

2023

PARTNERSHIP PROSPECTUS

38TH ANNUAL SUMMER CONFERENCE

July 18-21, 2023 | Grand Traverse Resort, Acme, MI

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



The 2023 MAHP Summer Conference

First, thank you to everyone who attended the 2022 conference in person and virtually. Combined, we had more than 400 people join us, the vast majority of whom attended in person.

To that end, MAHP has decided to return to an in-person only conference. If health and safety circumstances require, we will add a virtual option and announce it at that time.

MAHP and the Summer Conference Planning Committee have re-designed some of the Partnership levels and added some new ones. We invite you to consider the variety of options we're offering and join us with the option that best suits your needs in 2023.

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.

Partner Showcase

The Partner Showcase offers Partners the opportunity to present briefings on their products and services to the conference audience.

NOTE: After several years of this successful portion of the conference, we are making some changes to the Showcase process. See the next page for details.

WORKING EXHIBIT SCHEDULE

Governors CDEF, Lower Level, Grand Traverse Resort

The floor plan will be available for booth selection in spring 2023

Tuesday, July 18

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 19

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

Thursday, July 20

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

Important Information About 2023 Partnership Opportunities

MAHP and the Summer Conference Planning Committee have re-designed the Partnership options and added some new ones. Due to the increased number of organizations interested in the Partner Showcase presentations, those who qualify will need to submit a formal proposal which will be reviewed by the Committee.

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

- Acknowledgment in conference marketing materials and program book
- Listing and materials on the conference platform
- Option for ad in the digital Resource Directory Ad size, determined by Partnership level
- Complimentary registrations for the conference
- Participant Directory provided twice before the conference and after the conference
- The option to have a Silent Auction basket placed at your booth. (Baskets are provided primarily by MAHP member health plans, but Partners are also welcome to contribute one.)

Please note the following:

- Each Partner will receive a designated number of registrations for the conference. **Note:** If a virtual option is added, an adjustment to include virtual registrations will be made.
- **MAHP Member Organizations** qualify for a discounted fee for the Diamond, Platinum, Rose Gold, Gold and Silver Partnership options.
 - **To see if your organization is a current MAHP Member, go to:**
<https://www.mahp.org/about/#members>.
 - **If you would like to apply for membership, you must do so by April 25, 2023, to qualify for the discount.**
Contact Christine Sundell at csundell@mahp.org to learn more about becoming a member.
- Contributions to the tote bag are offered for certain Partnerships. This will include an item of your choosing that would be distributed by MAHP.

New Information on the Partner Showcase

- To be considered for a Partner Showcase presentation, you must be at a minimum of the Rose Gold Partnership level of \$7,500 or above. (The only exception is the Lunch Partnership as a similar presentation is available at the lunch.)
- If you select the Rose Gold Partnership level, but are not ultimately selected for the Partner Showcase, you may request a discount to the Gold level, minus a \$250 processing fee, by June 26th. Requests must be made by June 26, 2023.
- In addition, Partners will need to complete a short application form to be submitted **no later than June 9, 2023**. Applications will be reviewed by MAHP and the Planning Committee. Partners will be notified of acceptance by June 19, 2023. Timeliness of the submission will be considered, but is not the final, determining factor.
- Showcase presentations should emphasize how organizations are addressing diversity, equity and inclusion issues through their services and products.
- On Tuesday afternoon, July 18, a maximum of 10 Showcase presentations will be featured; 10 minutes each.
- For Partners who are at the Platinum level and above, there will be 4 opportunities to present their Showcase on Wednesday or Thursday. Factors in scheduling of these 4 presentations will include the Partnership level, proposal content and to a lesser extent, timing of the proposal submission.

PARTNER LEVEL	PRESENTING PARTNER
AMOUNT	\$18,000 MAHP Member Organizations: \$16,000
NUMBER AVAILABLE	1 Available
COMPLIMENTARY REGISTRATIONS	Up to 8 complimentary registrations
BOOTH	Two 10x10' exhibit booths in prime location with special signage or a banner
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 5 people at the exclusive, private event with health plan executives and legislators. • Option for Partner Showcase slot on Wednesday or Thursday during the conference • Full page color, cover ad in program book, in addition to Resource Directory ad • 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 at no additional cost • Special acknowledgment in the conference platform

PARTNER LEVEL	DIAMOND PARTNER
AMOUNT	\$12,000 MAHP Member Organizations: \$11,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 6 complimentary registrations
BOOTH	10x10' exhibit booth 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 and legislators • Option for Partner Showcase slot on Wednesday or Thursday during the conference • Full page color ad in program book, in addition to Resource Directory ad • Options for an Engagement Message and Tote Bag contributions at no additional cost • Special acknowledgment in the conference platform

PARTNER LEVEL	PLATINUM PARTNER
AMOUNT	\$9,000 MAHP Member Organizations: \$8,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 5 complimentary registrations
BOOTH	10x10' exhibit booth with special signage
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 4 people at the exclusive, private event with health plan executives and legislators • Option for Partner Showcase slot on Wednesday or Thursday during the conference • Options for an Engagement Message and Tote Bag contributions at no additional cost • Special acknowledgment in the conference platform

PARTNER LEVEL	ROSE GOLD PARTNER
AMOUNT	\$7,500 MAHP Member Organizations: \$6,700
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 4 complimentary registrations
BOOTH	10x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 3 people at the exclusive, private event with health plan executives and legislators • Option for Partner Showcase on July 18 • Option for Tote Bag contribution • Special acknowledgment in the conference platform

PARTNER LEVEL	GOLD PARTNER
AMOUNT	\$6,000 MAHP Member Organizations: \$5,500
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 3 complimentary registrations
BOOTH	10x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 2 people at the exclusive, private event with health plan executives and legislators • Special acknowledgment in the conference platform • Option for Tote Bag contribution at no additional cost

PARTNER LEVEL	SILVER PARTNER
AMOUNT	\$5,000 MAHP Member Organizations: \$4,500
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	Up to 2 complimentary registrations
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Option for Tote Bag contribution at no additional cost

PARTNER LEVEL	SPECIAL EVENING EVENT PARTNER: JULY 20 WINE TASTING AND DINNER	
AMOUNT	\$8,500: Host this unique event at the beautiful Bonobo Winery (www.bonobowinery.com) on Mission Peninsula in Traverse City. Owned by Carter Oosterhouse (of HGTV fame) and his wife, Amy Smart, this beautiful award-winning winery will offer your guests small plate stations and wine pairings in an exquisite setting.	
NUMBER AVAILABLE	1 available	
COMPLIMENTARY REGISTRATIONS	Up to 5 complimentary	
BOOTH	10x10' exhibit booth	
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 3 people at the exclusive, private event with health plan executives and legislators • 5 people at the wine tasting event at no additional cost • Option to provide personalized wine glasses at exhibit booth and/or dinner • Special signage on buses • Option for brief remarks at event 	

PARTNER LEVEL	VIP RECEPTION PARTNER (Thursday, July 20 exclusive, private event with health plan executives)	
AMOUNT	\$8,000	
NUMBER AVAILABLE	1 available	
COMPLIMENTARY REGISTRATIONS	Up to 4 complimentary registrations	
BOOTH	10x10' exhibit booth	
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 4 people at the exclusive, private event with health plan executives • Special signage at reception and on the tickets 	

PARTNER LEVEL	JULY 20 LUNCH BREAK PARTNER	
AMOUNT	\$7,500	
NUMBER AVAILABLE	1 available (July 20)	
COMPLIMENTARY REGISTRATIONS	Up to 4 complimentary registrations	
BOOTH	10x10' exhibit booth	
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 3 people at the exclusive, private event with health plan executives and legislators • Short, recorded message to be presented at the beginning of the lunch • Option for Tote Bag contribution at no additional cost 	

PARTNER LEVEL	EXCLUSIVE CONFERENCE PLATFORM PARTNER
AMOUNT	\$6,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 4 complimentary registrations
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 2 people at the exclusive, private event with health plan executives and legislators • Special Engagement Message when Conference Platform is launched • Special acknowledgment in platform and at the beginning of the conference • Option for Tote Bag contribution at no additional cost

SOLD

PARTNER LEVEL	KID'S CORNER
AMOUNT	\$6,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	One 10x10' booth for your display, plus an additional booth with family-friendly activities during the two evening receptions.
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Special signage at the two booths with your logo • 2 people at the exclusive, private event with health plan executives and legislators • Option for Tote Bag contribution at no additional cost • Special acknowledgment from the podium at the beginning of the conference on the days the receptions are held.

PARTNER LEVEL	BREAKFAST PARTNER
AMOUNT	\$5,500
NUMBER AVAILABLE	2 available (July 19 and 20)
COMPLIMENTARY REGISTRATIONS	Up to 3 complimentary registrations
BOOTH	8x10' exhibit booth with signage during the breakfast and food table placed near the booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 1 person at the exclusive, private event with health plan executives and legislators • Special acknowledgment from the podium at the beginning of the conference on the day of the breakfast

SOLD

PARTNER LEVEL	HOTEL AMENITY PARTNER
AMOUNT	\$5,000
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	Up to 2 complimentary registrations
BOOTH	8x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 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.

PARTNER LEVEL	JULY 20 COFFEE BREAK PARTNER
AMOUNT	\$4,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 2 complimentary
BOOTH	Option to purchase 10' x 10' exhibit booth for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • A special table and signage near the break food unless a full booth is purchased for the additional \$1,000. • Two minute recorded message to be presented at the beginning of the designated coffee break

PARTNER LEVEL	TOTE BAG PARTNER
AMOUNT	\$4,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 10' x 10' exhibit booth with special signage for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Logo on tote bag and option to contribute an item to place in the tote bag

PARTNER LEVEL	GUEST ROOM KEY PARTNER
AMOUNT	\$3,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 10' x 10' exhibit booth with special signage for an additional \$2,500
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

PARTNER LEVEL	COFFEE CUP PARTNER
AMOUNT	\$3,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 1 complimentary registration
BOOTH	Option to purchase 10' x 10' exhibit booth with special signage for an additional \$2,500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Logo on coffee cups that will be used in the general session room throughout the conference • Option to contribute an item to place in the tote bag

PARTNER LEVEL	TASTE OF TRAVERSE WINE TASTING TOUR TRANSPORTATION PARTNER – JULY 19
AMOUNT	\$2,500: This is an optional event on the afternoon of Wednesday, July 19th. It will include a wine tasting tour of 3-4 vineyards in the Traverse City area.
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	Up to 1 complimentary registrations
BOOTH	Option to purchase 8x10' exhibit booth with special signage for an additional \$2,500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Special signage on bus with your logo • 2 Guests for Wine Tasting Tour at no additional charge

PARTNER LEVEL	ENGAGEMENT PARTNER
AMOUNT	\$2,500
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth with special signage for an additional \$3,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Targeted email on specified date 7-10 days prior to the conference to be sent by MAHP to all conference participants with analytics provided after the conference.

PARTNER LEVEL	DIGITAL SENIOR MANAGEMENT DIRECTORY PARTNER
AMOUNT	\$2,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary
BOOTH	Option to purchase 8x10' exhibit booth with special signage for an additional \$3,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Logo on USB drive to be given to all participants with the digital Directory

PARTNER LEVEL	TOTE BAG CONTRIBUTOR
AMOUNT	\$1,000
NUMBER AVAILABLE	6 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Provide one item to the tote bag to be shipped directly to the hotel (Note: Shipping instructions will be sent by conference management.)

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.

Partnership Level	Non-MAHP Member	MAHP Member
<input type="checkbox"/> Presenting Partner:	\$18,000	\$16,000
<input type="checkbox"/> Diamond Partner:	\$12,000	\$11,000
<input type="checkbox"/> Platinum Partner:	\$9,000	\$8,000
<input type="checkbox"/> Rose Gold Partner:	\$7,500	\$6,700
<input type="checkbox"/> Gold Partner:	\$6,000	\$5,500
<input type="checkbox"/> Silver Partner:	\$5,000	\$4,500

☐ We are a MAHP Member.

Cancellation and Refund Policy

Partners may cancel their participation and receive a full refund, less a \$1,000 processing fee, by June 26, 2023. After June 26, Partners may withdraw their participation, but no refunds will be issued.

Special Opportunities

Check the opportunity you wish to support.

- ☐ **VIP Reception Partner:** \$8,000
- ☐ **Kid's Corner Partner:** \$6,000
- ☐ **Lunch Break Partner:** \$7,500
- ☐ **Hotel Amenity Partner:** \$5,000
- ☐ **Wine Tour Transportation Partner:** \$2,500*
- ☐ **Engagement Partner:** \$2,500**
- ☐ **Tote Bag Contributor:** \$1,000

☐ *Add exhibit @ \$2,500

☐ **Add exhibit @ \$3,000

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
6. If you are at the Rose Gold or above level, do you want a Partner Showcase application? ☐ Yes ☐ No
7. If you qualify, do you want to contribute a Tote Bag item? ☐ 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.

8. Do you plan to use your booth? ☐ Yes ☐ No ☐ To Be Determined
9. If you answered yes to #8, please also respond to the following.
 - a. Will you need electricity? ☐ Yes ☐ No
 - b. Would you like a Silent Auction basket to be placed near your booth? ☐ Yes ☐ No
(You do not need to provide a basket; MAHP will do so. For more information on the Silent Auction, contact Christine Sundell at csundell@mahp.org)

Payment Information

Check off the opportunity you wish to support on the first page of this form. Payment must be received by July 7.

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