

# MHA Corporate Sponsorship Guide



**MHA** MONTANA  
HOSPITAL  
ASSOCIATION

2021

**Advance Your Business**  
with Montana's Hospitals and Healthcare Providers

# 2021 MHA Corporate Sponsorship Guide

## Advance Your Business Today with MHA!

MHA is an association whose members provide the full spectrum of healthcare services, including hospital inpatient and outpatient, skilled nursing facility, home health, hospice, assisted living, senior housing and insurance services.

Every not-for-profit and for-profit acute care hospitals in the state are members, ranging from the smallest critical access hospitals providing primary care services in Montana's rural communities to the largest tertiary care hospitals in the state.

MHA offers a variety of services, including advocacy of members' interests with state and federal governmental agencies and legislative bodies, regulator assistance, data products, educational programs and communications.

## Seize the Opportunity!

The Montana Hospital Association's Corporate Sponsorship Program is designed to provide companies yearlong exposure and interaction with top decision makers with our member hospitals, systems and healthcare providers.

The Montana Primary Care Association will be integrating their annual event into ours once again. The Montana Healthcare Conference will provide you with the maximum amount of access to all statewide healthcare providers in one seamless, cohesive event.

Join us as we work together toward making Montana one of the healthiest states in the nation.

**"Growth is never by mere chance; it is the result of forces working together"**

*- James Cash Penney*

## We Provide Access to:

### 68 Hospitals

individual and multi-hospital health systems – rural, native American, small community, specialty, and continuous care retirement communities – providing acute and post-acute care, rehabilitative, behavioral, psychiatric and veterans' services.

### 49 Critical Access Hospitals

### 14 PPS Hospitals

### 5 Specialty/Government

**72**  
Skilled Nursing  
Facilities

**61**  
Assisted Living  
Facilities

### 28 Home Health Agencies

### 25 Hospice Providers



# 2021 MHA Corporate Sponsorship Packages

## PLATINUM EDUCATION UNDERWRITER \$25,000

### Ventures Vendor Endorsement

*Company Must Complete Ventures Application Process First in Order to be Considered for this Opportunity.*

Full Benefits of Ventures Endorsed Vendor

Scheduled One-on-One Meetings with Facilities

### Associate Membership to MHA

Logo with Link to Website on MHA Education Page

Included in All Member Communications

Receive Membership Perks at All Events

### MHA Virtual Health Summit April 13-15 • Via Zoom

Summit Partner Recognition

Includes 6 Comp Registrations

Full Page Ad in Program

Banner Ad in Mobile App

Your Promotional Giveaway Sent to All Participants

### MHA Mid-Year CEO Meeting June 22-24 • Missoula, MT

One Comp Registration to Attend Social Events

Allotted Amount of Speaking Time

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### MHA Board Retreat July 21-23 • Helena, MT

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### The Montana Healthcare Conference September 20-24 • Billings, MT

Expanded Booth in Premium Location

Includes 4 Booth Reps & 2 Comp Registrations

Full Page Ad in Program & Printed Signage

Banner Ad in Mobile App

Logo on Promotional Giveaway to All Participants

Participation in Passport to Prizes Game

Sponsor Available Event of Your Choosing

Inclusion in the General Session Ceremonies

### MHA Corporate Compliance & Risk Management Conference October 28-29 • Helena, MT

One Comp Registration to Attend Social Events

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### Brand Awareness

Host a 4-Part Webinar Series

Opportunity to Host an In-Person Training in MT

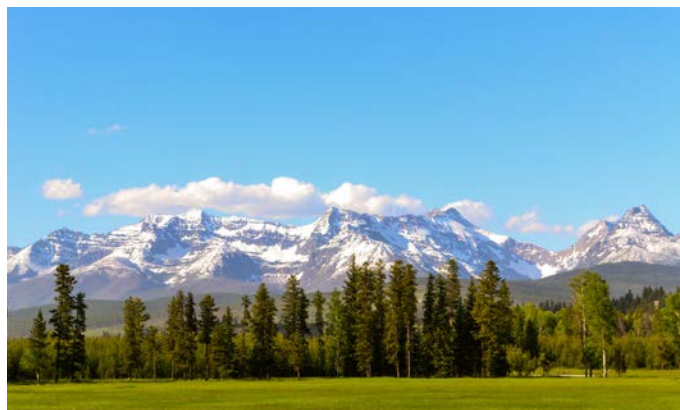
Logo Listed on All Events & Trainings

Membership Welcome Article Sent to All Members

Author a Yearly White Paper for MHA to Distribute

Monthly Ad and/or Article in Weekly News Letter

Digital Promotion Package to Include a Mini-site on MHA's new website (mtha.org)





# 2021 MHA Corporate Sponsorship Packages

## **GOLD EDUCATION UNDERWRITER** **\$15,000**

### **Associate Membership to MHA**

Logo with Link to Website on MHA Education Page

Included in All Member Communications

Receive Membership Perks at all Events

### **MHA Virtual Health Summit** **April 13-15 • Via Zoom**

Summit Partner Recognition

Includes 4 Comp Registrations

Full Page Ad in Program

Banner Ad in Mobile App

### **MHA Mid-Year CEO Meeting** **June 22-24 • Missoula, MT**

One Comp Registration to Attend Social Events

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### **MHA Board Retreat** **July 21-23 • Helena, MT**

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### **The Montana Healthcare Conference** **September 20-24 • Billings, MT**

Premium Booth in Designated Location

Includes 2 Booth Reps & 2 Comp Registrations

Full Page Ad in Program

Banner Ad in Mobile App

Participation in Passport to Prizes Game

Sponsor Recognition of Major Event

### **MHA Corporate Compliance & Risk Management** **Conference** **October 28-29 • Helena, MT**

One Comp Registration to Attend Social Events

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### **Brand Awareness**

Host a 2-Part Webinar Series

Underwriting Recognition on All Selected Webinars

Membership Welcome Article Sent to All Members

Quarterly Ad and/or Article in Weekly News Letter



# 2021 MHA Corporate Sponsorship Packages

## SILVER EDUCATION SPONSOR

**\$7,500**

### Associate Membership to MHA

Logo with Link to Website on MHA Education Page

Included in Member Communications

Receive Membership Discount at all Events

### MHA Virtual Health Summit April 13-15 • Via Zoom

Sponsor Recognition

Includes 2 Comp Registrations

Half Page Ad in Program

Banner Ad in Mobile App

### MHA Mid-Year CEO Meeting June 22-24 • Missoula, MT

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

### The Montana Healthcare Conference September 20-24 • Billings, MT

Premium Booth in Designated Location

Includes 2 Booth Reps & 2 Comp Registrations

Half Page Ad in Program

Banner Ad in Mobile App

Participation in Passport to Prizes Game

Sponsor Recognition

### Brand Awareness

Host 1 Webinar During the Year

Membership Welcome Article Sent to All Members

Quarterly Ad and/or Article in Weekly News Letter and/or Education Update

## BRONZE EDUCATION SPONSOR

**\$5,000**

### Associate Membership to MHA

Logo with Link to Website on MHA Education Page

Included in Member Communications

Receive Membership Discount at all Events

### MHA Virtual Health Summit April 13-15 • Via Zoom

Sponsor Recognition

Includes 2 Comp Registration

Half Page Ad in Program

### The Montana Healthcare Conference September 20-24 • Billings, MT

Standard Booth in Designated Location

Includes 2 Booth Reps & 1 Comp Registration

Half Page Ad in Program

Participation in Passport to Prizes Game

Break & Education Sponsor Recognition

### Brand Awareness

Quarterly Ad and/or Article in Weekly News Letter and/or Education Update

# 2021 MHA Education Annual Events

## **MHA Virtual Health Summit**

**April 13-15, 2021 • Via Zoom**

The MHA Health Summit is the premier educational opportunity to jump start member learning for a new season. Participants from every city and facility in Montana can expect to gain insight on leadership, project management, state-of-the-art technology, industry trends, quality excellence and human motivation. The 2021 virtual Health Summit engaged nearly 400 members from 65 facilities.

## **MHA Mid-Year CEO Meeting**

**June 22-24, 2021 • Missoula**

**Double Tree by Hilton Missoula Edgewater**

The MHA Mid-Year CEO Meeting is our most exclusive event. Nearly fifty CEOs and senior executives gather to get the latest updates on state & federal legislative issues, network and discuss association initiatives.

## **MHA Annual Board Retreat**

**July 21-23, 2021 • Helena**

The Annual MHA Board Retreat is held each summer. Board members gather to hold committee meetings and strategic planning sessions for the association.

## **The Montana Healthcare Conference**

**September 20-24, 2021 • Billings**

**Double Tree by Hilton & Northern Hotel - Downtown Billings**

The Montana Primary Care Association will be integrating their annual event into ours once again. With this, nearly every hospital and community health center will be represented to include CEOs, Administrators, Trustees, Financial Officers, Human Resources, Physicians, Nurse Leaders, Clinic Managers, Quality Improvement Coordinators, Risk Managers and Emergency Preparedness Planners amongst many others. Over 70 educational sessions are offered and speakers are brought in from around the country to offer the latest in healthcare education and business insights.

## **MHA Corporate Compliance & Risk Management Conference**

**October, 28-29, 2021 • Helena**

**Delta Hotel by Marriott Helena Colonial Hotel**

This program is designed to provide healthcare compliance professionals and their legal advisors the knowledge and tools needed to maintain compliance programs, as well as enable response to emerging regulatory developments. Participants learn from the real-life experiences of their peers and from others who dedicate themselves to ensuring that healthcare organizations continue to provide high-quality services while preventing and detecting violations of law.

# 2021 MHA Corporate Sponsorship Form

*Connecting with your customers*

**Sponsorship period effective January 1, 2021 - December 31, 2021**

Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email of Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_

Type of Business/Description of Services: \_\_\_\_\_

We would like to participate at the following level:

- Platinum Education Underwriter (\$25,000)
- Silver Education Sponsor (\$7,500)
- Gold Education Underwriter (\$15,000)
- Bronze Education Sponsor (\$5,000)
- Exclusive Sponsorship Opportunity \_\_\_\_\_ Cost \$ \_\_\_\_\_
- A la carte item \_\_\_\_\_ Cost \$ \_\_\_\_\_

(Exhibit booths will be placed in designated sponsorship areas)

Payment Options: Please check one form of payment

- CREDIT CARD - Payments must be made via our website. Ask for more information if you wish to pay by credit card.
- CHECK - Enclosed is a check in the amount of \$ \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Checks should be made payable to MHA and returned with this form to:  
MHA, Attn: Jason Wood, 2625 Winne Ave, Helena, MT 59601

**To receive full benefits, submit registration form and payment by February 28, 2021. A confirmation will be sent once received. Only forms accompanied with payment will be processed.**

Questions? Contact Jason Wood at (406) 442-1911 or [jason.wood@mtha.org](mailto:jason.wood@mtha.org).

# 2021 MHA Corporate Sponsorship Information

## Sponsorship Guidelines

### 1. SPONSOR FEES & PAYMENT

A completed sponsor form is a binding contract. Payment must be received in FULL - deposit of payments does not constitute acceptance of application. Benefits will not begin until payment is received.

### 2. CANCELLATION

Cancellation of this contract will not be accepted once payment has been received. No refunds will be issued for any portions for the duration of the year.

### 3. EXHIBIT BOOTH RULES AND GUIDELINES

Exhibit space is provided by MHA for the purpose of member information and education only. The sale of products on site by exhibiting sponsors is NOT permitted. Giveaway or Door Prize items ARE permissible during show hours. Exhibiting sponsors must maintain their displays within the allotted space. Each booth contains one 6 foot table and 2 chairs. All backdrops, displays, tables or promotional setups may not extend into adjacent booths or walkways or obstruct traffic flow during show hours. Exhibit booths must be staffed by a designated representative throughout the entire trade show. As proof of registration, name badges must be worn for all meeting related events. MHA will confirm booth assignments 30 days before each event.

Exhibiting sponsors shall not assign, sublet, or share the allotted space. Displays, the distribution of materials, or the demonstration of products are restricted to the exhibit area designated. Outside exhibits are strictly prohibited.

All exhibiting sponsors will honor the meeting schedule set by MHA and at no time during the conference schedule a conflicting event involving the MHA membership. The meeting brochure and agenda, current list of participating sponsors and the exhibit hall layout with booth assignments will be emailed to all confirmed exhibiting sponsors. The registrant will be provided via email before and after each show.



### 4. EXHIBIT BOOTH SHIPPING POLICY

Arrangements for shipping, storage, and delivery of materials to the show site are the responsibility of the exhibiting sponsor. Shipment of display materials for delivery to the meeting site should be coordinated by our official service company, K&J Convention Services.

The information packet from K&J will be emailed approximately 6-8 weeks before each trade show event. This will include procedures for shipping and return of any materials after the conference. Shipments directly to the hotel will not be accepted.

**Please sign below noting you are in agreement with the above Exhibiting Sponsor Rules and Guidelines.**

Print Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Company \_\_\_\_\_

Date \_\_\_\_\_

**\*Return with Sponsor Form to:**

**MHA, 2625 Winne Ave, Helena, MT 59601**

**Fax: (406) 443-3894**

**Email: [jason.wood@mtha.org](mailto:jason.wood@mtha.org)**

**Questions? Contact Jason Wood at (406) 442-1911.**