

Partnership Opportunities

# 2017

## MICHIGAN ASSOCIATION OF HEALTH PLANS

### Summer Conference



Conference Dates: **July 19-22, 2017**

Exhibit Dates: **July 19-21, 2017**

GRAND TRAVERSE RESORT, ACME, MI



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

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Exhibit Dates:

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### Partnership Overview

GRAND TRAVERSE RESORT, ACME, MI

The Michigan Association of Health Plans (MAHP) invites you to partner with us to help support our 32st Annual Summer Conference. The conference will be held on **July 19-22, 2017**, at the **Grand Traverse Resort** near **Traverse City, Michigan**. Exhibits will be open on July 19-21.

### Why should you become a Conference Partner?

As a Conference Partner, you will be in a unique position to reach more than 400 health care plan executives and policy-makers who attend each year. The opportunity to showcase your services and products through exhibits and/or special events will enhance your business opportunities in the Michigan health care industry. The conference is designed to help educate members of the health insurance industry, which includes health plan presidents and CEOs, medical directors, pharmacy directors and quality improvement directors from our 14 health plans. In addition, other physicians, nurses and administrators from related healthcare organizations and the public health field will also be in attendance, including those from our six limited service members and our 45 affiliated business partners.

### PARTNER HIGHLIGHTS

The 2017 Annual MAHP Summer Conference will offer both exhibit and optional special feature opportunities to enhance the experience for our Partners and participants, including new sponsor levels and special sponsorship opportunities, along with some special new benefits.

#### Our Conference Partners will experience:

- Exclusive exhibit hall time
- Wednesday and Thursday's receptions held in the exhibit hall
- Thursday's breakfast and breaks served in the exhibit hall
- Friday breakfast and morning break, at which time the Silent Auction will close.
- Silent Auction baskets placed at your exhibit upon request (additional tall round table provided) and throughout the exhibit hall
- A newly designed event for sponsors at the \$5,000 and above level, which will provide for targeted discussions with key health plan executives.
- Distribution of the participant list, with contact information, on three dates prior to the conference.
- A new exhibit floor plan, which will be released in the spring of 2017.

### EXHIBIT SCHEDULE

Governors CDEF, Lower Level, Grand Traverse Resort

#### Wednesday, July 20

- |                      |  |
|----------------------|--|
| 11:00 a.m.-4:30 p.m. | Exhibitor move in  |
| 5:00-7:00 p.m.       | Welcome Reception in Exhibit Hall and Silent Auction opens |

#### Thursday, July 20

- |                  |  |
|------------------|--|
| 8:00-9:00 a.m.   | Breakfast in Exhibit Hall and Silent Auction |
| 10:30-11:00 a.m. | Morning Break in Exhibit Hall                |
| 5:30-7:30 p.m.   | Reception in Exhibit Hall                    |

#### Friday, July 21

- |                  |  |
|------------------|--|
| 7:30-8:30 a.m.   | Breakfast in Exhibit Hall                            |
| 10:00-10:45 a.m. | Break in Exhibit Hall with final Silent Auction bids |

**Exhibit hall closes after Friday morning break.**

### FOR QUESTIONS

Diane Drago, Conference Coordinator  
ddrago@dmsevents.com ■ 734-747-2746  
www.mahp.org

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### Partnership Levels and Benefits

GRAND TRAVERSE RESORT, ACME, MI

All Conference Partners will receive the following acknowledgments:

- On all marketing materials
- In the on-site program book
- On-site announcements (of high level Partners) and on conference signs
- Exhibit space, size and location determine by Partner Level. The new exhibit floor plan will be available for space selection in spring 2017.

### CONFERENCE PARTNERSHIP OPPORTUNITIES

Following are the fees and benefits for Partners who wish to exhibit or provide general support of the conference. If an exhibiting Partner wishes to enhance their Partnership experience, they may do so by adding a Special Feature opportunity, listed on the following page.

PARTNER LEVEL	PARTNER AMOUNT	NUMBER AVAILABLE	COMPLIMENTARY REGISTRATIONS	RESOURCE DIRECTORY AD	ADDITIONAL BENEFITS
PRESENTING	\$15,000	2 Available	8	Back cover	5 people at July 21 special event with health plan executives; full color logo on website and cover of program materials; banner and special recognition at conference
DIAMOND	\$10,000	4 Available	6	Full page color	4 people at July 21 special event with health plan executives; Logo on website
PLATINUM	\$7,500	No limit	5	Full page color	3 people at July 21 special event with health plan executives
GOLD	\$5,000	No limit	4	Full page black & white	2 people at July 21 special event with health plan executives
SILVER	\$3,500	No limit	3	Half page black & white	N/A

### SILENT AUCTION BASKETS

Exhibiting Partners are again invited to have an MAHP-provided Silent Auction basket at their booth. Use the Commitment Form to indicate whether you would like to have a basket provided by MAHP. These baskets cannot be moved or reassigned once they are provided to you. If you wish to provide your own basket and display it at your booth, please contact Diane Drago. An additional small table will be placed in or next to your booth to accommodate the basket. Those tables are to be used solely for the basket and not for any other types of display.

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### Special Feature Opportunities

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**Special Conference Support Opportunities must be confirmed by June 1, 2017.**

The following Special Conference Support Opportunities can be purchased by either Conference Partners and/or those organizations which do not wish to be a Conference Partner, but wish to support the conference in another way. Note: These fees would be additional for Conference Partners.

SPECIAL CONFERENCE OPPORTUNITY	FEE
Speaker sponsor:	\$10,000
Mobile App Sponsor*:	\$6,000
Tote bags*:	\$5,000
WiFi sponsor*:	\$5,000
Breakfast sponsor (2 available):	\$5,000
Massage Station:	\$3,500
Cyber Café and Charging Station:	\$3,500
Caricature sponsor*:	\$3,500
Flash drive sponsor*:	\$3,500
Break sponsor: (2 available)	\$3,500
Guest room key sponsor*:	\$2,500
Popcorn sponsor*:	\$2,500
Family Activity Sponsor*:	Price TBD based on options, but no less than \$2,500
Friday Evening Activity Sponsor:	Price TBD based on options, but no less than \$2,500

\*Only one opportunity available.

For more details, including all the benefits of these Special Feature Opportunities, contact:

Diane Drago ■ Conference Coordinator ■ [ddrago@dmsevents.com](mailto:ddrago@dmsevents.com) ■ 734-747-2746



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### Commitment Form

**GRAND TRAVERSE RESORT, ACME, MI**

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP CODE

TELEPHONE

FAX

E-MAIL

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  
ddrago@dmsevents.com

### CONFERENCE PARTNER LEVEL SELECTION

Please check the appropriate level of your Partnership.

- Presenting Partner: \$15,000
- Diamond Partner: \$10,000
- Platinum Partner: \$7,500
- Gold Partner: \$5,000
- Silver Partner: \$3,500

- Tote bag Sponsor: \$5,000
- WiFi Sponsor: \$5,000
- Breakfast Sponsor: \$5,000
- Massage Station: \$3,500
- Cyber Café and Charging Station: \$3,500
- Caricature Sponsor: \$3,500
- Flash drive Sponsor: \$3,500
- Break Sponsor: \$3,500
- Guest room key Sponsor: \$2,500
- Popcorn Sponsor: \$2,500

### SPECIAL FEATURE OPPORTUNITIES

Check off the opportunity you wish to support.

- Speaker Sponsor: \$10,000
- Mobile App Sponsor: \$6,000

- Family Activity Sponsor:  
Price TBD based on options
- Friday Evening Activity Sponsor:  
Price TBD based on options

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### ADDITIONAL PARTNER INFORMATION

Please respond to each of the following questions as it applies to your Partnership and/or 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

### Exhibit and Silent Auction Information

If you will use your booth space, please reply to questions #5-7.

5. Do you require electricity at your booth?  Yes  No
6. Do you want MAHP to place a Silent Auction basket donated by another organization at your booth?  Yes  No
7. Do you want to contribute your own Silent Auction basket that will be displayed at your booth?  Yes  No

Please note:

1. Partners using their exhibit space will be contacted in spring 2017 to select booth location.
2. Those eligible to attend the July 21 event with health plan executives will be contacted in early June 2017 to identify staff names.

### PAYMENT INFORMATION

Check off the opportunity you wish to support.

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.

NOTE: 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

SIGNATURE