

2025

# PARTNERSHIP PROSPECTUS



Health Plans, Partners & Policy

**July 22-25, 2025**  
**Grand Traverse Resort, Acme, MI**

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



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



[@MiHealthPlans](https://twitter.com/MiHealthPlans)



[Facebook.com/MichiganAssociationofHealthPlans](https://Facebook.com/MichiganAssociationofHealthPlans)



[LinkedIn.com/company/mahp](https://LinkedIn.com/company/mahp)

# The 2025 MAHP Annual Conference: Returning Favorites and Exciting New Partnership Options!

Thank you to everyone who supported the 2024 conference. We had nearly 500 people in attendance and look forward to another amazing gathering in 2025, as we celebrate the 40th anniversary of the Annual Conference. We invite you to consider this wide variety of Partnerships and join us with the option that best suits your needs in 2025.

## 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 National Healthcare Organizations

- Innovative products and services
- Healthcare industry experts

## Why is the MAHP Annual Conference Unique?

- Michigan's largest healthcare conference, bringing together healthcare payors, providers, partners, policy makers 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 returning Reverse Networking Expo. (Note: The VIP Reception and Reverse 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, and the special Anniversary event with kid-friendly activities.

## Important Information About 2025 Partnership Opportunities

MAHP and the Conference Planning Committee have re-designed the Partnership options to better suit the changing needs of our Partners.

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

- Acknowledgment in conference marketing materials and program book.
- Listing on the conference registration site.
- Option for organizational listing in the Digital Resource Directory.
- Complimentary registration(s) for the conference.
- Participant Directory provided twice before the conference and once after the conference.
- Tote bag contributions for designated Partnerships will be of your choosing and distributed by MAHP.

### MAHP Member Organizations: Please note the following:

- MAHP Member Organizations qualify for a discounted fee for the Presenting, Diamond, Platinum, 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 are not currently a MAHP member, you will need to apply for membership to qualify for the discount.** Contact Christine Sundell at [csundell@mahp.org](mailto:csundell@mahp.org) to learn more about becoming a member.

## Changes Coming in 2025

### Participant Directory:

- As in past years, registrants will be asked for permission to provide their contact information to Partners when they register. The Participant Directory provided to Partners will only include the names and contact information of those who give their permission.
- The Participant Directory is provided to Partners as a courtesy only for informational purposes to see who is attending and to reach out to an individual. **The Directory is not to be used for bulk/group email or marketing purposes.**

**Reverse Networking Expo:** Due to the overwhelming success of the 2024 Expo, this opportunity will again be available in 2025. Due to time, space and health plan executive availability, the Expo will be held on Tuesday afternoon of the conference from 3:15 to 4:30 pm, with 9-minute meetings. **To qualify for the Expo, you must:**

- Commit to a Partnership at the Presenting, Diamond or Platinum Level. Special Partnerships (Tote Bag, Kid's Corner, Lanyard, etc.) do not qualify for the Expo.
- Be one of the **first 20 Partners to (1) submit your Commitment Form; and (2) pay the Partnership fee in full.** Submission of the commitment form alone does not qualify an organization for the Expo.
- Complete the meeting selection process and identify and register the 2 representatives from your organization that will participate in the Expo.

**New for Exhibitors:** If you qualify for and use an exhibit booth, please note the following changes.

- MAHP is introducing an interactive, real-time exhibit floor plan for booth selection. You will be able to see who has already selected their booth space. The floor plan will be available in the spring of 2025.
- To secure electricity at your booth, there will be an additional fee of \$55 added to your Partnership fee.
- An FAQ will be sent to all exhibitors with details on set-up and tear-down, shipping, exhibition hours, etc.

### Senior Management Resource Directory:

- In lieu of offering an ad in the digital Resource Directory, Partners are invited to submit organizational information to be included in the Directory.
- The link to submit information for the Directory will be sent once commitment form and payment are received.
- The Senior Management Directory is distributed on a USB Drive in the conference tote bag. A link will also be provided to attendees after the conference.

## WORKING EXHIBIT SCHEDULE

*Governors CDEF, Lower Level, Grand Traverse Resort*  
The floor plan will be available for booth selection in Spring 2025

### Tuesday, July 22

11:00 a.m. - 4:30 p.m.	Exhibitor move in
3:15 - 4:30 p.m.	Reverse Networking Expo
7:00 - 9:00 p.m.	Welcome Reception in Exhibit Hall

### Wednesday, July 23

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

### Thursday, July 24

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	\$19,500 MAHP Member Organizations: \$17,500
NUMBER AVAILABLE	2 Available
COMPLIMENTARY REGISTRATIONS	8 complimentary registrations
BOOTH	Two 10'x10' 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 to participate in the Plan-Partner Reverse Networking Expo. This option is available for the first 20 Partners that submit their commitment form and pay the Partnership fee.</li> <li>• Listing in Digital Resource Directory</li> <li>• Option for Tote Bag contribution</li> <li>• Special acknowledgment in the conference registration site</li> </ul>

PARTNER LEVEL	DIAMOND PARTNER
AMOUNT	\$13,500 MAHP Member Organizations: \$12,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	6 complimentary registrations
BOOTH	10'x10' exhibit booth
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 one of three Partner Showcase slots on Wednesday or Thursday during the conference on a first-come-first-served basis</li> <li>• Option to participate in the Plan-Partner Reverse Networking Expo. This option is available for the first 20 Partners that submit their commitment form and pay the Partnership fee.</li> <li>• Listing in Digital Resource Directory</li> <li>• Option for Tote Bag contribution</li> <li>• Special acknowledgment in the conference registration site</li> </ul>

PARTNER LEVEL	PLATINUM PARTNER
AMOUNT	\$8,500 MAHP Member Organizations: \$7,500
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	10'x10' 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 to participate in the Plan-Partner Reverse Networking Expo. This option is available for the first 20 Partners that submit their commitment form and pay the Partnership fee.</li> <li>• Listing in Digital Resource Directory</li> <li>• Option for a Tote Bag contribution</li> </ul>

PARTNER LEVEL	GOLD PARTNER
AMOUNT	\$6,500 MAHP Member Organizations: \$6,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	3 complimentary registrations
BOOTH	Choice of 10'x10' OR 8'x10' 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>• Listing in Digital Resource Directory</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	8'x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Listing in Digital Resource Directory</li> <li>• Option for Tote Bag contribution</li> </ul>



## SPECIAL PARTNERSHIPS

PARTNER LEVEL	40 <sup>TH</sup> ANNIVERSARY PARTNER
AMOUNT	\$8,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	10'x10' 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 to provide personalized wine glasses at exhibit booth and/or 40<sup>th</sup> anniversary special event</li> <li>• Special signage on buses and at special anniversary event</li> <li>• Option for brief remarks at event</li> <li>• Special acknowledgment in program book</li> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	JULY 24 LUNCH PARTNER
AMOUNT	\$8,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	10'x10' 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 and legislators</li> <li>• Short, recorded message to be presented at the beginning of the lunch</li> <li>• Option to distribute material to be placed on each table</li> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	KID'S CORNER
AMOUNT	\$7,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	3 complimentary registrations
BOOTH	One booth outside exhibit hall for family-friendly activities during the 2 evening receptions
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Special signage at the booth with your logo</li> <li>• 2 people at the exclusive, private event with health plan executives and legislators</li> <li>• Distribution of your promotional items at the booth</li> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	TOTE BAG PARTNER
AMOUNT	\$6,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	8'x10' exhibit 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>Logo on the tote bag, co-branded with the MAHP logo</li> <li>Option to provide promotional item to be placed in the tote bags</li> <li>Listing in Digital Resource Directory</li> </ul>



PARTNER LEVEL	BREAKFAST PARTNER
AMOUNT	\$6,000
NUMBER AVAILABLE	2 available (July 23 OR 24)
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	8'x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>Special acknowledgment at the beginning of the conference on the day of the breakfast</li> <li>Special signage during the breakfast and food table placed near the booth</li> <li>Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	HOTEL AMENITY PARTNER
AMOUNT	\$5,500
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 8'x10' 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> <li>Special signage at hotel desk</li> <li>Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	JULY 24 COFFEE BREAK PARTNER
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	PADFOLIO PARTNER
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	LANYARD PARTNER
AMOUNT	\$5,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>



PARTNER LEVEL	NAPKIN PARTNER
AMOUNT	\$4,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' exhibit booth for an additional \$2,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Logo on all napkins used at receptions and breaks</li> <li>• Option for tote bag contribution</li> <li>• Listing in Digital Resource Directory</li> </ul>



PARTNER LEVEL	TASTE OF TRAVERSE WINE TASTING TOUR TRANSPORTATION PARTNER
AMOUNT	\$4,000
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' 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> <li>• Option to greet guests and give a brief remark on bus</li> <li>• Option for tote bag contribution</li> </ul>

PARTNER LEVEL	DIGITAL SENIOR MANAGEMENT DIRECTORY PARTNER
AMOUNT	\$4,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	COFFEE CUP PARTNER
AMOUNT	\$4,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	WATER CUP PARTNER
AMOUNT	\$4,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	DIRECTIONAL FLOOR STICKERS PARTNER
AMOUNT	\$4,000
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' exhibit booth for an additional \$2,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Your logo, co-branded with MAHP's logo, on floor stickers</li> <li>• Option for tote bag contribution</li> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	GUEST ROOM KEY PARTNER
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' 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> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	SIGNATURE COCKTAIL PARTNER
AMOUNT	\$3,000
NUMBER AVAILABLE	2 available (Tuesday or Wednesday reception)
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' exhibit booth for an additional \$3,000
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Option to select and name the cocktail (<b>Note:</b> Selection will be done in conjunction with the hotel.)</li> <li>• Special signage at each bar describing the cocktail and with your logo</li> <li>• Option for tote bag contribution</li> <li>• Listing in Digital Resource Directory</li> </ul>

PARTNER LEVEL	WELLNESS BREAK/CHAIR MASSAGE PARTNER
AMOUNT	\$1,500 for 1 evening OR \$2,500 for 2 evenings
NUMBER AVAILABLE	2 (To be provided during Tuesday and/or Wednesday reception)
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> <li>• Special signage at chair massage station (located outside exhibit hall)</li> <li>• Option to provide promotional item at massage station</li> <li>• Listing in Digital Resource Directory</li> </ul>

# COMMITMENT FORM

## Please send completed form to:

Diane Drago, Conference Coordinator MAHP Conference  
P.O. Box 7976 Ann Arbor, MI 48107  
Phone: 734-661-9340  
Email: 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:	\$19,500	\$17,500
<input type="checkbox"/> Diamond Partner:	\$13,500	\$12,000
<input type="checkbox"/> Platinum Partner:	\$8,500	\$7,500
<input type="checkbox"/> Gold Partner:	\$6,500	\$6,000
<input type="checkbox"/> Silver Partner:	\$5,000	\$4,500

☐ Exhibit electrical fee @ \$55

☐ We are a MAHP Member.
Not sure if your organization is a member? [Check here.](#)

## Cancellation and Refund Policy

Partners may cancel their participation and receive a full refund, less a \$1,000 processing fee, by June 16, 2025. After June 16, Partners may withdraw their participation, but no refunds will be issued.

## Special Opportunities

Check the opportunity you wish to support.

<input type="checkbox"/> 40 <sup>th</sup> Anniversary Partner:	\$8,500
<input type="checkbox"/> July 24 Lunch Partner:	\$8,500
<input type="checkbox"/> Kid's Corner Partner:	\$7,000
<input type="checkbox"/> Breakfast Partner:	
<input type="checkbox"/> July 23:	\$6,000
<input type="checkbox"/> July 24:	\$6,000
<input type="checkbox"/> Hotel Amenity Partner:	\$5,500 <sup>a</sup>
<input type="checkbox"/> July 24 Coffee Break Partner:	\$5,000 <sup>b</sup>
<input type="checkbox"/> Padfolio Partner:	\$5,000 <sup>b</sup>
<input type="checkbox"/> Lanyard Partner:	\$5,000 <sup>b</sup>
Taste of Traverse Transportation Partner:	\$4,000 <sup>c</sup>
<input type="checkbox"/> Digital Sr. Management Directory Partner:	\$4,000 <sup>c</sup>
<input type="checkbox"/> Water Cup Partner:	\$4,000 <sup>c</sup>
<input type="checkbox"/> Directional Floor Stickers Partner:	\$4,000 <sup>c</sup>
<input type="checkbox"/> Guest Room Key Partner:	\$3,500 <sup>d</sup>
<input type="checkbox"/> Signature Cocktail Partner:	\$3,000 <sup>e</sup>
<input type="checkbox"/> Wellness Break/Chair Massage Partner	
<input type="checkbox"/> One Evening:	\$1,500
<input type="checkbox"/> Two Evenings:	\$2,500

- ☐ a: Add exhibit @ \$500    ☐ d: Add exhibit @ \$2,500  
☐ b: Add exhibit @ \$1,000    ☐ e: Add exhibit @ \$3,000  
☐ c: Add exhibit @ \$2,000    ☐ Exhibit electrical fee @ \$55

## 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. If you are a Presenting or Diamond Partner, do you want a Partner Showcase application? ☐ Yes ☐ No  
*This option will be allocated to 3 organizations on a first-come-first-served basis.*
5. 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.*

6. Do you plan to use your booth? ☐ Yes ☐ No ☐ To Be Determined
7. If you answered yes to #6, please also respond to the following. **NOTE: There is an additional \$55 charge per booth for electric.**
  - a. Will you need electricity? ☐ Yes ☐ No

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## 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: Pay the Partnership fee directly at <https://DMgtS.regfox.com/2025-mahp-conference-partner-payments>.