



VIRTUAL BENEFIT & OPEN ENROLLMENT FAIRS



Bring your client's benefit and open enrollment fair online—without losing engagement. WellnessIQ's Virtual Benefit & Open Enrollment Fairs deliver a scalable, interactive experience for employees while giving brokers, HR teams, and executives a simple, turnkey way to drive participation, education, and measurable outcomes.

Starting at \$7,800

Includes:

- Up to a 4-day live event + 30 days of on-demand access (flexible 3-day option available)
- Up to 11 live virtual sessions + 1 WellnessIQ live session
- Up to 10 vendor booths (additional booths available)
- Custom, mobile-friendly event site + registration form
- Virtual lobby to guide employees to key sections
- Interactive vendor booths (videos, PDFs, enrollment links)
- Swag bag with up to 12 giveaways + 3 WellnessIQ-sponsored Wellness Boxes
- Gamified engagement with a participant BINGO board
- Save-the-date marketing with early registration
- Post-event reporting & insights

Post-Event Reporting

- Registration & live attendance
- Engagement and page-view metrics
- Vendor booth performance
- Employee, employer, and vendor feedback surveys



See it in action: watch the 3-minute demo and explore add-ons to tailor your event.

WHY THE VIRTUAL BENEFIT AND OPEN ENROLLMENT FAIR?



Support Carrier & Vendor Visibility

A virtual fair:

- Gives carriers booth space
- Allows for carrier speaking slots
- Encourages voluntary benefit enrollment
- Provides measurable engagement analytics

Reduce Administrative Burden to HR

A virtual format can:

- Automate FAQs
- Centralize plan documents
- Provide recorded sessions

Generate Data & Insights

Unlike in-person fairs, virtual platforms can track:

- Employee attendance
- What questions employees have

Provide seamless communication:

Our events are communicated:

- With excitement to encourage participation
- Through a verified marketing tool
- Email reminders
- Event countdowns

Expand Reach Without Geographic Limits

Virtual fairs allow brokers to support:

- Multi-state or national employees
- Remote and hybrid workforces
- Employees who can't attend in-person sessions

Increase Employee Engagement

A virtual fair makes it easier to:

- Host live Q&A sessions
- Offer on-demand videos
- Provide interactive tools (benefit calculators, plan comparisons)
- Schedule 1:1 virtual consultations

Differentiate from Competing Brokers

The benefit space is competitive.

Offering a well-produced virtual fair:

- Positions you as innovative
- Shows value beyond just plan overviews
- Strengthens client retention
- Helps win new business