

Michigan Association of Health Plans

Grand Traverse Resort, Acme, MI

# Partnership Prospectus



Use this Prospectus to reserve your Partnership. Individual registration is required for all Partner staff attending the conference.



[www.mahp.org](http://www.mahp.org)

## Partnership Overview

The Michigan Association of Health Plans (MAHP) invites you to partner with us to support our 35th Annual Summer Conference. The conference will be held on July 21-24, 2020, at the Grand Traverse Resort near Traverse City, Michigan. Exhibits will be open on July 21-23.

### Who attends the Summer Conference?

The conference provides a dedicated learning environment for Michigan health insurance industry leaders, including presidents and CEOs, medical directors, pharmacy directors and quality improvement directors from our 13 member health plans. State government policy makers, medical professionals, administrators and public health officials also attend, including more than 50 MAHP-affiliated business partners.

### The Top Five Reasons You Should Become a Partner!

1. Reach more than 450 health plan executives and policymakers.
2. Highlight your services and products through exhibits, the Partner Showcase and/or special Partnership opportunities.
3. Seven hours of exclusive Exhibit Hall times, including two evening receptions, two breakfasts, and three breaks during which you can feature your organization with special Partnership opportunities.
4. Distribution of the participant list before, during and after the Conference.
5. Enhanced marketing opportunities via the conference app!

### Silent Auction Baskets

MAHP members are again invited to donate a Silent Auction basket. All Exhibiting Partners--whether an MAHP member or not--can choose to have one of the donated baskets near their booth. **Note:** The Silent Auction benefits the MAHP PAC. Use the Commitment Form to indicate your preference. These baskets cannot be moved or reassigned once they are placed at your booth. If you are a member of MAHP and want to donate a basket to display it at your booth, please contact Diane Drago. An additional small table will be placed in or next to your booth to accommodate the basket.

### What makes this Conference unique?

- The conference provides many opportunities for direct interaction with health plan members, including one-on-one meetings, discussions and social events.
- This is a family-friendly conference! Spouses, guests and children are welcome to attend the two evening receptions, with kid-friendly activities. In 2019, more than 100 spouses and guests and approximately 75 children of all ages joined us.
- In its fourth year, the Partner Showcase offers partners the opportunity to present briefings on their products and services to the conference audience. **NEW THIS YEAR:** Three top-level Partners will be able to present during the conference program on Wednesday and Thursday.

## Exhibit Schedule

*Governors CDEF, Lower Level, Grand Traverse Resort*

### TUESDAY, JULY 21

11:00 a.m. - 4:30 p.m.	Exhibitor move in
3:00-5:00 p.m.	Partner Showcase
7:00 - 9:00 p.m.	Welcome Reception in Exhibit Hall and Silent Auction opens

### WEDNESDAY, JULY 22

8:00 - 9:00 a.m.	Breakfast in Exhibit Hall and Silent Auction
10:30-11:00 a.m.	Morning Break in Exhibit Hall
5:30 - 7:30 p.m.	Reception in Exhibit Hall

### THURSDAY, JULY 23

7:30 - 8:30 a.m.	Breakfast in Exhibit Hall
10:00-10:30 a.m.	Break in Exhibit Hall with final Silent Auction bids

*Exhibit Hall closes after Thursday morning break.*

## Partnership Levels and Benefits

MAHP highly values our Summer Conference Partners. All Partners will receive acknowledgments in our conference marketing materials, the on-site program book, conference signage and on the MAHP conference app. High-level and Special Feature Partners will receive additional recognition. All Partners receive an exhibit booth. See below for booth sizes.

### Conference Partnership Opportunities

There are four ways to become a Conference Partner:

1. Select a Partner Level to provide general conference support and use your exhibit;
2. Select a Partner Level to provide general support, but without an exhibit;
3. Select either of the above and add a Special Feature opportunity; or
4. Select only a Special Feature opportunity.

### Resource Directory Ads

Please note that the Resource Directory will be available only on the conference app and the conference flash drive. The Directory will no longer be printed. Ad specs will be available in early 2020.

PARTNER LEVEL	AMOUNT	NUMBER AVAILABLE	COMPLIMENTARY REGISTRATIONS	BOOTH AND AD SIZE	ADDITIONAL BENEFITS
PRESENTING	\$15,000	2 Available	8	Two 10x10' booths and full-page color ad on the app and program book	5 people at July 23 private afternoon reception with health plan executives; full color logo on website, app and cover of program book; banner and special recognition at conference; Partnership Showcase opportunity on July 22 or 23
DIAMOND	\$10,000	4 Available	6	One 10x10' booth and full-page color ad	4 people at July 23 private afternoon reception with health plan executives; logo on website and app; Partnership Showcase opportunity on July 22 or 23
PLATINUM	\$7,500	No limit	5	One 10x10' booth and full-page color ad	3 people at July 23 private afternoon reception with health plan executives; Partnership Showcase opportunity on July 22 or 23 or during the July 21 Showcase
GOLD+	\$6,000	No limit	4	One 10x10' booth and full-page black and white ad	2 people at July 23 private afternoon reception with health plan executives; July 23; Partnership Showcase opportunity
GOLD	\$5,000	No limit	4	One 10x10' booth and full-page black and white ad	2 people at July 23 private afternoon reception with health plan executives
SILVER	\$3,500	No limit	3	One 8x10' booth and half-page black and white ad	N/A

### Partner Showcase: Tuesday, July 21, 2020

Following the success of the past three Showcases, we are again offering the opportunity for up to **11 Partners** to submit an application for the 2020 Partner Showcase on Tuesday, July 21 and provide a 10-minute briefing on their products and services. Partners at the Gold+ and above Partner levels are eligible to submit an application. To do so, check the appropriate box on your Commitment Form and the application will be sent to you. **Note:** The Presenting, Diamond and Platinum Partners have the opportunity to present during the conference program on July 22 or 23. Three time slots are available and will be assigned on a first-come, first-served basis. All other eligible Partners will present on July 21 between 3:00-5:00 p.m.

## Special Feature Opportunities

### Special Feature Opportunities must be confirmed by June 5, 2020.

The following Special Feature Opportunities can be purchased by either Conference Partners and/or those organizations that prefer to support the conference through a Special Feature Opportunity only. A brief description of the benefit of each Opportunity is provided below. Each Special Feature Opportunity will be acknowledged in the program book, conference app and at the event. Contact Diane Drago to discuss any of these Opportunities in detail (ddrago@dmsevents.com). **Note:** These fees are additional for Conference Partners (Presenting through Silver Partners). Where more than one opportunity is available, the price is for each opportunity (eg., Breakfast Partner is \$5,000 for each Partner).

Special Feature Opportunities	
<b>Conference App Partner*</b> <i>See page 5 for details</i>	\$5,000
<b>Tote Bag Partner*</b> <i>Your company name/logo on the tote bags.</i>	\$5,000
<b>Wine Tour and Dinner Partner*</b> <i>Host the wine tour and dinner option being offered on the evening of Thursday, July 23.</i>	\$5,000
<b>Breakfast Partner (2 available)</b> <i>Your company name/logo on signage.</i>	\$5,000
<b>Massage Station Partner (3 available)</b> <i>Your company name/logo on signage.</i>	\$3,500
<b>Caricature Partner*</b> <i>Your company name/logo on signage.</i>	\$3,500

\*Only one opportunity available.

Special Feature Opportunities	
<b>Flash Drive Partner*</b> <i>Your company name/logo on flash drive which will include the Resource Directory and other conference information.</i>	\$3,500
<b>Break Partner (2 available)</b> <i>Your company name/logo on signage.</i>	\$3,500
<b>Notebook Partner*</b> <i>Your company name/logo on the notebook provided to each conference attendee.</i>	\$3,500
<b>Guest Room Key Partner*</b> <i>Your company name/logo on guest room keys.</i>	\$2,500
<b>Popcorn Partner (2 available)</b> <i>Your company name/logo on signage.</i>	\$2,500
<b>Lanyard Partner*</b> <i>Company name/logo on lanyards.</i>	\$2,000
<b>Kids Corner Partner*</b> <i>A special exhibit booth will be provided to feature special children's activities during the two receptions. For Partners using their booth, the Kids Corner booth can be placed adjacent to yours.</i>	\$2,000

## CONFERENCE MOBILE APP INFORMATION

All Partners may submit information for the conference app. Instructions for submitting information will be available in early 2020.



## What Does the 2020 MAHP Summer Conference Exclusive App Partnership Opportunity Mean for You?

### All MAHP Partners and Exhibitors:

- Receive a basic listing, ad and company profile as part of their standard registration. Instructions will be available in early 2020.
- Are empowered to manage their own company profiles.

## Exclusive Conference App Partnership Opportunity

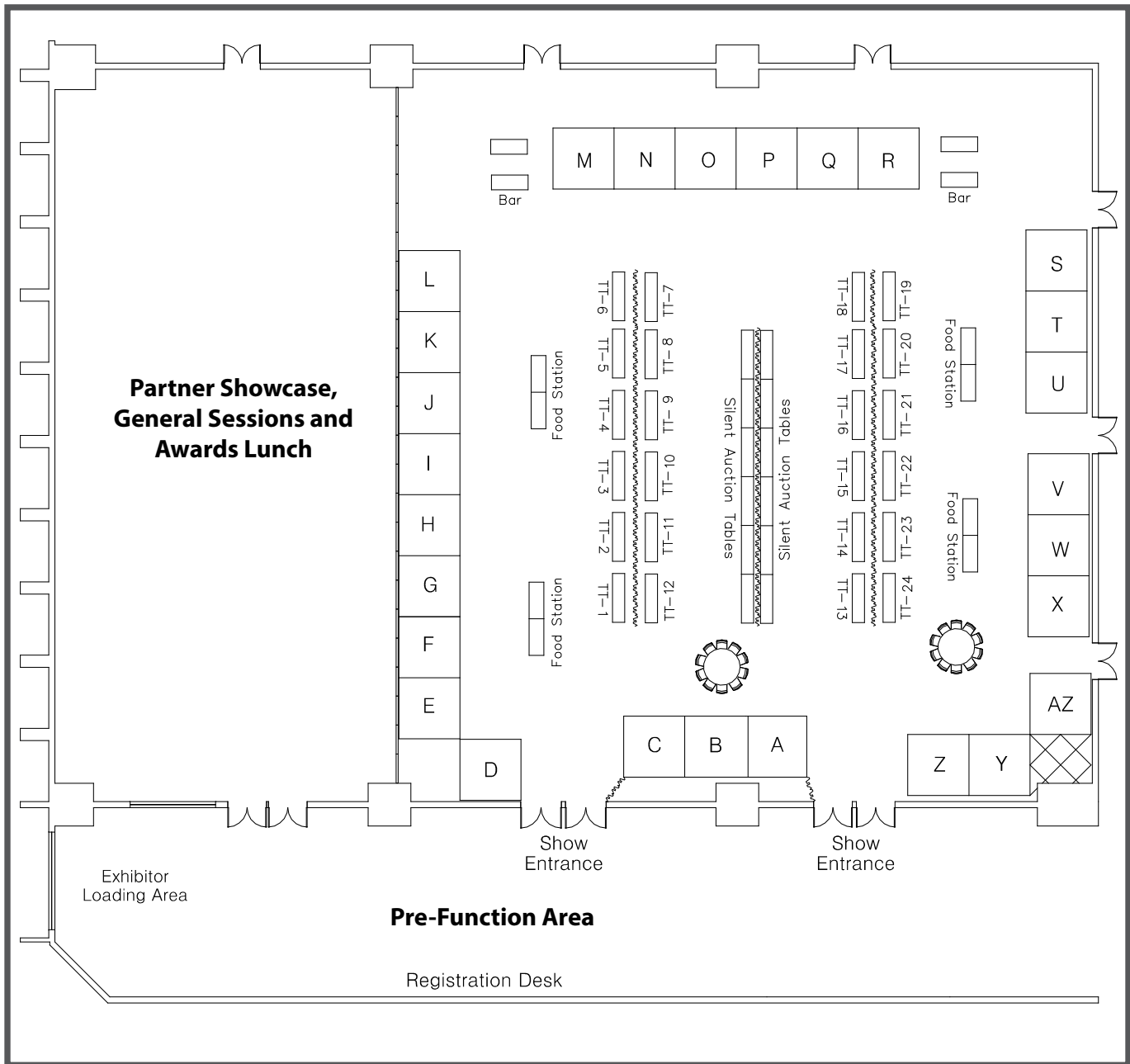
### Why Be THE Exclusive Conference App Partner with MAHP?

- The Power of One: Reach and engage attendees for a dynamic event experience
- Low-risk, high-value opportunity
- Advanced metrics: Quantify the ROI value of your exposure. Nearly 55% of 2019 conference attendees used the app in its first year.
- With the Resource and Participant Directories moving to the app and the ability to download your personal conference schedule, app usage will be significantly increased over 2019 usage.
- **Splash Page:**
  - Own prime real estate with a front-and-center impression.
  - Every attendee using the app sees the Partner splash page—visual impact that fills the entire screen, free from distraction.
  - Full-screen visual appears whenever the event app is launched.
  - Design input: incorporate the event name, date and location, with a “brought to you by” message.
  - High-impact impressions mean optimal brand exposure!
- **Banner Ad:**
  - Appears at the top of the screen.
  - Cost-effective way to build brand awareness and reach attendees.
  - Super easy to create.
- **Promotional Features:**
  - Promote yourself and your company’s solutions.
  - Exclusive rights to featured prominent placements for a more interactive experience.
  - Attendees can easily access company profiles with one click.
  - Company logo interactive pin on the exhibitor map.

# Grand Traverse Resort

## Governors Halls C-F, Lower Level

**NOTE:** Silver Partners should select from the "TT" booths, which are 8x10'. All other Partners may select from the lettered booths, which are 10x10'. If you are a Special Feature only Partner, you do not receive a booth, unless you select the Kid's Corner Partnership.



# Commitment Form

**PLEASE SEND COMPLETED FORM TO:**

Diane Drago, Conference Coordinator MAHP Summer Conference  
P.O. Box 7976 Ann Arbor, MI 48107  
Phone: 734-747-2746  
Fax: 734-661-1919 OR ddrago@dmsevents.com

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE

FAX

E-MAIL

Name and E-mail address of additional person to copy on conference correspondence.

## Conference Partner Level Selection

Please check the appropriate level of your Partnership.

- Presenting Partner:** \$15,000
- Diamond Partner:** \$10,000
- Platinum Partner:** \$7,500
- Gold+ Partner:** \$6,000
- Gold Partner:** \$5,000
- Silver Partner:** \$3,500

### Cancellation and Refund Policy

Partners may cancel their participation and receive a full refund, less a \$250 processing fee, by June 12, 2020. After June 12, Partners may withdraw their participation, but no refunds will be issued.

## Special Feature Opportunities

Check the opportunity you wish to support.

- Conference App Partner:** \$5,000
- Tote Bag Partner:** \$5,000
- Wine Tour & Dinner Partner:** \$5,000
- Breakfast Partner:** \$5,000
- Massage Station Partner:** \$3,500
- Caricature Partner:** \$3,500
- Flash Drive Partner:** \$3,500
- Break Partner:** \$3,500
- Notebook Partner:** \$3,500
- Guest Room Key Partner:** \$2,500
- Popcorn Partner:** \$2,500
- Lanyard Partner:** \$2,000
- Kids Corner Partner:** \$2,000

**Total due for all Partnerships: \$**



# Commitment Form

## Additional Partner Information

Please respond to each of the following questions as it applies to your Partnership and exhibit.

- 1. Do you need MAHP to issue a display fee request letter for you to submit to your organization?  Yes  No
- 2. Do you need MAHP to complete a grant form?  Yes  No
- 3. Do you need a W-9 form?  Yes  No
- 4. Will you be submitting your ad for the Directory?  Yes  No
- 5. Do you want to be sent the link to upload your company information on the conference app?  Yes  No
- 6. **For Gold+ and above Partners:** Do you want an application for the Partner Showcase?  Yes  No
- 7. Do you want to use your exhibit booth?  Yes  No

## Exhibit and Silent Auction Information

If you will use your booth space, please reply to questions #8-11.

- 8. Do you require electricity at your booth?  Yes  No
- 9. Do you want MAHP to place a MAHP Member donated Silent Auction basket at your booth?  Yes  No
- 10. Do you want to contribute your own Silent Auction basket that will be displayed at your booth? **Note:** Your organization must be a MAHP Member to donate a basket.  Yes  No
- 11. Booth selection: Please review the Exhibit Floor Plan and list your top three preferences for booth space.

Indicate your top three booth locations:

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

### Please note:

Those eligible to attend the July 23 exclusive reception with health plan executives will be contacted in early June 2020 to identify staff names.

## Payment Information

Check off the opportunity(ies) you wish to support on the first page of this form. Payment must be received by July 15.

A check in the amount of \$\_\_\_\_\_ is enclosed. Make checks payable to: MAHP SUMMER CONFERENCE and mail to Michigan Association of Health Plans, ATTN: Christine Sundell, 327 Seymour Avenue, Lansing, MI 48933. MAHP Tax ID number: 38-2453500.

- Please invoice us at the above address.
- Credit card: Please provide all credit card information requested below, including expiration date and security code.
- VISA     Mastercard     American Express

NAME ON CARD

CREDIT CARD NUMBER

EXPIRATION DATE

3-Digit security code required

SIGNATURE

