and Well-Being
11:00 a.m.-12:30 p.m.	Closing Remarks and Keynote: Your Future Is Where the Fun Is: Reignite Your Staff’s Why Through Play

(All times are listed in Central Standard Time.)

PROGRAM SCHEDULE

(All times are listed in Central Standard Time.)

TUESDAY | December 8, 2026

8:00-9:00 a.m.

Registration and Continental Breakfast

8:00 a.m.-6:00 p.m.

Exhibits Open

9:00-10:15 a.m.

Opening Remarks and Keynote: Well-Being Starts With Us

Workplace well-being isn't created by programs, perks, or policies alone. It's created in the everyday moments that shape how people feel, connect, communicate, and lead. In this powerful and deeply human opening keynote, former NFL athlete, entrepreneur, and bestselling author Jacob Brown challenges attendees to rethink where workplace well-being truly begins: within us and between us.

Through his signature Leading from the Core™ framework, Jacob explores how self-awareness, resilience, courageous conversations, accountability, and authentic human connection can transform not only the way we lead ourselves, but the way we support the people around us. Attendees will be challenged to look beyond traditional approaches to wellness and recognize the role each of us plays in creating workplaces where people feel seen, supported, valued, and empowered to thrive.

Blending unforgettable storytelling, humor, vulnerability, and practical takeaways, Jacob will inspire attendees to elevate their own well-being, strengthen the well-being of those they serve, and build healthier workplace cultures—together.

Speaker: **Jacob Brown**, CEO and Keynote Speaker, Fail Forward LLC

10:15-10:30 a.m.

Break in Exhibit Hall

TUESDAY | December 8, 2026 *(continued)*

10:30-11:30 a.m. | *concurrent sessions*

The Self-Aware Leader: Why Your Personal Growth Is Your Team's Wellness Strategy

A leader's unexamined stress, communication habits, and blind spots don't stay personal; they become the daily working conditions of every person on their team. This session reframes self-awareness not as a soft skill, but as the upstream lever that determines whether psychological safety, engagement, and burnout prevention actually take hold in an organization. Drawing on nearly two decades in adult learning, leadership coaching, and organizational development, Wendy guides participants through the direct connection between a leader's personal growth and their team's well-being outcomes. Attendees will examine their own growth edges, learn how those edges shape team culture, and leave with a practical framework for building a personal development practice that doubles as a team well-being strategy. This is leadership development reimaged as well-being infrastructure, and a compelling answer to why personal growth belongs in every organization's well-being investment.

Speaker: **Wendy Herrmann, MA**, Owner, Facilitator, Coach,
Green Table Consulting & Coaching

The New Burnout: Why AI Isn't Reducing Stress—It's Reshaping It

AI is everywhere. Relief is not. Despite new tools, many employees feel more stretched, not less, as work accelerates and expectations rise. This session explores how AI is reshaping work in ways that increase cognitive load, decision fatigue, and hidden effort. Attendees will learn why burnout is not a resilience issue, but a work design problem, and they'll discover how to redesign roles, workflows, and expectations to better support performance. The session provides practical strategies to reduce friction and build the human capabilities that matter most in an AI-enabled workplace.

Speaker: **Anna Greenwald**, Founder and CEO, On the Goga

TUESDAY | December 8, 2026 *(continued)*

10:30-11:30 a.m. | *concurrent sessions (continued)*

The Heart of the Office— Building Meaningful Connections

In today's challenging work environment, cultivating a healthy workplace culture and fostering meaningful connections among employees are pivotal for organizational success. This presentation explores the essential components of a healthy workplace culture, emphasizing the importance of psychological safety, connection, and belonging, and how all of these things impact health and well-being. We will delve into strategies for building strong interpersonal connections, including effective communication, team-building activities, and supportive programs. By highlighting real-world stories and best practices, this presentation aims to provide actionable insights for leaders and employees alike to create a supportive and collaborative work environment. Ultimately, a healthy culture and strong connections not only enhance employee satisfaction and retention but also drive innovation and productivity.

Speaker: **Linda Golik, NBC-HWC**, Health and Wellbeing Consultant,
Emplify Health by Bellin

11:30 a.m.-1:00 p.m.

Lunch in Exhibit Hall

12:00 noon-12:30 p.m.

CWP Lunch and Learn: From Guesswork to Groundwork: Competencies in Practice, Confidence in Your Work

What actually makes someone qualified to lead effective workplace wellness initiatives? Bring your lunch and join us as we discuss the research-based Wellness Promotion Competency Model and the Certified Wellness Practitioner™ (CWP™) credential built on it. We'll connect the model's competencies to the real-world challenges of supporting employee health and well-being—and the outcomes they're designed to produce. You'll leave with a practical framework for evaluating your team's skills and the confidence to talk about your work knowing it's grounded in evidence.

Speakers: **Trina Laube, CWP**, Director, Wellness Professional Development,
Wellness Alliance
Bridgette Stewart, MEd, NBC-HWC, CWP, Senior Lecturer and
Director of the Center for Integrative Wellness, University of West Georgia

TUESDAY | December 8, 2026 *(continued)*

1:00-2:00 p.m. | *concurrent sessions*

Beyond the Workplace Walls: Leveraging Community Partnerships to Elevate Employee Well-Being

Employee well-being is shaped not only by workplace policies, but by access to care and resources in the surrounding community. This session explores how strategic community partnerships can extend the reach of workplace wellness programs while remaining cost-effective and sustainable. Using a real-world example of collaboration with community health care organizations, participants will examine how partnerships can support preventive care, mental health, and employee access. Attendees will gain practical insights for designing partnerships that complement internal wellness efforts and strengthen organizational well-being cultures.

Speakers: **Sarah Gross, MS, NBC-HWC, CWP**, Assistant Director,
Center for Integrative Wellness, University of West Georgia
Vanessa Musick, MBA, RN, Director of Public Relations and Marketing,
3:16 Healthcare
Bridgette Stewart, MEd, NBC-HWC, CWP, Senior Lecturer,
Director, Center for Integrative Wellness, University of West Georgia

From Programs to Culture: Integrating Employee Experience, Wellness, and Recognition to Build the Best Place to Work in Health Care

Health care organizations often invest in wellness programs, engagement events, and recognition initiatives—but too often, these efforts operate in silos, limiting their overall impact. UI Health transformed this approach by building an integrated Employee Experience strategy that aligns wellness, recognition, and engagement under a unified, mission-driven framework.

Speakers: **Cathy Temple, MBA, CWP**, Director, Employee Experience,
University of Illinois Hospital and Clinics (UI Health)
Maddie Winegard, Training and Development Specialist,
University of Illinois Hospital and Clinics (UI Health)

TUESDAY | December 8, 2026 *(continued)*

1:00-2:00 p.m. | *concurrent sessions (continued)*

Beyond Wellness Programs:

Building a Culture of Well-Being That Lasts

What separates a wellness program from a culture of well-being? A strategic framework that transforms good intentions into sustainable impact. In this practical and engaging session, attendees will explore a proven three-phase approach for building workplace well-being through leadership alignment, employee voice, wellness champions, and data-informed decision making. Drawing from a nationally recognized, Wellness Alliance Platinum–designated program, participants will discover actionable strategies to strengthen engagement, retention, and organizational culture. Attendees will leave with practical tools, templates, and a roadmap for creating a sustainable culture of well-being in their own organizations.

Speaker: **Karyn Richmond**, Wellness Coordinator, Sun Prairie Area School District

2:00-2:30 p.m.

Break in Exhibit Hall

2:30-3:30 p.m. | *concurrent sessions*

Hot Flashes and Hidden Voices: Bringing Psychological Safety to Menopause in the Workplace

This session explores the often-overlooked intersection of menopause and workplace psychological safety. It equips leaders, HR professionals, and employees with practical tools to foster inclusive environments. Participants will examine how symptoms such as hot flashes, brain fog, and emotional shifts can silence voices and erode confidence—and uncover the hidden costs of stigma and lack of support.

Through real-world case studies, interactive discussions, and evidence-based strategies, attendees will learn how to normalize menopause conversations, implement supportive policies, and build cultures where midlife women feel seen, safe, and empowered to contribute fully. The workshop highlights actionable steps for creating psychological safety, including manager training, flexible accommodations, and peer support networks.

TUESDAY | December 8, 2026 *(continued)*

2:30-3:30 p.m. | *concurrent sessions (continued)*

Hot Flashes and Hidden Voices: Bringing Psychological Safety to Menopause in the Workplace *(continued)*

By the end, participants will leave with a clear roadmap to reduce turnover, boost engagement, and transform menopause from a hidden challenge into an opportunity for greater empathy and inclusion in the workplace.

Speaker: **Lana Saal, EdD, CWP, MCHES®**, NBC-HWC, Associate Director, Community Education, Wellness and Impact, American Diabetes Association CEO, The VitHealthity Group

The Hidden Driver of Employee Experience: Financial Security as a Talent Strategy

Employee experience is now one of the top three drivers of attraction and retention. Within that experience, financial security has emerged as a critical, but often overlooked, part. As employees increasingly expect personalized and holistic support, financial well-being plays a growing role in shaping trust, engagement, and satisfaction. This session explores how integrating comprehensive financial education, retirement planning, and one-on-one support into your employee experience strategy can reduce employee stress, strengthen loyalty, and improve plan engagement. Attendees will learn where financial guidance creates meaningful “moments that matter” and how HR teams can elevate the employee experience by making financial security a core component of their people strategy.

Speakers: **Liz Aidoo, CFP**, Principal, Director of Inclusive Engagement Strategy, Financial Planner, Francis LLC
Kelli Send, MEd, CFP, Principal, Co-Founder, SVP Workplace Financial Wellness Services, Francis LLC

TUESDAY | December 8, 2026 *(continued)*

2:30-3:30 p.m. | *concurrent sessions (continued)*

Stability Under Pressure:

Regulation and Validation as Performance Infrastructure

Disengagement isn't caused by stress alone; it occurs when employees operate under sustained pressure without enough stability or validation to know what is working. In this interactive session, we will reframe mental health—moving it from a “wellness add-on” to the essential foundation of decision quality, communication, and organizational culture.

Attendees will identify reactive pressure patterns and master the critical difference between superficial praise and authentic validation. Participants will leave with practical, psychology-informed communication tools for themselves and their team to actively foster psychologically safe cultures where employees can think clearly and perform effectively in high-demand environments.

Speaker: **Lynsey Retzlaff, MSW, LCSW**, Speaker, Consultant, Therapist,
Lynsey Retzlaff Wellness, LLC

3:30-3:45 p.m.

Break in Exhibit Hall

3:45-5:00 p.m.

Elevating Workplace Well-Being Together:

Insights From Well Workplace Award Winners

What does it really take to create a workplace culture where employees can thrive? Join a panel of Wisconsin-based Well Workplace Award winners as they share their experiences implementing the Well Workplace Process and building sustainable cultures of well-being. Through candid conversation and real-world examples, panelists will discuss how they engaged leadership, assessed organizational needs, aligned wellness efforts with business goals, and navigated challenges along the way. Attendees will gain practical insights into the strategies, lessons learned, and key milestones that helped these organizations progress from intention to action and ultimately earn Well Workplace recognition, using the Well Workplace Process.

TUESDAY | December 8, 2026 *(continued)*

3:45-5:00 p.m. *(continued)*

Elevating Workplace Well-Being Together: Insights From Well Workplace Award Winners *(continued)*

Whether your organization is just beginning its well-being journey or looking to take the next step, this session will provide inspiration, actionable ideas, and peer-tested approaches to help elevate workplace well-being.

Panel Facilitator: **Ashton Sholund, MA, CWP**, Associate Director,
Wellness Education and Content, Wellness Alliance

Panelists: **Meredith Baciak**, Wellness Coordinator, Miron Construction, Inc.
Paige Duffy, HR Manager, RGL Logistics
Marin Koebert, MS, Wellness Manager, Fiserv
Mackenzie Schmutzer, Health and Wellness Specialist,
Nelson-Jameson, Inc.

5:00-6:00 p.m.

Social in Exhibit Hall

WEDNESDAY | December 9, 2026

6:30-7:30 a.m.

Morning Activity

7:30-8:30 a.m.

Continental Breakfast/Member Meet-Ups

8:30-11:15 a.m.

Exhibit Hall Open

WEDNESDAY | December 9, 2026 *(continued)*

8:30-9:30 a.m.

From Compliance to Commitment: How Leaders Build Cultures of Well-Being and Psychological Safety

Employee well-being scores are down, burnout is up, and leaders are often the last to understand why. This session makes the case that well-being is not an HR program to roll out, but a daily leadership practice. Participants will work through real challenges using proven participatory methods (Circle and World Café), identify leader behaviors that predict psychological safety, and leave with a 90-day action plan they can begin implementing immediately. Leaders and HR partners work side by side to determine what's happening with their teams and commit to visible, measurable next steps. Whether you're looking to improve engagement scores or build a culture where people thrive, this session provides the evidence, tools, and plan.

Speaker: **Julie Zaruba Fountaine, MBA, MS**, Founder, Empower Possible, LLC

9:30-9:45 a.m.

Break in Exhibit Hall

9:45-10:45 a.m.

Utilizing Data to Improve Employee Health, Retention, and Well-Being

This session will highlight real-world examples that help employers and health promotion professionals use data to support prevention efforts and drive better employee well-being outcomes. Participants will learn how organizations can use data-driven insights to increase engagement, activate benefits more effectively, and create meaningful impact across the employee experience. Attendees will explore strategies for using data to better understand workforce needs, connect employees with relevant resources, and support healthier outcomes both at work and beyond.

Panel Facilitator: **Gabrielle Rude, PhD, CPHQ**, President and CEO,
Wisconsin Collaborative for Healthcare Quality

Panelists: **Kalise Axon**, Wellness Coordinator, Middleton-Cross Plains
School District

Deanna Hahn, Director of Clinical Operations—SSM Health at
Work, SSM Health Dean Medical Group and Monroe Clinic

Heather Schmidt, DO, System Medical Director,
Employee Well-being, SSM Health Greater FDL Ministry

Renee Sutkay, CSW, MS, LPC, Program Manager,
The Wisconsin Collaborative for Healthcare Quality

WEDNESDAY | December 9, 2026 *(continued)*

10:45-11:00 a.m.

Break in Exhibit Hall

11:00 a.m.-12:30 p.m.

Closing Remarks and Keynote: Your Future Is Where the Fun Is: Reignite Your Staff's Why Through Play

We often measure our self-worth through achievements and external results, focusing on hitting goals rather than enjoying the journey. This same mindset spills into the workplace, where success is often defined by productivity at the expense of well-being. What if the secret to retaining staff isn't about pushing harder, but about rediscovering joy and connection through play?

Research shows that play is a powerful tool for unlocking creativity, focus, and engagement, key drivers in creating a thriving workplace where employees want to stay. When people tap into their play values, they connect with their work on a deeper level, reducing burnout and increasing loyalty.

By embracing play, organizations can build workplaces where employees feel valued, engaged, and inspired, leading not only to better results but also to stronger retention. Rediscovering play might just be the key to keeping your best talent.

Speaker: **Jeff Harry**, Positive Psychology Play Speaker, Rediscover Your Play

Hotel Information

Hilton Madison Monona Terrace

Reservation Deadline:

November 7, 2026

Rates:

\$159.00 single/double
occupancy

Taxes and Fees

(subject to change):

Room tax of 15.5%

Nightly Rate Includes:

- Free Wi-Fi for Hilton Honors Members
- Access to the Fitness Center
- Access to Indoor Pool
- Complimentary Airport Shuttles to and from Dane County Airport

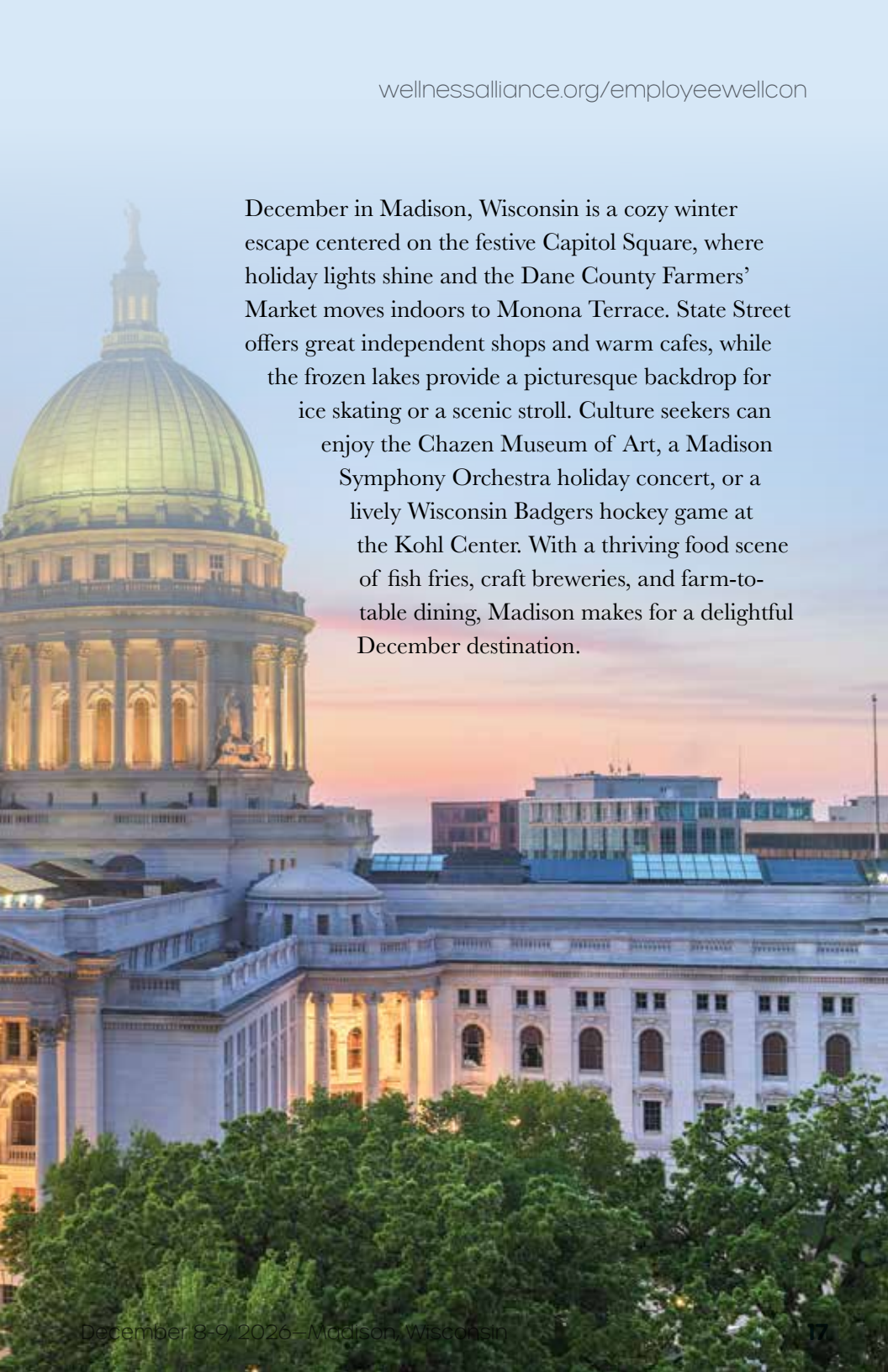
Hotel Cancellation Policy: A fee of one (1) night room rate plus tax will be charged for reservations cancelled within 48 hours prior to arrival.

Please visit wellnessalliance.org/employeewellcon to book your hotel reservations online and to view applicable taxes and fees. For hotel questions, contact the Registration Department at (888) 334-3327, option 2, or edreg@ifebp.org.

Note: Hotel room availability is not guaranteed outside of scheduled program dates.



Hilton Madison Monona Terrace

A photograph of the Wisconsin State Capitol building in Madison, Wisconsin, taken at dusk. The building's large, ornate dome is illuminated with a warm, golden light, contrasting with the cool blue and purple tones of the twilight sky. The building's facade, featuring classical columns and arched windows, is also lit up. In the foreground, the dark green foliage of trees is visible, partially obscuring the lower part of the building. The overall scene is peaceful and scenic, capturing the architectural grandeur of the capitol in a winter setting.

December in Madison, Wisconsin is a cozy winter escape centered on the festive Capitol Square, where holiday lights shine and the Dane County Farmers' Market moves indoors to Monona Terrace. State Street offers great independent shops and warm cafes, while the frozen lakes provide a picturesque backdrop for ice skating or a scenic stroll. Culture seekers can enjoy the Chazen Museum of Art, a Madison Symphony Orchestra holiday concert, or a lively Wisconsin Badgers hockey game at the Kohl Center. With a thriving food scene of fish fries, craft breweries, and farm-to-table dining, Madison makes for a delightful December destination.

Join the WELLNESS alliance

The **Wellness Alliance** empowers professionals to positively impact the health and well-being of individuals, workplaces, and communities through education, certification, evidence-informed resources, and networking opportunities.

Exclusive Membership Benefits

Well Workplace Process

Access the proven methodology to help transform the workplace into a healthy, high-performing culture, built around the 7 Benchmarks™ framework for a well workplace.

Recognition for Your Well Workplace

The Well Workplace Award initiative recognizes organizations' commitment to creating sustainable, healthy workplace cultures and celebrates their accomplishments.

Live and On-Demand Webinars

Discover a convenient source for continuing education (CE) credits. Webinars feature evidence-informed approaches and best practices to advance your work.

Discounts on Courses, Conferences, and More

Receive discounts on online education, the Annual Wellness Summit and the Art & Science of Health Promotion Conference, and on the Certified Wellness Practitioner (CWP) exam.

Resources and Toolkits

Utilize models, frameworks, checklists, assessments, and other tools to support wellness initiatives, including the Six Dimensions of Wellness.

Monthly Observance Communication Toolkits

Build out wellness campaigns in a snap with our annual calendar and a suite of ready-made communication materials.

Connection

Access community-building forums and a career center designed for wellness professionals.

BECOME A MEMBER TODAY!

Visit wellnessalliance.org/join to get started.

About the Wellness Alliance

The **Wellness Alliance** brings together the two most respected professional associations in the wellness industry: The Wellness Council of America (WELCOA) and the National Wellness Institute (NWI), combining over 80 years of leadership in individual and workplace wellness education.

In 2026, the Wellness Council of Wisconsin joined the Alliance, expanding its network of peer connections and shared expertise.

Through certification programs, evidence-informed resources, and networking opportunities, the Wellness Alliance equips professionals to improve health and well-being across individuals, workplaces, and communities.

As an affiliate of the International Foundation of Employee Benefit Plans, the Wellness Alliance bridges the wellness and employee benefits industries, extending its impact to millions through education and a broad range of shared services.



Exhibitor Package

Package includes:

- One six-foot skirted table and two chairs
- Listing on the conference mobile app
- Registrant list prior to the conference and postconference (name, company, city, and state)
- Two complimentary conference registrations for the two-day core conference (December 8-9, 2026)

Exhibitor Schedule		
Exhibitor Setup Tuesday, December 8 6:30-8:00 a.m.	Exhibits Open Tuesday, December 8 9:00 a.m.-6:30 p.m. Wednesday, December 9 8:30-11:15 a.m. Signature Booth: Before September 9, 2026—\$1,725 After September 9, 2026—\$2,025 Premium Booth: Before September 9, 2026—\$2,725 After September 9, 2026—\$3,025 <i>Includes premium booth placement, an additional comp registration, and two 2027 memberships.</i>	Exhibitor Dismantle Wednesday, December 9 11:15 a.m.- 1:00 p.m.

Schedule is subject to change.



Learn more and reserve your space
wellnessalliance.org/employeeewellcon

For More Information

Contact Sara Milner at sales@wellnessalliance.org or
(803) 868-3853.

Sponsorship Opportunities

Sponsor the **Wisconsin Employee Wellness Conference** to network with thought leaders, experienced practitioners, and industry experts. There are multiple opportunities for attendees to visit the exhibit hall and a variety of sponsorships to maximize your brand exposure to this niche audience.

Sponsorship Levels

\$10,000

Keynote Introduction and Tote Bag *(Exclusive)*
Welcome Gift

\$7,500

General Session Introduction and Tote Bag Insert

\$5,000

Attendee Lunch <i>(Exclusive)</i>	Networking Reception <i>(Exclusive)</i>
Lanyards <i>(Exclusive)</i>	Wellness Champion
Main Stage Activity <i>(Exclusive)</i>	Wi-Fi <i>(Exclusive)</i>
Mobile App <i>(Exclusive)</i>	

\$2,500

Hand Sanitizer Bottles <i>(Exclusive)</i>	Notepads <i>(Exclusive)</i>
Morning Wellness Activity <i>(One)</i>	On-Site Emails <i>(Exclusive)</i>
	Pens/Highlighters <i>(Exclusive)</i>
	Tote Bag Insert

Benefits of Sponsoring

- Exclusive branding
- Conference communications
- Banners and signage
- Sponsor listing
- Registration allotted per value of sponsorship
- Online acknowledgment

Conference Highlights

Activity Session

Enjoy a balanced wellness experience with an engaging activity session on Wednesday morning.

Meal Functions

The conference will provide a complimentary continental breakfast Tuesday and Wednesday, as well as lunch on Tuesday.

Exhibit Hall

Drop in between educational sessions to visit exhibits from our outstanding vendors. See what's new from these top organizations that provide products, services, and resources you are looking for to enhance your programs and plans.

Social Hour

Join us **Tuesday from 5:00 to 6:00 p.m.** in the exhibit hall for light refreshments while mingling with all attendees, speakers, and exhibitors. Share your favorite session of the day or a takeaway strategy you are excited about from today's sessions.

Networking

This conference offers numerous opportunities to meet, connect, and exchange ideas with peers, colleagues, and experts—including speakers who are eager to engage with attendees.

REGISTRATION

Register today at **wellnessalliance.org/employeeewellcon**.

Members of the Wellness Alliance, and the International Foundation of Employee Benefit Plans, receive exceptional discounts on registration.

CONFERENCE REGISTRATION FEES

Through October 26, 2026 Member: \$495 | Nonmember: \$695
After October 26, 2026 Member: \$595 | Nonmember: \$795

Become a member to save \$300 when you register through October 26!

POLICIES

Cancellation fees are based on registration fee paid: 60+ days before meeting is 10%; 30-59 days before meeting is 25%; within 30 days of meeting is 50%. Registration fee is forfeited once program commences. For details and the current policy, see www.ifebp.org/policies.

CONTINUING EDUCATION CREDIT



We may offer continuing education credits for the following professions, designations, and certifications.

- Certified Employee Benefit Specialist
- Certified Wellness Practitioner
- Exercise Science
- Health and Wellness Coaching
- Health Education
- Human Resources

WELLNESS ALLIANCE MISSION

Advancing health and wellness for individuals, workplaces and communities.

The Wellness Alliance united the strengths of the two most recognized and influential professional associations in the wellness industry: The Wellness Council of America (WELCOA) and the National Wellness Institute (NWI). In 2026, the Wellness Council of Wisconsin formally joined the Wellness Alliance—expanding peer connections, shared knowledge, and opportunities to advance workplace well-being.



WISCONSIN EMPLOYEE WELLNESS CONFERENCE

December 8-9, 2026

Monona Terrace | Madison, Wisconsin

Conference Features:

- Two Keynote Sessions
- Exhibit Hall
- Concurrent Sessions
- Networking Opportunities
- Wellness Activities

Attendees will leave with new professional connections, practical strategies to make their work more effective, and helpful resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve.

Visit wellnessalliance.org/employeewellcon to register.



WA2615048

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Brookfield, WI 53045

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