

2020 MAHP Virtual Summer
Conference and Webinar Series

Partnership Prospectus



Use this prospectus to reserve your Partnership. Individual registration is required for all Partner staff attending the virtual conference and webinars.



www.mahp.org

Virtual Conference and Webinar Series Partnership Overview

The Michigan Association of Health Plans (MAHP) invites you to partner with us to support the 35th Annual Summer Conference. The conference will be held virtually on July 22-23, 2020, along with a two-part webinar series. The first will take place on August 17 and the second on September 21, on critical issues facing the health care industry as we move into fall.

Who attends the Summer Conference?

The MAHP Summer Conference has always provided a dedicated learning environment for participants and this year's virtual conference is no exception. Michigan health care industry leaders, including presidents and CEOs, medical directors, pharmacy directors and quality improvement directors from our 13 member health plans will be online with us.

The Top 5 Reasons Why Becoming a Virtual Conference Partner Delivers Value!

1. Reach several hundred health plan executives and policymakers.
2. Highlight your services and products through the Virtual Exhibit Hall, which will be available on the conference app from July through December 31, 2020.
3. Distribution of the participant list before and after the conference.
4. Access to the MAHP Senior Management Directory via the app.
5. Enhanced marketing opportunities via the conference app!

Partnership Benefits

MAHP highly values our Summer Conference Partners. All Partners participating in the 2020 virtual conference, whether at a Traditional Partnership or a Special Feature Partnership level, will receive:

- Participation in the Virtual Exhibit Hall, which will include your company logo, description, your contact information and pertinent links to your website, products and services. The Exhibit Hall will be available and marketed from July through December 2020.
- Basic listing on marketing messages, the MAHP website and during the virtual conference and webinars, according to Partnership levels and any Special Feature Partnerships.
- Traditional and Special Feature Partnerships will provide additional benefits, specific to that Partnership.
- Complimentary registrations for the virtual conference and webinars, according to Partnership levels.

Traditional Partnership Opportunities

The virtual conference will retain the Traditional Partner opportunities, with a 10 percent discount on the levels previously provided for the in-person conference. Additional benefits for each level are provided below.

NOTE: If your organization is already confirmed for one of these Partnerships, you may retain it with a 10 percent discount and similar additional benefits OR you may contact conference management (Diane Drago at dDrago@dmsevents.com) to transfer your Traditional Partnership to one of the Special Feature Partnerships, or discuss other options that best suit your marketing needs.

Presenting Partner:

Was \$15,000—Now \$13,500

- 8 Complimentary Virtual Conference and Webinar Series registrations
- Full color logo on the conference registration site, MAHP website and conference app
- Banner ad in app displayed at start and end of conference and webinar series
- Special recognition during the virtual conference and webinars

Diamond Partner:

Was \$10,000—Now \$9,000

- 6 Complimentary Virtual Conference and Webinar Series registrations
- Full color logo on the conference registration site and MAHP website
- Banner ad on conference app
- Special recognition during the virtual conference and webinars

Platinum Partner:

Was \$7,500—Now \$6,750

- 5 Complimentary Virtual Conference and Webinar Series registrations
- Full color logo on the conference registration site
- Special recognition during the conference and webinars

Gold+ Partner:

Was \$6,000—Now \$5,400

- 4 Complimentary Virtual Conference and Webinar Series registrations
- Special recognition during the conference

Gold Partner:

Was \$5,000—Now \$4,500

- 4 Complimentary Virtual Conference and Webinar Series registrations
- Special recognition during the conference

Silver Partner:

Was \$3,500—Now \$3,150

- 3 Complimentary Virtual Conference and Webinar Series registrations
- Recognition during the conference

Special Feature Partnership Opportunities

The following Special Feature Partnerships can be purchased in addition to the Traditional Partnership levels or independently. If you already have a confirmed Special Feature Partnership for the in-person conference, you can transfer your fee to a similarly priced Partnership listed below. Contact conference management to discuss details (Diane Drago at ddrago@dmsevents.com). A brief description and additional benefits for each Special Feature opportunity are provided below. Acknowledgment of all Special Feature Partnerships will be provided with the Partnership activity as well as acknowledgment on the agenda and conference app.

Exclusive Conference and Webinar Series App Partnership: \$5,000

This Partnership will be among the most visible marketing opportunities for the virtual conference and webinars. All agenda and speaker information and materials will be posted on the app in lieu of a printed program book. See page 5 for full details.

Engagement Partnership: \$1,000

Let us help you engage directly with our registrants in a targeted email that we'll send for you prior to or after the conference or webinars. Four Engagement Partnerships are offered for the Summer Conference in July and one each for the August and September webinars.

- 1 Complimentary registration to the conference or webinar of your choice.

Virtual Conference Partnerships

Conference Speaker Partnership: \$5,000 | Six Partnerships are available.

Conference management will work with you to identify the appropriate speaker/session for your Partnership. Additional benefits include:

- Acknowledgment with announcement and logo prior to the start of the session
- Opportunity to introduce the speaker in a pre-recorded video
- Mobile app banner ad with company message and logo displayed prior to start of session
- 4 Complimentary conference registrations

Conference Lunch Break Partnership: \$5,000 | Two Partnerships are available, one each day.

You will have 30 minutes during the lunch break to provide targeted information about your products and services, possibly with a chat room or contest during the break. You must have a Zoom-compatible media platform. Participants will receive a virtual lunch coupon, with the Partner's logo.

- Opportunity to design the transition message, including video click if appropriate
- Potential to offer a chat room or contest during the lunch break.
- 4 Complimentary conference registrations

Conference Coffee Break Partnership: \$3,000 | Two Partnerships are available, one each morning.

You will have 15 minutes between the morning sessions breaks to provide targeted information about your products and services, possibly with a chat room or contest during the break. You must have a Zoom-compatible media platform. Participants will receive a virtual coffee coupon, with the Partner's logo.

- Opportunity to design the transition message, including video click if appropriate
- Potential to offer a chat room or contest during the break.
- 3 Complimentary conference registrations

Virtual Conference Tote Bag Partnership: \$2,500

Your opportunity to provide all conference registrants with a branded Virtual Tote Bag! You can include coupons, vouchers, free trial software, online courses, educational materials and more.

- 2 Complimentary conference registrations

Webinar Series Partnerships

Webinar Series Partnership: \$5,000 | Two Partnerships are available.

A new webinar series will take us into the fall season! Enhance and extend your engagement with registrants during one of two special two-hour live webinars—one each in August and September. The webinars will offer updates on issues of concern to the health care industry. One Partnership per webinar is available.

- Continued acknowledgment of the Partnership on marketing materials, the agenda and MAHP website
- Opportunity to introduce the speaker in a pre-recorded video
- Banner ad displayed at start and close of webinar
- Special recognition during the selected webinar
- 4 Complimentary registrations for both the July virtual conference and the selected webinar

Webinar Coffee Break Partnership: \$3,000 | Two Partnerships are available, one for each webinar.

You will have 15 minutes between the morning sessions breaks to provide targeted information about your products and services, possibly with a chat room or contest during the break. More time = More sales! You must have a Zoom-compatible media platform. Participants receive a virtual coffee coupon, with the Partner's logo.

- Acknowledgment of support on the agenda and app
- Opportunity to design the transition message, including video click if appropriate
- Potential to offer a chat room or contest during the break.
- 3 Complimentary webinar registrations



What Does the 2020 MAHP Virtual Summer Conference and Webinar Series Exclusive App Partnership Opportunity Mean for You?

CONFERENCE AND WEBINAR SERIES MOBILE APP INFORMATION

All Partners may submit organizational profile information for the conference and webinar series app.

Exclusive Conference and Webinar Series 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.
- 4 Complimentary conference and Webinar Series registrations
- **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 using your organization’s logo as a navigation icon.
 - Attendees can easily access your organization’s profile with one tap.

Commitment Form

PLEASE SEND COMPLETED FORM TO:

Diane Drago, Conference Coordinator MAHP Virtual Summer Conference and Webinar Series
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. These levels reflect pricing for the Virtual Conference.

- Presenting Partner: \$13,500**
- Diamond Partner: \$9,000**
- Platinum Partner: \$6,750**
- Gold+ Partner: \$5,400**
- Gold Partner: \$4,500**
- Silver Partner: \$3,150**

Cancellation and Refund Policy

- If you require a refund for a previously committed Partnership, contact Diane Drago at ddrago@dmsevents.com.
- If you commit to the Virtual Summer Conference and/or Webinar Series, but then need to cancel, you may request a refund by July 10 by contacting Diane Drago.

Special Feature Opportunities

Check the opportunity you wish to support.

- Conference and Webinar Series App Partner: \$5,000**
- Speaker Partner: \$5,000**
Six Partnerships available. Conference management will contact you to identify session.
- Conference Lunch Break Partner: \$5,000**
Two Partnerships available.
- Conference Coffee Break Partner: \$3,000**
Two Partnerships available.
- Virtual Conference Tote Bag Partner: \$2,500**
- Engagement Partner: \$1,000**
Four Partnerships available for the Summer Conference and one each for August and September Webinar Series. Conference management will contact you to confirm.
- Webinar Series Partner: \$5,000**
Two Partnerships available.
Check one:
 - August 17
 - September 21
- Webinar Coffee Break Partner: \$3,000**
Check one:
 - August 17
 - September 21

