

**2022**

# **PARTNERSHIP PROSPECTUS**

## **37TH ANNUAL SUMMER CONFERENCE**

**July 12-15, 2022 | Grand Traverse Resort, Acme, MI**

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



## 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. There will be 11 presentations on Tuesday, July 12 along with several more presentations on July 13 and 14.

**Note:** All Partner Showcase presentation slots have been filled.

## 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 again be held 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
- 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 to help attract additional foot traffic.

**Note:** All the previously-offered Special Partnership Opportunities have been taken. The Diamond, Platinum, Gold and Silver Partnerships are still available.

## 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.

PARTNER LEVEL	PRESENTING PARTNER
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 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>

PARTNER LEVEL	DIAMOND PARTNER
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>• 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>

PARTNER LEVEL	PLATINUM PARTNER
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>• Ad on conference virtual platform</li> <li>• Options for an Engagement Message and Tote Bag contributions at no additional cost</li> </ul>

PARTNER LEVEL	GOLD PARTNER
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>• Special acknowledgment in the virtual platform</li> <li>• Option for Tote Bag contribution at no additional cost</li> </ul>

PARTNER LEVEL	SILVER PARTNER
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>

# 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.

- ☐ **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.

# 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
9. Indicate your top three booth preferences.

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

## 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

# Michigan Association of Health Plans

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