

MHA Corporate Sponsorship Guide



Advance Your Business
with Montana's Hospitals and Healthcare Providers

Phone: (406) 442-1911
Fax: (406) 443-3894

2625 Winne Avenue
Helena, MT 59601

2024

mtha.org

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.

Our events will provide you with the maximum amount of access to all statewide healthcare providers throughout the year.

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:

66 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.

50 Critical Access Hospitals

11 PPS Hospitals

5 Specialty/Government

62
Skilled Nursing
Facilities

54
Assisted Living
Facilities

29 Home Health Agencies

41 Hospice Providers



PLATINUM EDUCATION UNDERWRITER \$25,000

MHA Membership Benefits

- Exclusive Promotion to Your Respective Business Type
- Your Company Highlighted on Our Homepage
- Included in Member Communications
- Receive Membership Perks at All Events

MHA Health Summit April 10-12 | Butte, MT

- Exhibit Booth in Designated Sponsor Location
- Includes 3 Booth Reps & 3 Comp Registrations
- Full Page Ad in Attendee Welcome Gift
- Promotional Emails Pre and Post-Event
- Logo on Promotional Giveaway to All Participants
- Full Page Ad in Attendee Welcome Gift
- Participation in Visit to Win it Game
- Sponsor Available Event of Your Choosing
- Inclusion in the Plenary Session Ceremonies

MHA Mid-Year CEO Meeting May 15-17 | Whitefish, 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 16-18 | Helena, MT

- Print & Verbal Recognition On-site
- Company Brochure Included in On-site Materials

The Montana Healthcare Conference September 17-20 | Billings, MT

- Exhibit Booth in Designated Sponsor Location
- Includes 3 Booth Reps & 3 Comp Registrations
- Full Page Ad in Attendee Welcome Gift
- Promotional Emails Pre and Post-Event
- Logo on Promotional Giveaway to All Participants
- Full Page Ad in Attendee Welcome Gift
- Participation in Passport to Prizes Game
- Sponsor Available Event of Your Choosing
- Inclusion in the Plenary Session Ceremonies

Brand Awareness

- Opportunity to Host an In-Person Training in MT
- Underwriting Recognition on All Selected Webinars
- Membership Welcome Article Sent to All Members
- Author a Yearly White Paper for MHA to Distribute
- Monthly Ad and/or Article in Weekly Newsletter
- Digital Promotion Package to Include a Mini-site on MHA's website (mtha.org) to Increase Your SEO
- Sponsorship Recognition for New Events Throughout the Year



GOLD EDUCATION UNDERWRITER \$20,000

MHA Membership Benefits

- Logo with Link to Website on MHA Education Page
- Included in Member Communications
- Receive Membership Perks at All Events

MHA Health Summit April 10-12 | Butte, MT

- Exhibit Booth in Designated Sponsor Location
- Includes 2 Booth Reps & 2 Comp Registrations
- Full Page Ad in Attendee Welcome Gift
- Promotional Email either Pre or Post-Event
- Participation in Visit to Win it Game
- Sponsor Recognition of Major Event

MHA Mid-Year CEO Meeting May 15-17 | Whitefish, MT

- One Comp Registration to Attend Social Events
- Print & Verbal Recognition On-site
- Company Brochure Included in On-site Materials

MHA Board Retreat July 16-18 | Helena, MT

- Print & Verbal Recognition On-site
- Company Brochure Included in On-site Materials

The Montana Healthcare Conference September 17-20 | Billings, MT

- Exhibit Booth in Designated Sponsor Location
- Includes 2 Booth Reps & 2 Comp Registrations
- Full Page Ad in Attendee Welcome Gift
- Promotional Email either Pre or Post-Event
- Participation in Passport to Prizes Game
- Sponsor Recognition of Major Event

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 Newsletter
- Sponsorship Recognition for New Events Throughout the Year



SILVER EDUCATION SPONSOR

\$15,000

MHA Member Benefits

Logo with Link to Website on MHA Education Page

Included in Member Communications

Receive Membership Discount at all Events

MHA Health Summit April 10-12 | Butte, MT

Exhibit Booth in Designated Sponsor Location

Includes 2 Booth Reps & 1 Comp Registration

Full Page Ad in Attendee Welcome Gift

Participation in Visit to Win it Game

Sponsor Recognition

MHA Mid-Year CEO Meeting May 15-17 | Whitefish, MT

Print & Verbal Recognition On-site

Company Brochure Included in On-site Materials

The Montana Healthcare Conference September 17-20 | Billings, MT

Exhibit Booth in Designated Sponsor Location

Includes 2 Booth Reps & 1 Comp Registration

Full Page Ad in Attendee Welcome Gift

Participation in Passport to Prizes Game

Sponsor Recognition

Brand Awareness

Ability to Host 1 Webinar During the Year

Membership Welcome Article Sent to All Members

Quarterly Ad and/or Article in Weekly Newsletter and/or Education Update

BRONZE EDUCATION SPONSOR

\$7,500

MHA Member Benefits

Logo with Link to Website on MHA Education Page

Included in Member Communications

Receive Membership Discount at all Events

MHA Health Summit April 10-12 | Butte, MT

Exhibit Booth in Designated Sponsor Location

Mobile App Banner Ad

Break & Education Sponsor Recognition

The Montana Healthcare Conference September 17-20 | Billings, MT

Standard Booth in Designated Location

Mobile App Banner Ad

Break & Education Sponsor Recognition

Brand Awareness

Quarterly Ad and/or Article in Weekly Newsletter and/or Education Update



MHA Health Summit

April 10-12, 2024 | Butte

The MHA Health Summit is the premier educational opportunity to jump start member learning for a new season. Participants can expect to gain insight on leadership, project management, state-of-the-art technology, industry trends, quality excellence and human motivation. This unique event draws healthcare leaders from every corner of the state, including Directors of Nursing, Quality Improvement Coordinators, CEOs, Administrators, Human Resource Directors, and other Executive Staff members.

MHA Mid-Year CEO Meeting

May 15-17, 2024 | Whitefish

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 16-18, 2024 | 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 17-20, 2024 | Billings

The Montana Healthcare Conference is the largest Healthcare event in the state. The goal of the event is to provide a setting for healthcare leaders to learn, network, and celebrate the accomplishments of Montana's healthcare community. 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 60 educational sessions are offered and speakers are brought in from around the country to offer the latest in healthcare education and business insights.

Connecting With Your Customers

Sponsorship period effective January 1, 2024 - December 31, 2024

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:

- | | |
|---|--|
| <input type="checkbox"/> Platinum Education Underwriter (\$25,000) | <input type="checkbox"/> Silver Education Sponsor (\$15,000) |
| <input type="checkbox"/> Gold Education Underwriter (\$20,000) | <input type="checkbox"/> Bronze Education Sponsor (\$7,500) |
| <input type="checkbox"/> Custom Sponsorship Opportunity _____ Cost \$ _____ | |
| <input type="checkbox"/> 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 _____

Submit this application to Jason Wood (jason.wood@mtha.org) for review.

The approval process can take between 5-7 business days.

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 for the entire year, submit registration form and payment by February 28, 2024.
A confirmation will be sent once received. Only forms accompanied with payment will be processed.

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 application is approved and payment is received.

2. SPONSORSHIP

MHA membership meetings are private membership meetings. The MHA reserves the right to control all information, marketing, events and activities related to these meetings. The hosting of separate events, parties, meetings, or other organized gatherings at, as a part of, or in conjunction with any MHA membership meetings without the express written permission of the MHA is strictly prohibited. Nothing in this policy is intended to unlawfully limit trade or competition. This policy applies only to events and written materials hosted or provided in conjunction with or as a part of private MHA meetings. The MHA reserves the right to accept or reject sponsors based on its written sponsorship criteria.

3. EXHIBIT BOOTH RULES AND GUIDELINES

Exhibit space is provided by MHA for the purpose of member information and education only. The direct 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.

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 event website, agenda, current list of participating sponsors and the exhibit hall layout with booth assignments will be emailed to all confirmed exhibiting sponsors. The registrant list 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 event. This will include procedures for shipping and return of any materials after the conference. Shipments directly to the hotel will not be accepted.

5. 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.

Please sign below noting you are in agreement with the above Sponsorship and Exhibit Booth Rules and Guidelines.

Print Name _____

Title _____

Signature _____

Company _____

Date _____