

Michigan Association of Health Plans

Grand Traverse Resort, Acme, MI

Partnership Prospectus



CONFERENCE | JULY 27-30, 2021

**Use this Prospectus to reserve your Partnership.
Individual registration will be required for all Partner
staff attending the conference, whether attending in
person or virtually.**



www.mahp.org

Reflections on 2020 and A Look Forward to 2021

2020 has been a challenge unlike anyone has seen in the past. So, the Michigan Association of Health Plans (MAHP) very much appreciates the tremendous sponsorship support we received for our virtual conference in July 2020. We were all learning to live in and adapt to the virtual world, so we were especially heartened by your support and the participation of the more than 360 people who joined us for the conference and succeeding webinars—thank you!

As we move into 2021 with the advent of COVID-19 vaccine distribution and hopefully the beginning of the end of this pandemic, MAHP has decided to move forward with plans for a hybrid conference in 2021. We recognize both the hope of many to once again resume some sense of normalcy and the reality that there are some who still will not be able to join the conference in person for a variety of reasons. We also recognize there is always the possibility that we will need to remain in our virtual world a little longer.

To that end, we have designed Partnership Opportunities to accommodate both those who can join us in person, and those who cannot—along with consideration for a pivot back to a virtual-only conference again in 2021 if circumstances dictate. We plan to make that determination by April 2021.

We invite you to consider the variety of options we're offering and join us in whatever format best suits your needs in 2021.

Who attends the Summer Conference?

The conference provides a dedicated learning environment for more than 450 Michigan health insurance industry leaders, including presidents and CEOs, medical directors, pharmacy directors and quality improvement directors from our 11 member health plans. State government policy makers, medical professionals, administrators and public health officials also attend, including more than 50 MAHP-affiliated business partners.

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.
- While the virtual format in 2020 necessarily paused the Partner Showcase, we plan to continue it in 2021. The Partner Showcase offers partners the opportunity to present briefings on their products and services to the conference audience.

Exhibit Schedule

Governors CDEF, Lower Level, Grand Traverse Resort

If we are able to move forward with a hybrid format, we are planning for exhibits for those who can participate in person. The exhibit floor plan will be somewhat different to accommodate social distancing. The floor plan will be available for booth selection in spring 2021.

TUESDAY, JULY 27

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

WEDNESDAY, JULY 28

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

THURSDAY, JULY 29

7:30 - 8:30 a.m.	Breakfast in Exhibit Hall
10:00 - 10:30 a.m.	Break in Exhibit Hall

Exhibit Hall closes after Thursday morning break.

FOR QUESTIONS AND ADDITIONAL INFORMATION:

Diane Drago, Conference Coordinator
ddrago@dmsevents.com • 734-747-2746

Overview of 2021 Partnership Opportunities

MAHP is planning to host the 2021 Summer Conference at the Grand Traverse Resort, with a virtual option. The Partnership opportunities have been designed for this hybrid format, but with the flexibility of pivoting to an all-virtual format if circumstances dictate. MAHP has expanded the Partnership benefits for each option, whether you participate in the live conference or virtually. The way in which you participate is completely up to you. (**Note:** The virtual portion of the conference will be an enhanced production, beyond the typical “Zoom” format.)

All Partners will receive the following benefits commensurate with the selected Partnership level:

- Acknowledgment in conference marketing materials and program book
- Listing, ad and materials on the conference app
- Ad in the Resource Directory (**Note:** As in 2020, the Directory will be available only on the conference app. It is no longer being printed.)
- Complimentary registrations for the live conference and virtual participation
- For partners at the \$5,000 and above level, the opportunity to provide a 10-minute presentation at the Partner Showcase, on a first-come-first-served basis
- Participant Directory provided twice before the conference and at the conference

Partnership Opportunities and Benefits

Please note the following:

- For Partnerships that include an exhibit booth, if you are unable to participate in the live conference, special signage will still be provided on-site and you will have the opportunity to provide materials to be distributed at the conference.
- Each Partner will receive a designated number of registrations for the live conference, plus additional ones for virtual participants. You may elect to use all of your registrations virtually if you cannot attend the live conference.
- Engagement messages are offered for certain Partnerships. This provides an opportunity to provide a targeted message to conference participants that will be sent on your behalf by MAHP between July 7-23, 2021.
- Contributions to the tote bag (to be provided at the live conference and later to virtual participants) are offered for certain Partnerships. This will include an item of your choosing that would be distributed by MAHP.

PARTNER LEVEL	PRESENTING
AMOUNT	\$15,000
NUMBER AVAILABLE	2 Available
COMPLIMENTARY REGISTRATIONS	Up to 8 complimentary registrations for the live conference, plus 4 virtual registrations
BOOTH	Two 10x10' exhibit booths in prime location with special signage
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 5 people at the exclusive, private event with health plan executives • Option for guaranteed Partner Showcase slot • Full page color, cover ad in program book, in addition to Resource Directory ad • Special ad on conference app and in the virtual production • Option to provide a short recorded message to be presented at the beginning of the conference • Options for an Engagement Message and Tote Bag contributions

PARTNER LEVEL	DIAMOND
AMOUNT	\$10,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 6 complimentary registrations for the live conference, plus 4 virtual registrations
BOOTH	10x10' exhibit booth in prime location with special signage
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 4 people at the exclusive, private event with health plan executives • Option for guaranteed Partner Showcase slot • Full page color ad in program book, in addition to Resource Directory ad • Special ad on conference app and in the virtual production • Option to provide a short recorded message to be presented during a designated session at the conference • Options for an Engagement Message and Tote Bag contributions

PARTNER LEVEL	PLATINUM
AMOUNT	\$7,500
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 5 complimentary registrations for the live conference, plus 3 virtual registrations.
BOOTH	10x10' exhibit booth with special signage
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 3 people at the exclusive, private event with health plan executives • Option for guaranteed Partner Showcase slot • Ad on conference app and in the virtual production • Options for an Engagement Message and Tote Bag contributions

PARTNER LEVEL	GOLD
AMOUNT	\$5,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 4 complimentary registrations for the live conference, plus 2 virtual registrations.
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 2 people at the exclusive, private event with health plan executives • Option for Partner Showcase slot on first-come-first-served basis • Special acknowledgment in the virtual production • Option for Tote Bag contribution

PARTNER LEVEL	SILVER
AMOUNT	\$4,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 3 complimentary registrations for the live conference, plus 1 virtual registration
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Special acknowledgment in the virtual production • Option for Tote Bag contribution

PARTNER LEVEL	EXCLUSIVE APP <i>See page 6 of this Prospectus for details on app ads and benefits</i>
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 4 complimentary registrations for the live conference, plus 2 virtual registrations
BOOTH	Option to purchase 8x10' exhibit booth for additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 2 people at the exclusive, private event with health plan executives • Special Engagement Message when app is launched • Special acknowledgment in virtual production at the beginning of the conference • Option for Tote Bag contribution

PARTNER LEVEL	LUNCH BREAK
AMOUNT	\$5,000
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	Up to 2 complimentary registrations for the live conference, plus 2 virtual registrations
BOOTH	8x10' exhibit booth with special signage
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 2 people at the exclusive, private event with health plan executives • Short, recorded message to be presented at the beginning of the designated lunch (If conference is virtual only, the recorded message would be followed by Q&A opportunity with registrants during lunch break.) • At live conference: Option to host lunch table with up to three health plan executives

PARTNER LEVEL	COFFEE BREAK
AMOUNT	\$3,500
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	Up 2 complimentary registrations for the live conference, plus 2 virtual registrations
BOOTH	Option to purchase 8x10' exhibit booth at live hybrid with special signage and placement of food table during break for an additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 1 person at the exclusive, private event with health plan executives • Short, recorded message to be presented at the beginning of the designated coffee break (If conference is virtual only, the recorded message would be followed by Q&A opportunity with registrants during the coffee break.)

PARTNER LEVEL	TOTE BAG
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration for the live conference, plus 2 virtual registrations
BOOTH	Option to purchase 8x10' exhibit booth at live hybrid with special signage for an additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Logo on tote bag and option to contribute an item to place in the tote bag • Special acknowledgment in the virtual production

PARTNER LEVEL	GUEST ROOM KEY
AMOUNT	\$2,500
NUMBER AVAILABLE	1 available only for Hybrid Conference Format
COMPLIMENTARY REGISTRATIONS	Up to 2 complimentary registrations for the live conference, plus 1 virtual registration
BOOTH	Option to 8x10' exhibit booth with special signage for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Logo on guest room keys and option to contribute an item to place in the tote bag • Listing on app and in program book

PARTNER LEVEL	ENGAGEMENT
AMOUNT	\$1,500
NUMBER AVAILABLE	5 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration for the live conference, plus 1 virtual registration
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Targeted email on specified date in July to be sent by MAHP to all conference participants with analytics provided after the conference. • Listing on app and in program book

PARTNER LEVEL	TOTE BAG CONTRIBUTOR
AMOUNT	\$1,000
NUMBER AVAILABLE	6 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration for the live conference, plus 1 virtual registration
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Provide one item to the tote bag • Listing on app and in program book



What Does the 2021 MAHP Summer Conference Exclusive App Partnership Opportunity Mean for You?

All MAHP Partners:

- Receive a basic listing company profile as part of their standard registration. Instructions will be available in spring 2021.
- Are empowered to manage the content of 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.
- 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.

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: \$5,000**
- Silver Partner: \$4,000**

Cancellation and Refund Policy

Partners may cancel their participation and receive a full refund, less a \$500 processing fee, by June 18, 2021. After June 18, Partners may withdraw their participation, but no refunds will be issued.

Special Opportunities

Check the opportunity you wish to support.

- Conference App Partner: \$5,000***
- Lunch Break Partner: \$5,000**
- Tote Bag Partner: \$3,500***
- Coffee Break Partner: \$3,500***
- Guest Room Key Partner: \$2,500****
- Engagement Partner: \$1,500**
- Tote Bag Contributor Partner: \$1,000**

*To add an exhibit booth to this Partnership, add \$500.

**To add an exhibit booth to this Partnership, add \$1,000.

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

Exhibitor Information

If you are purchasing a Partnership that includes an exhibit booth, please complete the following information. *Note: The exhibit floor plan will be available for booth selection on a first-come-first-served basis in April, once we have final confirmation of the hybrid format.*

- 6. Do you plan to use your booth? Yes No To Be Determined

If you answered yes to #6, please also respond to the following.

- 7. Will you need electricity? Yes No

Payment Information

Check off the opportunity you wish to support on the first page of this form. Payment must be received by July 16.

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