

2026

PARTNERSHIP
PROSPECTUS



Health Plans, Partners & Policy

July 22-24, 2026
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 2026 MAHP Annual Conference: Returning Favorites and Exciting New Partnership Options!

We appreciate the tremendous support of all our Partners in 2025—once again setting a new record of participation and conference attendance. We hope you will join us in 2026 with the Partnership that best meets your goals.

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 and one of our most coveted opportunities—the 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.

Important Information About 2026 Partnership Opportunities

MAHP and the Conference Planning Committee have updated 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.
- Listing on the conference registration site and in the conference program and mobile app.
- Option for organizational listing in the Senior Management Directory.
- Complimentary registration(s) for the conference.
- Participant Directory provided in early June, a week prior to the conference and 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 by May 29, 2026 to qualify**

Maximizing Your MAHP Partnership Experience

Participant Directory:

- 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 prior to, during or after the conference.**
- All registrants are asked whether they wish to be included in the Directory.

Plan-Partner Reverse Networking Expo: Due to the overwhelming success of past Expos, this opportunity will again be available in 2026. The Expo will be held on Tuesday afternoon of the conference, 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 to Partners to qualify for one of the 19 remaining Expo slots 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. **Payment in full must be received before Expo participation can be confirmed.**
- 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:

- We will again use an interactive, real-time exhibit floor plan for booth selection. You will be able to see who has already selected their booth space.
- All booths, except for Presenting Partners, will be 8x10'.
- Silver Partner booths will be located in the Pre-function area, just outside the exhibit hall. Eight are available.
- MAHP will host a webinar on January 26, 2026 to share information about conference Partnerships for past and prospective Partners.
- To secure electricity at your booth, there will be an additional **non-refundable** 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 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 Directory will be available via a link prior to and after the conference.

WORKING EXHIBIT SCHEDULE

Governors CDEF, Lower Level, Grand Traverse Resort

Tuesday, July 21

11:00 a.m. - 6:30 p.m. Exhibitor move in
7:00 - 9:00 p.m. Welcome Reception in Exhibit Hall

Wednesday, July 22

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

Thursday, July 23

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	\$20,000 MAHP Member Organizations: \$18,000
NUMBER AVAILABLE	2 available
COMPLIMENTARY REGISTRATIONS	8 complimentary registrations
BOOTH	Two 10'x10' exhibit booths 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 a 2-minute recorded message to be presented at the beginning of the conference OR one of three Partner Showcase presentations during the conference. • 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. • Listing in Senior Management Directory • Option for Tote Bag contribution • Special acknowledgment on the conference registration site and in the conference program and mobile app

PARTNER LEVEL	DIAMOND PARTNER
AMOUNT	\$14,000 MAHP Member Organizations: \$12,500
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	6 complimentary registrations
BOOTH	8'x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 4 people at the exclusive, private event with health plan executives and legislators • Option for one of three Partner Showcase presentations during the conference. • 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. • Listing in Senior Management Directory • Option for Tote Bag contribution • Special acknowledgment on the conference registration site and in the conference program and mobile app



PARTNER LEVEL	PLATINUM PARTNER
AMOUNT	\$9,000 MAHP Member Organizations: \$8,000
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	8'x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 3 people at the exclusive, private event with health plan executives and legislators • 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. • Listing in Senior Management Directory • Option for a Tote Bag contribution

PARTNER LEVEL	GOLD PARTNER
AMOUNT	\$7,000 MAHP Member Organizations: \$6,500
NUMBER AVAILABLE	No Limit
COMPLIMENTARY REGISTRATIONS	3 complimentary registrations
BOOTH	8'x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • 2 people at the exclusive, private event with health plan executives and legislators • Listing in Senior Management Directory • Option for Tote Bag contribution

PARTNER LEVEL	SILVER PARTNER
AMOUNT	\$5,500 MAHP Member Organizations: \$5,000
NUMBER AVAILABLE	8 available
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	8'x10' exhibit booth outside exhibit hall in Pre-function area
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Listing in Senior Management Directory • Option for Tote Bag contribution



SPECIAL PARTNERSHIPS

PARTNER LEVEL	JULY 23 AWARDS LUNCH PARTNER
AMOUNT	\$8,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	4 complimentary registrations
BOOTH	8'x10' 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 • Special signage at exhibit booth and Awards lunch • Listing in Senior Management Directory

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"> • 2 people at the exclusive, private event with health plan executives and legislators • Special signage at the booth with your logo • Option to staff booth during the receptions and distribute your promotional items at the booth • Option for tote bag contribution • Listing in Senior Management Directory

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"> • 1 person at the exclusive, private event with health plan executives and legislators • Logo on the tote bag, co-branded with the MAHP logo • Option to provide promotional item to be placed in the tote bags • Listing in Senior Management Directory

SOLD



PARTNER LEVEL	BREAKFAST PARTNER
AMOUNT	\$6,000
NUMBER AVAILABLE	2 available (July 22 OR 23)
COMPLIMENTARY REGISTRATIONS	2 complimentary registrations
BOOTH	8'x10' exhibit booth
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Special acknowledgment at the beginning of the conference on the day of the breakfast • Special signage during the breakfast and food table placed near the booth • Option for tote bag contribution • Listing in Senior Management Directory

PARTNER LEVEL	JULY 23 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"> • Special signage at break location and booth (if purchased). • Option for tote bag contribution • Listing in Senior Management Directory

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"> • Logo on padfolio given to all conference attendees • Option for tote bag contribution • Listing in Senior Management Directory



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"> • Logo on lanyards worn by all conference attendees • Option for tote bag contribution • Listing in Senior Management Directory 	

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"> • Logo on all napkins used at receptions and breaks • Listing in Senior Management Directory 	

PARTNER LEVEL	HOPS AND VINES TRANSPORTATION PARTNER	
AMOUNT	\$4,000	
NUMBER AVAILABLE	3 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"> • Option for Partner's branded materials on the bus • 2 Guests for the wine or beer tour • Option to greet guests and give a brief remark on bus • Listing in Senior Management Directory 	

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"> • Logo on coffee cups • Listing in Senior Management Directory

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"> • Logo on a reusable water cup, included in conference tote bag • Listing in Senior Management Directory

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"> • Your logo, co-branded with MAHP's logo, on floor stickers • Listing in Senior Management Directory



PARTNER LEVEL	TABLE MINT PARTNER <i>A fresh, fun and flavorful way to make a lasting impression!</i>
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"> Your branded mint packet placed on all dining and session tables Listing in Senior Management Directory

PARTNER LEVEL	AFTER HOURS PARTNER WITH [YOUR COMPANY NAME] <i>Host a reception in the Lobby Bar of the Grand Traverse Resort.</i>
AMOUNT	\$4,000 (Note: The Partner would be responsible for food and beverage costs. Drink tickets can be provided. Conference management will work with you and the Resort on details.)
NUMBER AVAILABLE	1 available on Wednesday, July 22, 2026 (After MAHP's reception in exhibit hall.)
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"> Logo on cocktail napkins Signage at reception Listing in Senior Management Directory

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"> Logo on guest room keys Listing in Senior Management Directory

SOLD



PARTNER LEVEL	BRANDED APP PARTNER
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' booth for an additional \$2,500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Logo and recognition on the app • Listing in Senior Management Directory

PARTNER LEVEL	BRANDED WI-FI PARTNER
AMOUNT	\$3,500
NUMBER AVAILABLE	1 available
COMPLIMENTARY REGISTRATIONS	1 complimentary registration
BOOTH	Option to purchase 8'x10' booth for an additional \$2,500
ADDITIONAL BENEFITS	<ul style="list-style-type: none"> • Branding on the dedicated conference Wi-Fi • Listing in Senior Management Directory

PARTNER LEVEL	SIGNATURE COCKTAIL PARTNER
AMOUNT	\$3,000
NUMBER AVAILABLE	2 available
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"> • Option to select and name the cocktail (Note: Selection will be done in conjunction with the hotel.) • Special signage featuring your logo and the description of the cocktail placed at each bar • Listing in Senior Management Directory