

**2024**

# **PARTNERSHIP PROSPECTUS**

## **39<sup>th</sup> ANNUAL CONFERENCE**

**Health Plans, Partners & Policy**

**July 9-12, 2024 | Grand Traverse Resort, Acme, MI**

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)



@MiHealthPlans



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# The 2024 MAHP Annual Conference: Returning Favorites and Exciting New Partnership Options!

Thank you to everyone who supported the 2023 conference. We had more than 425 people in attendance and look forward to another amazing gathering in 2024. MAHP and the Conference Planning Committee are pleased to bring back many of the most popular Partnership options—including the Medal Partnerships and some new, exciting options.

We invite you to consider this wide variety of Partnerships and join us with the option that best suits your needs in 2024.

## Who attends the Annual Conference?

### From MAHP's Member health plans:

- Presidents and CEOs
- Medical Directors
- Pharmacy Directors
- Quality Improvement Directors

### From Michigan's health care industry:

- State Government Policy Makers
- Medical Professionals
- Administrators and Public Health Officials

### From MAHP's Member businesses:

- New products and services
- Healthcare industry experts

## Why is the MAHP Annual Conference Unique?

- Michigan's largest healthcare conference, bringing together healthcare payors, providers, partners and the public to improve cost and quality of our health.
- Direct interaction and networking with health plan members, including one-on-one meetings and discussions, the returning VIP Reception, social events and the new Plan-Partner Networking Expo. (**Note:** The VIP Reception and Networking Expo are available for designated Partnership levels only)
- This is a family-friendly conference—Spouses, guests and children are welcome to attend the 2 evening receptions, with kid-friendly activities.

## What's New in 2024?

**Plan-Partner Networking Expo:** The first 20 Partners who confirm at the Presenting, Diamond, Platinum or Rose Gold Medal Partnership levels have the option to participate in the Tuesday, July 9th Plan-Partner Networking Expo. The Expo will provide 5-minute rapid-fire discussions with a variety of health plan executives from MAHP member plans.

## New Special Partnership Options - All with Branded Materials:

- Elevator Banner Partner
- Lanyard Partner
- Napkin Partner
- Padfolio Partner
- Photo Booth Partner
- Water Cup Partner

### For questions and additional information:

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



## Important Information About 2024 Partnership Opportunities

MAHP and the Conference Planning Committee have re-designed the Partnership options and added some new ones.

### 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 registration platform
- Option for ad in the Digital Resource Directory
- Complimentary registration(s) for the conference
- Participant Directory provided twice before the conference and once after the conference

### Please note the following:

- **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 23, 2024, to qualify for the discount.**  
Contact Christine Sundell at [csundell@mahp.org](mailto:csundell@mahp.org) to learn more about becoming a member.
- Tote bag contributions for designated Partnerships will be of your choosing and distributed by MAHP.

#### Medal Partnerships: Includes Booth

Presenting: \$18,000/ \$16,000 for Members  
Diamond: \$12,000/\$11,000 for Members  
Platinum: \$9,000/\$8,000 for Members  
Rose Gold: \$7,500/\$6,700 for Members  
Gold: \$6,000/\$5,500 for Members  
Silver: \$5,000/\$4,500 for Members

#### Special Partnerships with Booth

Evening Event: \$8,500  
Lunch Break: \$8,000  
Conference Registration Platform: \$6,500  
Kid's Corner: \$6,500  
Breakfast: \$5,500

#### Special Partnerships with Booth Option (with additional fee)

Hotel Amenity: \$5,000  
Tote Bag: \$5,000  
Coffee Break: \$4,500  
Elevator Banner: \$4,500  
Padfolio: \$4,500  
Napkin: \$3,500  
Coffee Cup: \$3,500  
Water Cup: \$3,500  
Taste of Traverse Transportation Partner: \$3,500  
Guest Room Key: \$3,000  
Digital Directory: \$3,000  
Photo Booth: \$2,500  
Engagement: \$2,500

## WORKING EXHIBIT SCHEDULE

### Governors CDEF, Lower Level, Grand Traverse Resort

The floor plan will be available for booth selection in Spring 2024

#### Tuesday, July 9

11:00 a.m. - 4:30 p.m. Exhibitor move in  
4:00 - 5:15 p.m. (tentative) Plan-Partner Networking Expo  
7:00 - 9:00 p.m. Welcome Reception in Exhibit Hall

#### Wednesday, July 10

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

#### Thursday, July 11

7:30 - 8:30 a.m. Breakfast in Exhibit Hall  
10:00 - 10:45 a.m. Break in Exhibit Hall

*Exhibit Hall closes after Thursday morning break.*



## MEDAL PARTNERSHIPS

PARTNER LEVEL	PRESENTING PARTNER
AMOUNT	\$18,000 MAHP Member Organizations: \$16,000
NUMBER AVAILABLE	2 Available
COMPLIMENTARY REGISTRATIONS	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"> <li>• 5 people at the exclusive, private event with health plan executives and legislators.</li> <li>• Option for one of three Partner Showcase slots on Wednesday or Thursday during the conference OR a 2-minute recorded message to be presented at the beginning of the conference.</li> <li>• Option for 4 tickets to the Plan-Partner Networking Expo. This option is available for the first 20 confirmed Partners.</li> <li>• Full page color ad in conference program book and Digital Resource Directory</li> <li>• Option for Tote Bag contribution</li> <li>• Special acknowledgment in the conference registration platform</li> </ul>

PARTNER LEVEL	DIAMOND PARTNER
AMOUNT	\$12,000 MAHP Member Organizations: \$11,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	6 complimentary registrations
BOOTH	10x10' exhibit booth 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 and legislators</li> <li>• Option for one of three Partner Showcase slots on Wednesday or Thursday during the conference on a first-come-first-served basis</li> <li>• Option for 3 tickets to the Plan-Partner Networking Expo. This option is available for the first 20 confirmed Partners.</li> <li>• Full page color ad in the conference program book and Digital Resource Directory</li> <li>• Option for Tote Bag contribution</li> <li>• Special acknowledgment in the conference registration platform</li> </ul>

PARTNER LEVEL	PLATINUM PARTNER
AMOUNT	\$9,000 MAHP Member Organizations: \$8,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	5 complimentary registrations
BOOTH	10x10' exhibit booth with special signage
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• 4 people at the exclusive, private event with health plan executives and legislators</li> <li>• Option for 2 tickets to the Plan-Partner Networking Expo. This option is available on a first-come-first-served basis for the first 20 confirmed Partners.</li> <li>• Option for a Tote Bag contribution</li> </ul>



PARTNER LEVEL	ROSE GOLD PARTNER
AMOUNT	\$7,500 MAHP Member Organizations: \$6,700
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	10x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>3 people at the exclusive, private event with health plan executives and legislators</li> <li>Option for 1 ticket to the Plan-Partner Networking Expo. This option is available on a first-come-first-served basis for the first 20 confirmed Partners.</li> <li>Option for Tote Bag contribution</li> </ul>

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

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

## SPECIAL PARTNERSHIPS

PARTNER LEVEL	SPECIAL EVENING EVENT PARTNER: JULY 11TH WINE EVENT
AMOUNT	\$8,500: A unique evening wine event will be created with this Partner, featuring one of the Traverse City area's beautiful wineries.
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	10x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>3 people at the exclusive, private event with health plan executives and legislators</li> <li>4 people at the evening event</li> <li>Option to provide personalized wine glasses at exhibit booth and/or dinner</li> <li>Special signage on buses</li> <li>Option for brief remarks at event</li> <li>Special acknowledgment in program book</li> </ul>

PARTNER LEVEL	JULY 11 LUNCH BREAK PARTNER
AMOUNT	\$8,000
NUMBER AVAILABLE	1 available (July 11)
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	10x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>3 people at the exclusive, private event with health plan executives and legislators</li> <li>Short, recorded message to be presented at the beginning of the lunch</li> <li>Option for Tote Bag contribution</li> </ul>

**SOLD**

PARTNER LEVEL	EXCLUSIVE CONFERENCE REGISTRATION SITE PARTNER
AMOUNT	\$6,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	3 complimentary 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 and legislators</li> <li>Special Engagement Message when conference registration site is launched</li> <li>Logo on conference registration site</li> <li>Option for Tote Bag contribution</li> </ul>

PARTNER LEVEL	KID'S CORNER
AMOUNT	\$6,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	3 complimentary registrations
BOOTH	One 8x10' 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"> <li>• Special signage at the two booths with your logo</li> <li>• 2 people at the exclusive, private event with health plan executives and legislators</li> <li>• Option for Tote Bag contribution</li> </ul>

PARTNER LEVEL	BREAKFAST PARTNER
AMOUNT	\$5,500
NUMBER AVAILABLE	2 available (July 10 or 11)
COMPLIMENTARY REGISTRATIONS	2 complimentary 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>• 1 person at the exclusive, private event with health plan executives and legislators</li> <li>• Special acknowledgment at the beginning of the conference on the day of the breakfast</li> </ul>

PARTNER LEVEL	HOTEL AMENITY PARTNER
AMOUNT	\$5,000
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 8x10' booth for an additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <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>

PARTNER LEVEL	TOTE BAG PARTNER
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Logo on the tote bag, co-branded with the MAHP logo</li> </ul>

PARTNER LEVEL	JULY 11 COFFEE BREAK PARTNER
AMOUNT	\$4,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>A special table and signage at break location unless a full booth is purchased for the additional \$1,000. If booth is purchased, signage will be at both.</li> <li>Option for tote bag contribution</li> </ul>

PARTNER LEVEL	ELEVATOR BANNER PARTNER
AMOUNT	\$4,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' booth for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Logo on 4 elevator doors at the hotel</li> <li>Option for tote bag contribution</li> </ul>

PARTNER LEVEL	PADFOLIO PARTNER
AMOUNT	\$4,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Logo on padfolio given to all conference attendees</li> <li>Option for tote bag contribution</li> </ul>

PARTNER LEVEL	LANYARD PARTNER
AMOUNT	\$4,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$1,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Logo on lanyards worn by all conference attendees, co-branded with MAHP logo</li> <li>Option for tote bag contribution</li> </ul>



PARTNER LEVEL	NAPKIN PARTNER
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$2,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Logo on all napkins</li> <li>• Option for tote bag contribution</li> </ul>

PARTNER LEVEL	TASTE OF TRAVERSE WINE TASTING TOUR TRANSPORTATION PARTNER-JULY 10
AMOUNT	\$3,500: Includes a wine tasting tour of 3 vineyards in the Traverse City area.
NUMBER AVAILABLE	2 Partnerships are available, with each Partner receiving recognition on 1 of 2 buses.
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth with special signage for an additional \$2,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Option for Partner's branded materials on the bus</li> <li>• 2 Guests for Wine Tasting Tour</li> </ul>

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

PARTNER LEVEL	COFFEE CUP PARTNER
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$2,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Logo on coffee cups</li> <li>• Option for tote bag contribution</li> </ul>

PARTNER LEVEL	WATER CUP PARTNER
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$2,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Logo on a reusable water cup</li> <li>Option for tote bag contribution</li> </ul>

PARTNER LEVEL	GUEST ROOM KEY PARTNER
AMOUNT	\$3,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$2,500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Logo on guest room keys</li> <li>Option for tote bag contribution</li> </ul>

PARTNER LEVEL	ENGAGEMENT PARTNER
AMOUNT	\$2,500
NUMBER AVAILABLE	5 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"> <li>Targeted email 7-10 days prior to the conference to be sent by MAHP to all conference participants with analytics provided after the conference.</li> </ul>

PARTNER LEVEL	PHOTO BOOTH PARTNER
AMOUNT	\$2,500
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8x10' exhibit booth for an additional \$3,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Special signage at 360 degree partner branded photo booth, available at evening reception (1 night per Partner or option to purchase both nights for \$5,000, with 2 complimentary conference registrations)</li> <li>Option for tote bag contribution</li> </ul>

# COMMITMENT FORM

## Please send completed form to:

Diane Drago, Conference Coordinator MAHP 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.

## Medal 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 10, 2024. After June 10, Partners may withdraw their participation, but no refunds will be issued.

## Special Opportunities

Check the opportunity you wish to support.

- ☐ Special Evening Event Partner: \$8,500
- ☐ Lunch Break Partner: \$8,000
- ☐ Exclusive Conference Platform Partner: \$6,500
- ☐ Kid's Corner Partner: \$6,500
- ☐ Breakfast Partner: \$5,500
- ☐ Hotel Amenity Partner: \$5,000<sup>a</sup>
- ☐ Tote Bag Partner: \$5,000<sup>a</sup>
- ☐ Coffee Break Partner: \$4,500<sup>b</sup>
- ☐ Elevator Banner Partner: \$4,500<sup>b</sup>
- ☐ Padfolio Partner: \$4,500<sup>b</sup>
- ☐ Lanyard Partner: \$4,500<sup>b</sup>
- ☐ Napkin Partner: \$3,500<sup>c</sup>
- ☐ Coffee Cup Partner: \$3,500<sup>c</sup>
- ☐ Water Cup Partner: \$3,500<sup>c</sup>
- ☐ Taste of Traverse Transportation Partner: \$3,500<sup>c</sup>
- ☐ Guest Room Key Partner: \$3,000<sup>d</sup>
- ☐ Digital Directory Partner: \$3,000<sup>c</sup>
- ☐ Photo Booth Partner: \$2,500<sup>e</sup>
- ☐ Engagement Partner: \$2,500<sup>e</sup>
  - ☐ a: Add exhibit @ \$500
  - ☐ b: Add exhibit @ 1,000
  - ☐ c: Add exhibit @ \$2,000
  - ☐ d: Add exhibit @ 2,500
  - ☐ e: Add exhibit @ 3,000



# 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. If you are a Presenting or Diamond Partner,, do you want a Partner Showcase application? ☐ Yes ☐ No
6. 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 in late spring.

7. Do you plan to use your booth? ☐ Yes ☐ No ☐ To Be Determined
8. If you answered yes to #8, please also respond to the following.
  - a. 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 June 28.

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