

2019
Corporate
Sponsorship &
Advertising



MHA
Michigan Health &
Hospital Association





This year, the MHA is celebrating its 100-year anniversary. In reflecting on the many changes that our association and its members have experienced during the last century, one constant emerges: the power of relationships. Whether we're talking about the relationship between a caregiver and patient, or a client and vendor, the connections we make with others remain a key component to the success of healthcare on a personal level and as an industry.

The 2019 MHA Corporate Sponsorship Program outlines opportunities to grow your business and pursue business development solutions that help you strengthen existing relationships and create new ones. Our sponsorship packages and à la carte sponsorship opportunities are designed to help you gain brand visibility and enhance your marketing efforts through on-site and pre-event exposure to C-suite level audiences. In addition, our sponsors enjoy seamless inclusion in event programming to facilitate maximum connectivity with current and potential clients.

Our membership and sponsorship team is dedicated to helping your organization optimize the return on its sponsorship investment and connect with Michigan's healthcare community. Please do not hesitate to contact Erin Steward, CMP, or another member of the MHA Member Relations & Education division with questions or to explore additional ideas you may have for sponsorship. Thank you for your interest in sponsorship opportunities available at the MHA – we look forward to partnering with you!

A handwritten signature in black ink that reads "Brian Peters". The signature is stylized and cursive.

MHA CEO Brian Peters

We advance the health of individuals and communities

The Audience At a Glance

670+ ATTENDEES AT 2017-2018 MHA MAJOR MEMBERSHIP MEETINGS

85% OF ATTENDEES WERE CEOS OR SENIOR ADMINISTRATORS

80+ HOSPITALS AND OTHER HEALTHCARE ORGANIZATIONS WERE REPRESENTED

Live events are the most powerful platform for learning and building meaningful relationships. The MHA is modernizing its events to produce better results by designing new formats, attracting a broad spectrum of leaders, creating different experiences and delivering unprecedented insight and knowledge.

Our sponsors are vital to helping conference participants emerge with innovative ideas and solutions to achieve their organizations' goals. In turn, sponsors gain new customers, discover fresh leads and develop deeper relationships. We look forward to another rewarding, successful year with all our attendees, sponsors and partners!

The MHA sponsorship program gives you:

- An opportunity to foster positive relationships with new and current customers.
- The ability to attend content-rich conferences designed to enhance your understanding of the latest business models, technological innovations and trends.
- A chance to meet with providers and gain valuable insight into Michigan's healthcare community.
- The opportunity to capitalize on a prospect-rich launch environment for new products and services.

Digital Reach



Facebook Followers

MHA

15,000+

Average Monthly Reach

415,000+



Twitter Followers

MHA

4,900+

Average Monthly Reach

82,000+



LinkedIn Followers

MHA

1,800+

Average Monthly Reach

14,400+

The MHA continues to grow its presence on social media as a way to engage with the general public, MHA members, legislators and more! Sponsors of MHA events are recognized across the association's social media channels to provide additional visibility and value.



What We Do

ADVANCING HEALTH

As more Michiganders lose their lives every day to opioids, the MHA has been instrumental in managing the legislative and regulatory efforts to change opioid prescribing and care practices. It is also helping hospitals implement dozens of new requirements for stemming opioid use by developing an implementation checklist, legal guidance and other hospital tools. These activities will continue until the opioid epidemic is controlled.

ACCESS TO CARE

The MHA advocated for the reauthorization of the Children's Health Insurance Program (CHIP) funding. Tens of thousands of Michigan children — and millions of children nationwide — risked losing coverage if Congress did not fund CHIP. Members' stories and the MHA's coordinated advocacy contributed to the January 2018 CHIP reauthorization for an additional 10 years, providing coverage for Michigan's lower income children for at least another decade.

DATA TRANSPARENCY

Responding to consumers' demand for healthcare transparency and with the input of an MHA Board task force, the MHA rebuilt its hospital transparency website. The website www.verifymicare.org launched in January 2018, featuring a simple user interface, meaningful quality data and accessible language. The state has deemed VerifyMICare.org as an acceptable hospital quality reporting site, protecting critical Graduate Medical Education dollars for Michigan's teaching hospitals.

HOSPITAL PHYSICIAN ALIGNMENT

As more hospitals employ physicians and recognize the need to further integrate care, the MHA continues to collaborate with the Michigan State Medical Society and the Michigan Osteopathic Association via the Partnership for Michigan's Health. The MHA also launched its Physician Council, which has lent an important voice to ongoing legislative and regulatory issues, especially those related to opioid regulation and behavioral health matters.



Circle of Honor Distinction

Organizations that make a considerable sponsorship commitment to the MHA will receive the highest level of distinction, the Circle of Honor award. To be eligible for the Circle of Honor award, your organization must contribute \$15,000 in sponsorship funding. This can be accomplished through a platinum sponsorship at the MHA Annual Membership Meeting or through combined sponsorship at the MHA Annual Membership Meeting and Breakthrough.

The Circle of Honor award winners are recognized each year at the MHA Annual Membership Meeting, which provides an exclusive setting and allows for recognition from MHA board members. Additionally, Circle of Honor award winners are recognized in promotional marketing communications throughout the year and on the MHA website.

A MEANINGFUL OPPORTUNITY: AN INVITATION TO THE MHA BOARD OF TRUSTEES RETREAT

The MHA Board of Trustees meets once a year to develop the association's strategies to fulfill membership goals. Circle of Honor sponsors receive a special invitation to send one person to a reception and dinner during the retreat in August, where they can talk personally with members of the MHA Board.

BREAKTHROUGH

CONNECT. LEARN. LEAD.

GRAND TRAVERSE RESORT & SPA | FEBRUARY 21 & 22, 2019

Breakthrough, the MHA's newest event, is unique. Breakthrough's format allows you to make stronger connections through more direct access to leaders and expands the audience to those the CEO considers their strategic partners — governing board members and other C-suite leaders.

To maximize your visibility, an early sponsorship commitment is encouraged. Event marketing will occur from late **November through January 2019**. Sponsorships will be accepted through **Jan. 11, 2019**. For more details, go to www.mha.org, click on Education & Events, Membership Meetings, and Breakthrough.

Sponsorship Opportunities for MHA Breakthrough

	MHA Member MHA Supporter	PLATINUM \$5,500 \$8,500	GOLD \$4,500 \$7,500	SILVER \$3,500 \$6,500	BRONZE \$2,500 \$5,500
Social media recognition for sponsorship on MHA platforms	✓	✓	✓	✓	✓
Logo placement on the MHA event website with a hyperlink to your homepage	✓	✓	✓	✓	✓
Logo placement in promotional mailings for Breakthrough	✓	✓	✓	✓	✓
Logo placement in meeting guide for Breakthrough	✓	✓	✓	✓	✓
One complimentary event registration	✓	✓	✓	✓	✓
Logo placement in welcome message sent to attendees before the Breakthrough	✓	✓	✓	✓	
Half-page ad in Breakthrough meeting guide	✓	✓			
Recognition at the #VIP Welcome and during refreshment breaks	✓	✓			
Opportunity to introduce speaker at Breakthrough (<i>Platinum sponsors will be given first choice</i>)	✓	✓			
Exclusive invitation to CEO dinner prior to Breakthrough (limited number of invitations available)	✓				

À La Carte Packages

These offerings are limited to one sponsor unless otherwise noted. Logo will be on item or sign.

FIRE & ICE RECEPTION*

When the weather outside is frightful, you throw a cocktail party (we're pretty sure those are the original lyrics to that song). At Breakthrough, the socializing revs into high gear Thursday night with the Fire & Ice reception that includes an outdoor bonfire. A themed menu of winter cocktails and bite-sized indulgences are sure to please.

	MHA Member	MHA Supporter
Reception Sponsor	\$6,000	\$9,000

**This package receives Platinum benefits*

#VIP WELCOME

Breakthrough is different from the moment the registration doors open, with the welcome area perfectly designed to see who's there, to enable conversations with old friends and to network with new people. The interaction plays out among highly visible sponsorship areas and you will pick the music — your favs will be on the playlist! Doors to the keynote session will be closed until five minutes before the keynote announcement, ensuring maximum networking.

Name Badge Sponsor	Available to Silver, Gold and Platinum sponsors for an additional \$1,000
Tote Bag Sponsor	Available to Silver, Gold and Platinum sponsors for an additional \$1,000
Welcome Gift Sponsor	Available to Silver, Gold and Platinum sponsors for an additional \$1,000
Mobile Meeting App Sponsor*	Available to Silver, Gold and Platinum sponsors for an additional \$1,000

**Your organization's logo will be displayed on the app splash screen*



MICHIGAN HEALTH & HOSPITAL ASSOCIATION

Annual Meeting

JUNE 26 - 28, 2019 | GRAND HOTEL, MACKINAC ISLAND

Members of your target market are gathering for their most important event of the year, and we have the perfect opportunity for you to reach them. The MHA Annual Membership Meeting brings together several hundred healthcare decision-makers. Your sponsorship of this event is a unique opportunity to network with and be appreciated by nearly every Michigan hospital and health system CEO and a vast array of board and executive leaders in Michigan's premier healthcare organizations. Highlights from the 2018 MHA Annual Membership Meeting can be viewed online at www.MHAannual.org.

Promotional Brochure Deadline: **March 22, 2019**
Sponsorship and Advertising Deadline: **May 10, 2019**

UNDER CONSTRUCTION: LINKS FORE HEALTH GOLF OUTING

The Links Fore Health Golf Outing, which has traditionally been held during the MHA Annual Membership Meeting on Mackinac Island, is undergoing changes. This event has served as the main fundraiser for the MHA Health Foundation and directly benefits the MHA Ludwig Community Benefit Award program. However, driven by the 100th Anniversary activities at Annual Meeting, the MHA Health Foundation will launch a fundraiser in the coming months. More details to come in 2019.

Sponsorship Opportunities for MHA Annual Meeting

	MHA Member MHA Supporter	PLATINUM \$15,000 \$19,000	GOLD \$10,000 \$12,500	SILVER \$6,000 \$8,000	BRONZE \$4,000 \$5,500
Social media recognition for sponsorship on MHA platforms		✓	✓	✓	✓
Logo placement on the MHA event website with a hyperlink to your homepage		✓	✓	✓	✓
Logo placement in the brochure for MHA Annual Membership Meeting <i>(if intent to sponsor form is submitted by listed deadline)</i>		✓	✓	✓	✓
Logo placement in meeting guide for MHA Annual Membership Meeting		✓	✓	✓	✓
Featured sponsor on signage at the MHA Annual Membership Meeting ACHE and Government Relations breakfasts				✓	
One event registration at a 50 percent discount				✓	
Logo placement in welcome message sent to attendees before MHA Annual Membership Meeting		✓	✓		
Featured sponsor on signage at the MHA Annual Membership Meeting Family Event			✓		
Full-page color ad in MHA Annual Membership Meeting meeting guide		✓	✓		
One complimentary event registration		✓	✓		
Logo placement on signage at Shepler's Ferry		✓	✓		
Opportunity to introduce speaker at the MHA Annual Membership Meeting <i>(limited number of speakers available; assigned on a first-come, first-served basis)</i>		✓			
Featured sponsor on signage at the MHA Annual Membership Meeting Welcome and Gala Receptions		✓			
Circle of Honor award and exclusive invitation to the MHA Board of Trustees' board retreat reception and dinner in August <i>(limited to one individual per organization)</i>		✓			

À La Carte Packages

These offerings are limited to one sponsor. À La Carte sponsors receive benefits at the silver level.

	MHA Member	MHA Supporter
Welcome Gift Sponsor*	\$6,000	\$8,000
Conference Refreshment Sponsor	\$6,000	\$8,000
Name Badge Sponsor	\$6,000	\$8,000
Mobile Meeting App Sponsor	\$6,000	\$8,000
<i>Your organization's logo will be displayed on the app splash screen</i>		
Tote Bag Sponsor	\$6,000	\$8,000

**Intent to Sponsor form must be submitted by April 1, 2019 for this item only.*

Advertising

Meeting Guide Advertising

Breakthrough:

Intent Deadline: **Jan. 11, 2019**

Materials Deadline: **Jan. 30, 2019**

Full-page advertisement in printed guide

\$1,000

Annual Membership Meeting:

Intent Deadline: **May 10, 2019**

Materials Deadline: **May 24, 2019**

Full-page advertisement in printed guide\$1,000

Center spread advertisement in printed guide.....\$2,000

Back cover advertisement in printed guide.....\$1,250

Inside front cover advertisement in printed guide\$1,050

Inside back cover advertisement in printed guide.....\$1,050

Print Ad Size: Maximum image area is **5" w x 8" h** – NO BLEEDS

Banner Ads on the Mobile App

Make your presence stand out by advertising on the mobile app. A limited number of banner ads will be sold for the app for Breakthrough and the Annual Membership Meeting. Ads will appear for the duration of the meeting within locations that generate the most attendee traffic. Banner ads for each meeting are sold separately.

Banner Ad on mobile app\$250

Banner Ad Size: Image area is **640 x 150 pixels (PNG, JPG or GIF format only)**

Terms & Conditions

- **A complete Intent to Sponsor form is a binding contract. Form must be completed and signed before advertising will be accepted. Cancellation of contract is not accepted. Must be an advertiser in good standing for future ads to be accepted.**
- An advertiser will forfeit its ad in the printed guide if the ad is not received by the deadlines noted above.
- Design services available at \$75 per hour with a \$30 minimum charge. Quotes available upon request. Materials for ads designed by MHA Design department are due by intent deadline.
- The MHA reserves the right to accept or reject advertising based on its compatibility with the association's mission and vision and shall not be liable for damages if, for any reason, it fails to publish the advertisement.
- Advertising fees are due within 15 days of the receipt of a signed contract. The MHA will release and resell any ads not paid in full after this date.

Policies and Conditions of Sponsorship and Attendance at MHA Membership Meetings and Conferences

WHO MAY ATTEND THE MEETING?

MHA membership meetings are private, and attendance is open to MHA members, meeting sponsors and invited guests of the MHA. Please contact the MHA Member Relations & Education department with questions regarding membership.

GUEST REGISTRATION

Guest registrations are limited to a spouse, significant other, or a child 18 years of age or older. Employees, governing board members, and those who hold medical privileges with the registering organization are not considered spouses or guests of a registrant, regardless of their relationship status to the registrant, and must pay the regular registration fee. Business associates may not register as guests and must pay the regular registration fee. The MHA reserves the right to determine who qualifies as a spouse/guest/business associate for a given event and may limit the number of guests for any given registrant or registering organization.

PAYMENT

Any payments made to the MHA and the MHA Health Foundation over the amount of \$2,000 must be paid by check. Checks should be made payable to MHA or MHA Health Foundation.

HOSTING OF SEPARATE EVENTS

Overview — The purpose of this statement is to provide clarification to MHA meeting sponsors, individuals and organizations attending MHA membership meetings about the policies and conditions related to the hosting of separate events and the distribution of written material in conjunction with MHA membership meetings. The MHA seeks to provide the highest quality experience to sponsors and attendees of its membership meetings. To this end, the MHA's policies concerning its membership meetings are carefully designed to ensure the consistency of theme and high standards that our members and sponsors have come to expect from MHA events.

This statement should be read in conjunction with all other existing policies and agreements pertaining to sponsorship and attendance at MHA membership meetings.

- I. *Proprietary Interest* — The MHA Annual Membership Meeting, Breakthrough and other MHA membership meetings are private membership meetings. The MHA reserves the right to control all information, marketing, events and activities related to these meetings.
- II. *Hosting of Separate Events* — The hosting of separate events, parties, meetings, or other organized gatherings at, as a part of, or in conjunction with any MHA major membership meeting without the express written permission of the MHA is strictly prohibited.
- III. *Communication with Meeting Attendees* — Only the MHA and its expressly authorized designees may distribute written material, invitations, agendas or other communications pertaining to functions, events or programs in conjunction with MHA membership meetings. Sponsors and other individuals must obtain written permission from the MHA to distribute any written material, including invitations, to MHA membership meeting attendees.
- IV. Nothing in this policy is intended to unlawfully limit trade or competition. This policy applies only to events and written materials hosted or provided in conjunction with or as a part of private MHA membership meetings. The MHA reserves the right to accept or reject sponsors based on its written sponsorship criteria; however, it is the policy of the MHA not to discriminate against any individual or organization based on race, color, religion, gender, national origin, disability, age, height, weight, marital status or veteran status in accordance with applicable federal, state and local laws.



Intent to Sponsor

Organization Name _____
How you want the organization name to be listed in all meeting materials.

Organization Representative _____

Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Email _____

BREAKTHROUGH CONFERENCE SPONSORSHIP DETAILS AND CONDITIONS

- ▶ Upon receipt of your Intent to Sponsor form, you will be sent an invoice for sponsorship. **The MHA Health Foundation has the right to release and resell any sponsorship items not paid in full 30 days after the invoice date.** Payment by check sent with the Intent to Sponsor form is also accepted.
- ▶ Verbal commitments will not hold the event for your organization.
- ▶ Sponsors will be notified of their sponsorship acceptance and receive information with additional details.
- ▶ To ensure production and promotional deadlines are met, sponsorships for Breakthrough close **Jan. 11, 2019**.
- ▶ Completed Intent to Sponsor forms should be sent to: **Erica Leyko, MHA Health Foundation, 2112 University Park Drive, Okemos, MI 48864** or **eleyko@mha.org**.

CHOOSE THE LEVEL YOU WOULD LIKE TO SPONSOR

	MHA MEMBER	MHA SUPPORTER
PLATINUM	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$8,500
GOLD	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$7,500
SILVER	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$6,500
BRONZE	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$5,500

À LA CARTE PACKAGES

FIRE & ICE RECEPTION SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$9,000
NAME BADGE SPONSOR*		<input type="checkbox"/> \$1,000
TOTE BAG SPONSOR*		<input type="checkbox"/> \$1,000
WELCOME GIFT SPONSOR*		<input type="checkbox"/> \$1,000
MOBILE MEETING APP SPONSOR*		<input type="checkbox"/> \$1,000

**Limited to one sponsor and only available to Platinum, Gold or Silver level sponsors.*

ADVERTISING

(see pg. 10 for details)

FULL-PAGE ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,000
BANNER AD IN MOBILE MEETING APP	<input type="checkbox"/> \$250

PAYMENT INFORMATION:

Checks should be made payable to **MHA Health Foundation**.

Total \$ _____

Check # _____

Attendance at Breakthrough is open to MHA members, conference sponsors and invited guests only. Please contact MHA Member Relations & Education with questions regarding membership.

The MHA and the MHA Health Foundation reserve exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA and MHA Health Foundation meeting materials, clothing, gifts, signage, displays and all other items, events, venue and materials associated with sponsorship.



Intent to Sponsor

Organization Name _____
How you want the organization name to be listed in all meeting materials.

Organization Representative _____

Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Email _____

MHA ANNUAL MEMBERSHIP MEETING SPONSORSHIP DETAILS AND CONDITIONS

- ▶ To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an Intent to Sponsor form by **March 22, 2019**. For any sponsorship that includes a company logo on the item, intent forms must be received by **May 10, 2019**, or there is no guarantee your logo will be printed on the item.
- ▶ Upon receipt of your Intent to Sponsor form, you will be sent an invoice for sponsorship. **The MHA has the right to release and resell any sponsorship items not paid in full 30 days after the invoice date.** Payment by check sent with the Intent to Sponsor form is also accepted.
- ▶ Verbal commitments will not hold the event for your organization.
- ▶ Sponsors will be notified of their sponsorship acceptance and receive information with additional details.
- ▶ To ensure production and promotional deadlines are met, sponsorships for the MHA Annual Meeting close **May 10, 2019**.
- ▶ Completed Intent to Sponsor forms should be sent to: **Erica Leyko, MHA, 2112 University Park Drive, Okemos, MI 48864** or **eleyko@mha.org**.

CHOOSE THE LEVEL YOU WOULD LIKE TO SPONSOR

	MHA MEMBER	MHA SUPPORTER
PLATINUM	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$19,000
GOLD	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,500
SILVER	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
BRONZE	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$5,500

À LA CARTE PACKAGES

WELCOME GIFT SPONSOR*	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
CONFERENCE REFRESHMENT SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
NAME BADGE SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
MOBILE MEETING APP SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000
TOTE BAG SPONSOR	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$8,000

**Intent to Sponsor form must be submitted by April 1, 2019.*

ADVERTISING

(see pg. 10 for details)

FULL-PAGE ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,000
CENTER SPREAD ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$2,000
BACK COVER ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,250
INSIDE FRONT COVER ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,050
INSIDE BACK COVER ADVERTISEMENT IN PRINTED GUIDE	<input type="checkbox"/> \$1,050
BANNER AD IN MOBILE MEETING APP	<input type="checkbox"/> \$250

PAYMENT INFORMATION:

*Checks should be made payable to **MHA**.*

Total \$ _____

Check # _____

Attendance at the MHA Annual Membership Meeting is open to MHA members, conference sponsors and invited guests only. Please contact MHA Member Relations & Education with questions regarding membership.

The MHA and the MHA Health Foundation reserve exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA and MHA Health Foundation meeting materials, clothing, gifts, signage, displays and all other items, events, venues and materials associated with sponsorship.



www.mha.org | (517) 323-3443