

Michigan Association of Health Plans

Grand Traverse Resort, Acme, MI

# Partnership Prospectus



**CONFERENCE | JULY 12-15, 2022**

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



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

## Reflections on the Past Two Years and Ahead to 2022

First, thank you to everyone who attended the 2021 conference in person and virtually. Combined, we had more than 400 people join us.

As we move into 2022, MAHP has decided to move forward with plans for another hybrid conference. We recognize both the hope of many to continue to 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 2022 if circumstances dictate. We plan to make that determination by April 2022.

We invite you to consider the variety of options we're offering and join us in whatever format best suits your needs in 2022.

### 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 2021, more than 100 spouses and guests and approximately 50 children of all ages joined us.
- The Partner Showcase offers Partners the opportunity to present briefings on their products and services to the conference audience. We will offer up to 10 presentations on Tuesday, July 12 to Partners at the Gold and above levels, along with up to three presentations on July 13 and 14 to Partners at the Platinum and above levels.

### 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 floor plan will be available for booth selection in spring 2022.

#### TUESDAY, JULY 12

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 13

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

#### THURSDAY, JULY 14

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 2022 Partnership Opportunities

MAHP is planning to host the 2022 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 held again on the Connect Space platform, which provides for virtual exhibit booths.)

### 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 virtual platform
- Ad in the Resource Directory (**Note:** As in 2021, the Directory will be available only on the conference platform. It is no longer being printed.)
- Complimentary registrations for the live conference and virtual participation
- For Partners at the \$7,500 and above level, the opportunity to provide a 10-minute presentation during the conference on July 13 or 14, or during the July 12 Partner Showcase, on a first-come-first-served basis
- For partners at the \$5,000 and above level, the opportunity to provide a 10-minute presentation at the July 12 Partner Showcase, on a first-come-first-served basis, up to 10 Partners
- Participant Directory provided twice before the conference and at the conference
- If you are exhibiting on-site, you can opt to have a Silent Auction basket placed near your booth

## 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 June 27 and July 8, 2022.
- Contributions to the tote bag (to be provided at the live conference) are offered for certain Partnerships. This will include an item of your choosing that would be distributed by MAHP.

<b>PARTNER LEVEL</b>	<b>PRESENTING PARTNER</b>
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"> <li>• 5 people at the exclusive, private event with health plan executives</li> <li>• Option for guaranteed Partner Showcase slot</li> <li>• Full page color, cover ad in program book, in addition to Resource Directory ad</li> <li>• Special ad on conference virtual platform</li> <li>• Option to provide a short recorded message to be presented at the beginning of the conference</li> <li>• Options for an Engagement Message and Tote Bag contributions at no additional cost</li> </ul>

<b>PARTNER LEVEL</b>	<b>DIAMOND PARTNER</b>
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"> <li>• 4 people at the exclusive, private event with health plan executives</li> <li>• Option for guaranteed Partner Showcase slot</li> <li>• Full page color ad in program book, in addition to Resource Directory ad</li> <li>• Special ad on conference virtual platform</li> <li>• Options for an Engagement Message and Tote Bag contributions at no additional cost</li> </ul>

<b>PARTNER LEVEL</b>	<b>PLATINUM PARTNER</b>
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"> <li>• 3 people at the exclusive, private event with health plan executives</li> <li>• Option for guaranteed Partner Showcase slot</li> <li>• Ad on conference virtual platform</li> <li>• Options for an Engagement Message and Tote Bag contributions at no additional cost</li> </ul>

<b>PARTNER LEVEL</b>	<b>GOLD PARTNER</b>
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"> <li>• 2 people at the exclusive, private event with health plan executives</li> <li>• Option for Partner Showcase slot on first-come-first-served basis</li> <li>• Special acknowledgment in the virtual platform</li> <li>• Option for Tote Bag contribution at no additional cost</li> </ul>

<b>PARTNER LEVEL</b>	<b>SILVER PARTNER</b>
AMOUNT	\$4,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 3 complimentary registrations for the live conference, plus 2 virtual registration
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Special acknowledgment in the virtual platform</li> <li>• Option for Tote Bag contribution at no additional cost</li> </ul>

<b>PARTNER LEVEL</b>	<b>EXCLUSIVE VIRTUAL PLATFORM PARTNER</b> <i>See page 6 of this Prospectus for details on platform ads and benefits</i>
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 5 complimentary registrations for the live conference, plus 3 virtual registrations
BOOTH	Option to purchase 8x10' exhibit booth for additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• 3 people at the exclusive, private event with health plan executives</li> <li>• Special Engagement Message when app is launched</li> <li>• Special acknowledgment in virtual platform and at the beginning of the conference</li> <li>• Option for Tote Bag contribution at no additional cost</li> </ul>

<b>PARTNER LEVEL</b>	<b>July 14 LUNCH BREAK PARTNER</b>
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available (July 14)
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"> <li>• 3 people at the exclusive, private event with health plan executives</li> <li>• Short, recorded message to be presented at the beginning of the lunch (If conference is virtual only, the recorded message would be followed by Q&amp;A opportunity with registrants during lunch break.)</li> </ul>



<b>PARTNER LEVEL</b>	<b>BREAKFAST PARTNER</b>
AMOUNT	\$4,000
NUMBER AVAILABLE	2 available (July 13 and 14)
COMPLIMENTARY REGISTRATIONS	Up to 3 complimentary registrations for the live conference, plus 2 virtual registrations
BOOTH	8x10' exhibit booth with special signage during the breakfast and food table placed near the booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• 2 people at the exclusive, private event with health plan executives</li> <li>• Special acknowledgment from the podium at the beginning of the conference on the day of the breakfast</li> </ul>

<b>PARTNER LEVEL</b>	<b>HOTEL AMENITY PARTNER</b>
AMOUNT	\$4,000
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	Up to 3 complimentary registrations for the live conference, plus 2 virtual registrations
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• 2 people at the exclusive, private event with health plan executives</li> <li>• Provide a gift bag or item(s) of your choice to be presented by the hotel staff when guests check in. Conference management will contact you to discuss options.</li> </ul>

<b>PARTNER LEVEL</b>	<b>July 14 COFFEE BREAK PARTNER</b>
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 2 complimentary registrations for the live conference, plus 2 virtual registrations
BOOTH	Option to purchase 8x10' exhibit booth at live hybrid for an additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• 1 person at the exclusive, private event with health plan executives</li> <li>• A special table and signage near the break food unless a full booth is purchased for the additional \$500.</li> <li>• Two minute <b>recorded</b> 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&amp;A opportunity with registrants during the coffee break.)</li> </ul>

<b>PARTNER LEVEL</b>	<b>TOTE BAG PARTNER</b>
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"> <li>• Logo on tote bag and option to contribute an item to place in the tote bag</li> <li>• Special acknowledgment in the virtual platform</li> </ul>

<b>PARTNER LEVEL</b>	<b>GUEST ROOM KEY PARTNER</b>
AMOUNT	\$2,500
NUMBER AVAILABLE	1 available only for hybrid conference
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"> <li>• Logo on guest room keys and option to contribute an item to place in the tote bag</li> <li>• Listing on virtual platform and in program book</li> </ul>

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<b>PARTNER LEVEL</b>	<b>COFFEE CUP PARTNER</b>
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"> <li>• Logo on coffee cups that will be used in the general session room throughout the conference</li> <li>• Option to contribute an item to place in the tote bag</li> <li>• Listing on virtual platform and in the program book</li> </ul>

<b>PARTNER LEVEL</b>	<b>ENGAGEMENT PARTNER</b>
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"> <li>• Targeted email on specified date between June 28 and July 8 to be sent by MAHP to all conference participants with analytics provided after the conference.</li> <li>• Listing on virtual platform and in program book</li> </ul>

<b>PARTNER LEVEL</b>	<b>TOTE BAG CONTRIBUTOR</b>
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"> <li>• Provide one item to the tote bag</li> <li>• Listing on virtual platform and in program book</li> </ul>



# 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 \$750 processing fee, by June 20, 2022. After June 20, Partners may withdraw their participation, but no refunds will be issued.

## Special Opportunities

Check the opportunity you wish to support.

- Virtual Platform: \$5,000**
- Breakfast Partner: \$4,000**
- Hotel Amenity Partner: \$4,000**
- Coffee Break Partner: \$3,500**
- Tote Bag Partner: \$3,500**
- Coffee Cup Partner: \$2,500**
- Engagement Partner: \$1,500**
- Tote Bag Contributor: \$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 submit information to conference management to have a virtual exhibit booth be created?  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
- 8. Would you like a Silent Auction basket to be placed near your booth?  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 8.

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

