

2008 MICHIGAN HEALTH & HOSPITAL ASSOCIATION

CORPORATE SPONSORSHIP PROGRAM

WINTER LEADERSHIP CONFERENCE

Boyne Mountain Grand Lodge, Boyne Falls
February 13 & 14, 2008



ANNUAL MEMBERSHIP MEETING

Grand Hotel, Mackinac Island
June 25-27, 2008



HEALTH CARE LEADERSHIP FORUM

Grand Traverse Resort & Spa, Traverse City
October 22 & 23, 2008



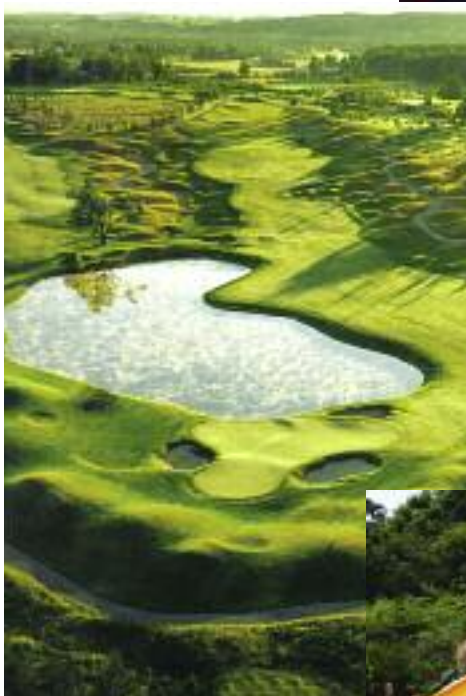
CORPORATE SPONSORSHIP PROGRAM



The Michigan Health & Hospital Association major membership meetings provide the ideal environment for connecting with prospective clients and enhancing relationships with existing ones. The major membership meetings allow you the opportunity to get your products and services in the door of Michigan hospitals.



The Michigan Health & Hospital Association and the MHA Health Foundation host three major membership meetings that draw more than 1,000 decision-makers annually. Through sponsorship at these meetings, you can network, gain visibility for your products



and services, and be honored for supporting Michigan's nonprofit hospitals by helping make these important and valuable membership meetings possible.

There are a wide variety of events and activities you can sponsor, from the popular cocktail receptions to exceptional speakers to the always-



entertaining family event. With such a broad range of sponsorship levels available, it's easy to get your message to influential hospital executives and decision-makers. Take a look inside and find the opportunity that's right for you!

WINTER LEADERSHIP CONFERENCE

Boyne Mountain Grand Lodge, Boyne Falls
February 13 & 14, 2008



Sponsorship deadline: January 18, 2008

FOR MORE INFORMATION CONTACT:

Erin Steward
MHA Health Foundation
6215 West St. Joseph Highway • Lansing, MI 48917
Phone: (517) 323-3443 • Fax: (517) 323-0946
esteward@mha.org



In Michigan, small and rural hospitals account for nearly half of all hospitals and are the primary employer in many communities. The Winter Leadership Conference is held in February and is designed for chief executive officers and senior leaders from small and rural health care providers.

The conference offers:

- access to this highly important group of health care leaders from small and rural hospitals in the state
- dialogue around issues vital to small and rural health care prosperity
- *the* place for rural health care leaders to gain critical new skills
- numerous networking opportunities with CEOs looking for tools to help them succeed

Examine the following offerings to select the sponsorship option that best suits your needs. Sponsorship details and conditions are on the *Intent to Sponsor* form.

ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- recognition in the promotional materials*
- conference workbook recognition
- product and service literature at the sponsor display table
- professional signage that recognizes our sponsors
- sponsor ribbons that designate your support
- thanks throughout the event and during the opening remarks

From visible signage to networking time, your sponsorship will be showcased throughout this valuable conference.

**If Intent to Sponsor form is submitted by the published deadline*

The MHA Health Foundation reserves exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all meeting materials, clothing, gifts, signage, displays and all other items associated with these meetings. The MHA Health Foundation reserves the right to accept or reject sponsors based on their compatibility with the foundation's mission and purpose.

DIAMOND LEVEL

MHA Member - \$5,000 ■ Nonmember - \$10,000

Choose from these offerings:

HOSPITALITY SUITE

On a winter night, there's nothing better than a warm nightcap to end the evening. One of the glamorous hospitality suites at Boyne Mountain Grand Lodge is the perfect setting to close the day.

Special benefits include:

- accommodations in one of the lodge's spacious suites that includes a living room and overnight room(s)
- an invitation for participants to attend the hospitality suite event from your organization and the MHA Health Foundation

KEYNOTE SESSION

The keynote session is the most prominent speaking engagement of the conference. Your organization will receive high visibility by sponsoring this event.

Special benefits include:

- your organization's name and logo on the speaker's handouts
- opportunity to moderate the session

OPPORTUNITY TO PARTNER

Events at this level can be exclusively sponsored or co-sponsored by two or more organizations. If you wish to co-sponsor an event, please contact the MHA Health Foundation for more information.

EMERALD LEVEL

MHA Member - \$3,500 ■ Nonmember - \$7,500

Choose from these offerings:

WELCOME GIFT

Every registrant will receive a welcome gift upon arrival. Your logo, along with the MHA Health Foundation logo, will appear on the gift. Whether the gift is a tote bag or a mouse pad, it will be a long-term advertisement for your organization!

Special benefits include:

- your logo on the welcome gift
- the opportunity to help distribute the welcome gift

WELCOME AREA/REGISTRATION

Every conference attendee visits the welcome center to get meeting materials. Your organization will be one of the first names they see upon arrival!

Special benefits include:

- a special display area for your organization's literature
- notepads with your organization's logo for attendees to use during the conference
- opportunity to meet and greet participants

WELCOME RECEPTION

The most popular networking event!

Special benefits include:

- customized cocktail napkins imprinted with your logo to be used at the welcome reception

RUBY LEVEL

MHA Member - \$2,500 ■ Nonmember - \$6,000

Choose from these offerings:

BADGE LANYARDS

Every participant is required to wear a name badge throughout the meeting and lanyards have become the popular choice over pin badges. Your company logo will be printed on the lanyards, a very visible piece of conference attire!

Special benefits include:

- your organization's logo printed on the badge lanyards

CONCURRENT SESSIONS *(a.m. and p.m.)*

The concurrent sessions are where the "rubber meets the road" when learning to translate concepts into practice. Attendees learn how-to strategies by gaining a better understanding of the issues, hearing industry benchmarks from leading experts and discussing success strategies with each other. You'll be able to choose from several enticing topics!

Special benefits include:

- your organization's logo on the speaker's handouts
- opportunity to moderate the session

CONFERENCE REFRESHMENTS

Sponsor the refreshments before the sessions or during breaks. Daily refreshments sold separately.

Special benefits include:

- professional signage recognizing your organization

LUNCHEON AND ISSUES BRIEFING

The issues briefing is very popular with attendees because they have a chance to receive the most recent information on MHA policy and advocacy issues, as well as to informally exchange ideas on a number of health care topics. Package includes the sponsorship of food and beverages.

Special benefits include:

- your organization's recognition at each table
- opportunity to moderate

NAME BADGES

Your organization's logo will appear on the official conference name badge that will be worn by every meeting participant!

Special benefits include:

- your organization's logo printed on the name badges

ON-SITE MEETING GUIDE

Every attendee receives an on-site meeting guide outlining the conference events for reference throughout the meeting. Sponsor this professional, full-color program that reaches everyone at the meeting and your company name will be at everyone's fingertips!

Special benefits include:

- your full-page ad with featured placement and credit throughout the guide

CLOSING SESSION

The conference closes with a motivational presentation that inspires attendees.

Special benefits include:

- opportunity to moderate the session

GENERAL SESSION

The general session brings the attendees together to learn about trends and issues that will impact their organizations. *(More than one general session may be offered.)*

Special benefits include:

- your organization's logo on the speaker's handouts
- opportunity to moderate the session

FRIENDS LEVEL

MHA Member - \$1,500 ■ Nonmember - \$5,000

Choose from these offerings:

AUDIOVISUAL PACKAGE

Visual aids and media add spark to any presentation. Your organization can get credit for stimulating the session!

Special benefits include:

- professional signage recognizing your organization

CONFERENCE BROCHURE

The brochure announces and outlines the exciting conference. Your organization's logo and recognition for underwriting the printing of the brochure will be placed within.

Special benefits include:

- your organization's logo featured in the brochure and credit throughout

TOTE BAG

Every attendee will receive a tote bag with the sponsor's logo on it for keeping the meeting materials neat and organized. A gift that can be used over and over again!

Special benefits include:

- your organization's logo on the tote bag

INTENT TO SPONSOR

Winter Leadership Conference
February 13 & 14, 2008

Organization Name _____

How you want the organization name to be listed in all meeting materials.

Organization Representative _____ Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Fax _____ E-mail _____

By providing your fax number, you agree to receive facsimile information from the MHA.

WINTER LEADERSHIP CONFERENCE SPONSORSHIP DETAILS AND CONDITIONS

- Organizations that are current MHA members receive first priority in sponsoring association meetings. To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an *Intent to Sponsor* form by **Dec. 3, 2007**.
- Sponsorship monies are due within 15 days of receipt of the *Intent to Sponsor* form. The MHA Health Foundation will release and resell any sponsorship items not paid in full after this date.
- Verbal commitments to an event will not hold that event for your organization.
- Sponsors will be notified of their acceptance as a sponsor and receive information on further procedures.
- Conference registration and any other fees are not included in the sponsorship.
- To ensure production and promotional deadlines are met, sponsorships for the Winter Leadership Conference close on **Jan. 18, 2008**.
- Completed *Intent to Sponsor* forms should be returned to:

Erin Steward
MHA Health Foundation
6215 West St. Joseph Highway
Lansing, MI 48917
Phone: (517) 323-3443
Fax: (517) 323-0946
esteward@mha.org

*Please contact Erin Steward about session details.

The MHA Health Foundation reserves exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all meeting materials, clothing, gifts, signage, displays and all other items associated with these meetings. The MHA Health Foundation reserves the right to accept or reject sponsors based on their compatibility with the foundation's mission and purpose.

CHOOSE WHICH LEVEL AND PACKAGE YOU WOULD LIKE TO SPONSOR:

DIAMOND LEVEL

- MHA Member: \$5,000 Nonmember: \$10,000

My organization would like to sponsor the following package:

- Hospitality Suite Keynote Session

EMERALD LEVEL

- MHA Member: \$3,500 Nonmember: \$7,500

My organization would like to sponsor the following package:

- Welcome Area/Registration Welcome Reception
 Welcome Gift

RUBY LEVEL

- MHA Member: \$2,500 Nonmember: \$6,000

My organization would like to sponsor the following package:

- Badge Lanyards Concurrent Session*
 Conference Refreshments Name Badges
 Luncheon and Issues Briefing Closing Session
 On-site Meeting Guide General Session

FRIENDS LEVEL

- MHA Member: \$1,500 Nonmember: \$5,000

My organization would like to sponsor the following package:

- Audiovisual Package Conference Brochure
 Tote Bag

Intent to Sponsor forms must be accompanied by a check or VISA, MasterCard or American Express number.

Total \$ _____ Check # _____

Charge my VISA MasterCard American Express

Account # _____

Exp. Date _____

Cardholder Signature _____

ANNUAL MEMBERSHIP MEETING

Grand Hotel, Mackinac Island
June 25-27, 2008



Sponsorship deadline: May 12, 2008

FOR MORE INFORMATION CONTACT:

Erin Steward
MHA Health Foundation
6215 West St. Joseph Highway • Lansing, MI 48917
Phone: (517) 323-3443 • Fax: (517) 323-0946
esteward@mha.org



Members of your target market are gathering for their most important event of the year, and we have the perfect opportunity for you to reach them. The Michigan Health & Hospital Association Annual Membership Meeting brings together several hundred health care decision-makers. Your sponsorship of this event is a unique opportunity to network with and be appreciated by:

- more than 95 percent of the CEOs of Michigan hospitals and health systems
- nearly 75 percent of the board chairs of Michigan's premier health care organizations
- more than 800 meeting participants
- nearly 700 regular readers of the MHA's weekly newsletter, *Monday Report*

We have a variety of ways for each sponsor to receive maximum recognition and visibility with our members. Don't miss your chance to share what you have to offer MHA members and give your organization high-profile visibility. Examine the following pages to select the sponsorship option that best suits your needs. Sponsorship details and conditions are on the *Intent to Sponsor* form.

ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- recognition in promotional materials*
- conference meeting guide recognition
- professional signage (*if appropriate*)
- badge ribbons that designate your support
- thanks throughout the event and during the business meeting of the membership

You will have powerful opportunities to highlight your contributions to the meeting, to increase networking, and to discuss face-to-face the ways your organization can help meet provider goals and needs.

**If Intent to Sponsor form is submitted by the published deadline*

The MHA reserves exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA meeting materials, clothing, gifts, signage, displays and all other items associated with these meetings. The MHA reserves the right to accept or reject sponsors based on their compatibility with the association's mission and purpose.

DIAMOND LEVEL

MHA Member - \$15,000 ■ Nonmember - \$25,000

GALA RECEPTION

Be the very visible sponsor of *the* social event of the conference — an elegant evening prelude to the banquet — held on the historic porch of the Grand Hotel. Package includes sponsorship of food and beverages.

Special benefits include:

- cocktail napkins with your corporate logo
- opportunity to meet and greet participants

OPPORTUNITY TO PARTNER

The event at this level can be exclusively sponsored or co-sponsored by two or more organizations. If you wish to co-sponsor an event, please contact the MHA for more information.

EMERALD LEVEL

MHA Member - \$10,000 ■ Nonmember - \$15,000

Choose from these offerings:

FAMILY EVENT

Package includes sponsorship of the family event attractions and activities. This is one of the most popular and well-attended events of the meeting, and your organization gets highly visible recognition for making it possible.

Special benefits include:

- your banner at the main event
- invitation to network with registrants in the event area
- opportunity to distribute your organization's special gift
- opportunity to meet and greet participants

FAMILY EVENT REFRESHMENTS

Package includes sponsorship of the family event refreshments. This is one of the most popular and well-attended events of the meeting, and your organization gets credit for quenching attendees' appetites and thirst!

Special benefits include:

- your banner or display near the food court
- plastic glasses with your organization's logo
- opportunity to meet and greet participants in the refreshment area

OPENING NIGHT WELCOME RECEPTION

Put the name of your organization front and center with attendees by sponsoring this fun-filled kickoff to the meeting's events. The package includes sponsorship of food and beverages.

Special benefits include:

- cocktail napkins with your corporate logo
- opportunity to meet and greet participants

WELCOME CENTER/REGISTRATION

The Welcome Center is the point of admittance to the MHA Annual Meeting. Every conference attendee visits the welcome center, so your organization will be visible to hundreds of people!

Special benefits include:

- your sign or banner at the Welcome Center/Registration desk
- your organization's logo on the registration packet
- sponsorship of the refreshments in the Welcome Center

OPPORTUNITY TO PARTNER

Events at this level can be exclusively sponsored or co-sponsored by two or more organizations. If you wish to co-sponsor an event, please contact the MHA for more information.

RUBY LEVEL

MHA Member - \$7,500 ■ Nonmember - \$12,500

Choose from these offerings:

FAMILY EVENT GIFTS

Package includes the gift given to adults and children, something they'll treasure along with their memories of the conference's family fun.

Special benefits include:

- your corporate logo on the gift
- opportunity to meet and greet attendees at the family event registration area

ICE CREAM SOCIAL

One of the sweetest ways to start the conference! Members and their families are welcome to dip up and dig into some chilly taste sensations. Your organization will enjoy this appetizing opportunity.

Special benefits include:

- professional signage recognizing your organization
- opportunity to meet and greet participants

WELCOME CENTER GIFT

Every registrant will receive a welcome gift upon arrival. Your logo will appear on the gift, a long-term advertisement for your organization!

Special benefits include:

- your organization's logo on the welcome gift

PEARL LEVEL

MHA Member - \$5,000 ■ Nonmember - \$7,500

Choose from these offerings:

ACHE BREAKFAST

The American College of Healthcare Executives breakfast is a chance for attendees to network with their colleagues. They say that breakfast is the most important meal of the day, so the value in this sponsorship is obvious! Package includes sponsorship of the food and beverages.

Special benefits include:

- your organization's recognition at each table
- opportunity to moderate the session

ANNUAL MEETING BROCHURE

The brochure is the publication that announces the exciting annual meeting that's ahead. Your organization's logo and recognition for underwriting the printing of the brochure will be placed on the inside cover.

Special benefits include:

- your organization's logo featured in the brochure and credit throughout the brochure

BADGE LANYARDS

Every participant is required to wear a name badge throughout the meeting and lanyards have become the popular choice over pins. Your company logo will be printed on the lanyards, a very visible piece of conference attire!

Special benefits include:

- your organization's logo printed on the badge lanyards

CHILDREN'S PROGRAMS

(ages 3-6, 7-10 or 11-14)

The children's programs are popular and appreciated by parents, and this is your opportunity to identify your organization with them. Packages include sponsorship of materials, gifts and refreshments for all programs in the age group over the entire conference. Choose one of three age groups.

Special benefits include:

- professional signage and recognition for the gift at all three sessions

COFFEE AND CORDIALS PACKAGE

Package includes sponsorship of beverages that gives your organization an opportunity to shine in memorable ways.

Special benefits include:

- cocktail napkins with your corporate logo
- opportunity to meet and greet participants

SPEAKERS

Annual Meeting speakers consistently motivate, repeatedly inspire and always deliver an exceptional experience to the attendees! Select sponsorship of the opening or keynote speaker on Thursday or the closing speaker on Friday. Past speakers include Boston Philharmonic Conductor Benjamin Zander and former House Speaker Newt Gingrich.

Special benefits include:

- your organization's logo on-screen during the entire session
- opportunity to moderate the session

GOVERNMENT RELATIONS BREAKFAST

Members receive breaking information about the MHA legislative strategy, the political landscape and how to impact health policy. Package includes sponsorship of the food and beverages.

Special benefits include:

- your organization's recognition at each table
- opportunity to moderate the session

ON-SITE MEETING GUIDE

Every attendee receives an on-site meeting guide outlining the conference events for reference throughout the meeting. Sponsor this professional, full-color program that reaches everyone at the meeting and your company name will be at everyone's fingertips!

Special benefits include:

- your full-page ad with featured placement and credit throughout the guide

NAME BADGES

Your organization's logo will appear on the official MHA Annual Membership Meeting name badges that will be worn by every meeting participant!

Special benefits include:

- your organization's logo printed on the name badges

SPOUSE/GUEST PROGRAM

We offer something for everyone, including an educational session designed for adults who like to learn and experience new things. This package includes sponsorship of the speaker and written materials.

Special benefits include:

- opportunity to distribute materials to session participants
- opportunity to moderate the session *(if appropriate)*

FRIENDS LEVEL

MHA Member - \$3,000 ■ Nonmember - \$6,500

Choose from these offerings:

AUDIOVISUAL PACKAGE

Every session throughout the meeting requires audiovisual equipment. Your organization can get credit for bringing the meeting to life through light and sound!

Special benefits include:

- professional signage recognizing your organization

BONUS LEARNING INTENSIVE

This is your organization's opportunity to connect by sponsoring a major component of the conference. This package includes the ever-popular learning intensive and luncheon. Members can tailor their educational offerings by participation and are exposed to national experts and leaders.

Special benefits include:

- opportunity to moderate the session
- your organization's logo in the learning intensive workbook

CARRIAGE RIDES

Almost everyone needs a carriage ride to their hotel. Your organization will be boldly displayed on the carriages that travel from the docks to many hotels.

Special benefits include:

- your organization's logo displayed on the carriages

CHILDREN'S WELCOME GIFT

Family is an important part of the meeting, so it is fitting that the children who are registered also receive a special gift just for them! This package includes sponsorship of the gift.

Special benefits include:

- opportunity to distribute gift to participants

GOLF WELCOME STATION *(Wednesday)*

Many meeting participants enjoy playing golf on the Island and work up a thirst doing it! This package includes sponsorship of the golf beverages on Wednesday.

Special benefits include:

- cocktail napkins with your corporate logo
- opportunity to meet and greet participants

ISLAND RUN PACKAGE

Package includes sponsorship of the T-shirts and refreshments. This race around the Island starts on Main Street and is a major focus of attention.

Special benefits include:

- your corporate logo on the T-shirts
- invitation to network with runners at the pre-run registration area

TOTE BAG

Every attendee will receive a tote bag with the sponsor's logo on it for keeping the meeting materials neat and organized. A gift that can be used over and over again!

Special benefits include:

- your organization's logo on the tote bag

WEB PAGE

The MHA Annual Meeting is the association's premier event. Hundreds of people from organizations across the health care spectrum will be directed to the MHA's dedicated Annual Meeting Web site to obtain vital information regarding the conference and will see your organization's logo. *(one sponsor only)*

Special benefits include:

- your organization's logo on the MHA Annual Meeting home page with a link to your web site



The mission of the MHA Health Foundation is to support hospitals and their community partners to improve health. We know that, together with Michigan's 146 nonprofit hospitals and their partners, we can reach this goal.

The foundation is hosting its annual charity golf tournament to support the programs and services of the foundation during the MHA Annual Membership Meeting. From establishing a model statewide fund designed to expand the health care workforce, to supporting a special account that will help Michigan's nonprofit hospitals build health in their communities, to improving the quality and safety of care in hospitals, you can make a difference to hospitals, their community partners and every Michigan citizen by linking with the MHA Health Foundation.

All sponsors will receive the following:

- recognition in the annual meeting guide
- professional signage at check-in and the 19th hole
- opportunity to network at the 19th hole with event participants
- recognition in event program agenda

Join us today. You may never know how many lives this small commitment will touch, but you can be confident that your organization will make a difference! For further information, contact Erin Steward (esteward@mha.org) at the MHA Health Foundation.

EVENT PARTNER

MHA Member - \$15,000 ■ Nonmember - \$20,000

By serving as the exclusive event partner of this charity golf tournament, your organization will show its noble commitment to the goal of making Michigan's citizens and communities the healthiest in the nation.

Special benefits include:

- recognition as exclusive event sponsor on all pre- and post-event marketing materials
- banner recognition at check-in and the 19th hole
- complimentary golf for two foursomes in the tournament
- your logo on every scorecard and cart
- opportunity to serve as master of ceremonies at all 19th hole activities
- free quarter-page ad in all registration materials
- preferred accommodations for two of your organization's representatives in the Grand Hotel
(Hotel fees not included)



PEARL LEVEL

MHA Member - \$4,000 ■ Nonmember - \$7,500

19TH HOLE PARTY

Whew! The competition was tough, the scores are in, and now everyone is ready to relax and recall that one great shot. Be the sponsor of this relaxing event full of libations, gastronomic delights and a little truth stretching!

Special benefits include:

- your corporate logo on all refreshment, food and participant tables throughout the 19th hole
- your organization's logo on napkins

FRIENDS LEVEL

MHA Member - \$3,000 ■ Nonmember - \$6,500

Choose from these offerings:

TOURNAMENT GIFTS

Everyone needs an extra golf ball while playing the challenging links of the Grand Hotel, so why not make it your corporate logo that they use to line up that winning putt? This sponsorship package will roll on and on!

Special benefits include:

- your corporate logo on tournament gifts given to golfers

PRIZE PACKAGE

Once the scores are tallied, it is time to reward the best of the best!

Special benefits include:

- opportunity to present the first-, second- and third-place prizes to the winning teams

TOURNAMENT ON-COURSE REFRESHMENTS

Competition like this can really whip up a thirst! Be the sponsor that quenches it by supporting our course refreshment package. You will be appreciated!

Special benefits include:

- your corporate logo on refreshment cups used during the tournament

TOURNAMENT BOX LUNCHES

Nothing works up an appetite like swinging a golf club! Satisfy everyone's cravings by sponsoring box lunches for all tournament participants. You know your organization will be appreciated!

Special benefits include:

- your corporate logo on all box lunches given to golfers



DONOR LEVEL

MHA Member - \$1,500 ■ Nonmember - \$3,000

Choose from these offerings:

CLOSEST-TO-THE-PIN AND LONGEST DRIVE PRIZES

A popular golf outing competition is the men's and women's closest-to-the-pin putt and the longest drive. Your organization will reward these elite — or lucky — golfers!

Special benefits include:

- opportunity to present the prizes to the winners

PUTTING GREEN

They say the warm-up is the key to the game, so sponsor the putting green and let every event participant know you are behind them!

Special benefits include:

- your corporate logo on flags on and surrounding the putting green

TEE SPONSOR

MHA Member - \$500 ■ Nonmember - \$1,000

Every tournament participant has to play every hole, so get your organization's name up front and center by sponsoring a tee for a minimal donation!

Special benefits include:

- your organization's logo prominently displayed at the sponsored tee box

INTENT TO SPONSOR

Annual Membership Meeting
June 25-27, 2008

Organization Name _____

How you want the organization name to be listed in all meeting materials.

Organization Representative _____ Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Fax _____ E-mail _____

By providing your fax number, you agree to receive facsimile information from the MHA.

ANNUAL MEMBERSHIP MEETING SPONSORSHIP DETAILS AND CONDITIONS

- Organizations that are current MHA members receive first priority in sponsoring association meetings. To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an *Intent to Sponsor* form by **April 1, 2008**.
- Sponsorship monies are due within 15 days of receipt of the *Intent to Sponsor* form. The MHA will release and resell any sponsorship items not paid in full after this date.
- Verbal commitments to an event will not hold that event for your organization.
- Sponsors will be notified of their acceptance as a sponsor and receive information on further procedures.
- Conference registration and any other fees are not included in the sponsorship.
- To ensure production and promotional deadlines are met, sponsorships for the Annual Membership Meeting close on **May 12, 2008**.
- Completed *Intent to Sponsor* forms should be returned to:

Erin Steward
MHA Health Foundation
6215 West St. Joseph Highway
Lansing, MI 48917
Phone: (517) 323-3443
Fax: (517) 323-0946
esteward@mha.org

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PLEASE FILL IN THE PAYMENT INFORMATION ON THE BACK OF THIS FORM. CHOOSE WHICH LEVEL AND PACKAGE YOU WOULD LIKE TO SPONSOR:

DIAMOND LEVEL

- MHA Member: \$15,000 Nonmember: \$25,000

My organization would like to sponsor the following package:

- Gala Reception

EMERALD LEVEL

- MHA Member: \$10,000 Nonmember: \$15,000

My organization would like to sponsor the following package:

- Family Event Family Event Refreshments
 Welcome Center/Registration Opening Night Welcome Reception

RUBY LEVEL

- MHA Member: \$7,500 Nonmember: \$12,500

My organization would like to sponsor the following package:

- Family Event Gifts Ice Cream Social
 Welcome Center Gift

PEARL LEVEL

- MHA Member: \$5,000 Nonmember: \$7,500

My organization would like to sponsor the following package:

- ACHE Breakfast Annual Meeting Brochure
 Badge Lanyards Children's Programs, ages 3-6
 Children's Programs, ages 7-10 Children's Programs, ages 11-14
 Coffee and Cordials Opening Session Speaker
 Keynote Session Speaker Closing Session Speaker
 Government Relations Breakfast On-site Meeting Guide
 Name Badges Spouse/Guest Program

FRIENDS LEVEL

- MHA Member: \$3,000 Nonmember: \$6,500

My organization would like to sponsor the following package:

- Audiovisual Package Bonus Learning Intensive
 Carriage Rides Children's Welcome Gift
 Golf Welcome Station (Wed.) Island Run
 Tote Bag Web Page

(continued on back)



CHOOSE WHICH LEVEL AND PACKAGE YOU WOULD LIKE TO SPONSOR:

EVENT PARTNER

MHA Member: \$15,000 Nonmember: \$20,000

PEARL LEVEL

MHA Member: \$4,000 Nonmember: \$7,500

My organization would like to sponsor the following package:

19th Hole Party

FRIENDS LEVEL

MHA Member: \$3,000 Nonmember: \$6,500

My organization would like to sponsor the following package:

Tournament Gifts

Tournament Box Lunches

Prize Package

Tournament On-Course Refreshments

DONOR LEVEL

MHA Member: \$1,500 Nonmember: \$3,000

My organization would like to sponsor the following package:

Closest-to-the-Pin and Longest Drive Prizes

Putting Green

TEE SPONSOR

MHA Member: \$500 Nonmember: \$1,000

**Intent to Sponsor forms must be accompanied by a check or VISA,
MasterCard or American Express number.**

Total \$ _____ Check # _____

Charge my VISA MasterCard American Express

Account # _____

Exp. Date _____

Cardholder Signature _____

FOR MORE INFORMATION CONTACT:

Erin Steward
MHA Health Foundation
6215 West St. Joseph Highway • Lansing, MI 48917
Phone: (517) 323-3443 • Fax: (517) 323-0946
esteward@mha.org

HEALTH CARE LEADERSHIP FORUM

Grand Traverse Resort & Spa, Traverse City
October 22 & 23, 2008



Sponsorship deadline: September 15, 2008



Brilliant fall colors in northern Michigan provide the setting for the second-largest meeting of the MHA membership during the program year. Extensive networking opportunities are available, allowing participants to both learn and teach.

Held at the incredible Grand Traverse Resort & Spa located just outside of Traverse City, the Health Care Leadership Forum offers the ideal mixture of learning and networking. Sponsors will have ample opportunity to interact with leadership teams from Michigan hospitals. Consider that:

- nearly 200 health care executives and governance leadership teams attend
- the conference format includes keynote sessions that feature national experts and concurrent sessions on how-to strategies
- governance sessions on board member development are offered
- a breakfast roundtable and issues briefing informs participants of the key policy issues being discussed in health care

ALL SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- recognition in the promotional materials*
- conference workbook recognition
- product and service literature at the sponsor display table
- professional signage that recognizes our sponsors
- sponsor ribbons that designate your support
- thanks throughout the event and during the opening remarks

From visible signage to networking time, your sponsorship will be showcased throughout this valuable conference.

**If Intent to Sponsor form is submitted by the published deadline*

The MHA Health Foundation reserves exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all meeting materials, clothing, gifts, signage, displays and all other items associated with these meetings. The MHA Health Foundation reserves the right to accept or reject sponsors based on their compatibility with the foundation's mission and purpose.

DIAMOND LEVEL

MHA Member - \$5,000 ■ Nonmember - \$10,000

Choose from these offerings:

KEYNOTE SESSION

The keynote session is the most prominent speaking engagement of the conference. Your organization will receive high visibility by sponsoring this event.

Special benefits include:

- your organization's logo on-screen during the entire session
- your organization's logo on the speaker's handouts
- opportunity to moderate the session

WELCOME AREA/REGISTRATION

Every conference attendee visits the welcome area to get meeting materials. Your organization will be one of the first names they see upon arrival!

Special benefits include:

- a special display area for your organization's literature
- notepads with your organization's logo for attendees to use during the conference

WELCOME RECEPTION

The most popular networking event!

Special benefits include:

- customized cocktail napkins imprinted with your logo to be used at the welcome reception

OPPORTUNITY TO PARTNER

Events at this level can be exclusively sponsored or co-sponsored by two or more organizations. If you wish to co-sponsor an event, please contact the MHA Health Foundation for more information.

EMERALD LEVEL

MHA Member - \$3,000 ■ Nonmember - \$6,000

Choose from these offerings:

CLOSING SESSION

The conference closes with a motivational presentation. Every year attendees rave about ending the conference with this type of uplifting message. And by sponsoring the closing session, the participants will be thinking of you on the way home!

Special benefits include:

- opportunity to moderate the session

CONTINENTAL BREAKFAST AND ISSUES BRIEFING

The continental breakfast is very popular with attendees because they have a chance to receive the most recent information on policy and advocacy issues, as well as to informally exchange ideas on a number of health care topics. Package includes the sponsorship of food and beverages.

Special benefits include:

- recognition of your organization at each table
- opportunity to moderate

GENERAL SESSION

The general session brings the attendees together to learn about trends and issues in leadership.

Special benefits include:

- your organization's logo on-screen during the entire session
- your organization's logo on the speaker's handouts
- opportunity to moderate the session

LUNCHEON (*Wednesday or Thursday*)

The luncheons on Wednesday and Thursday are a great opportunity to talk about strategies learned at the conference. Package includes the sponsorship of food and beverages. Each day sold separately.

Special benefits include:

- your organization's logo on each box lunch
- the opportunity to insert your organization's gift into each box lunch

WELCOME GIFT

Every registrant will receive a welcome gift upon arrival. Your logo, along with the MHA Health Foundation logo, will appear on the gift. Whether the gift is a tote bag or a mouse pad, it will be a long-term advertisement for your organization!

Special benefits include:

- your logo on the welcome gift
- the opportunity to help distribute the welcome gift

RUBY LEVEL

MHA Member - \$2,000 ■ Nonmember - \$5,000

Choose from these offerings:

AUDIOVISUAL PACKAGE

An organized stage show and advanced visuals significantly enhance the meeting experience, but can be costly. Your sponsorship will help underwrite the costs of using technology to its fullest.

Special benefits include:

- professional signage recognizing your organization

BADGE LANYARDS

Every participant is required to wear a name badge throughout the meeting and lanyards have become the popular choice over pin badges. Your company logo will be printed on the lanyards, a very visible piece of conference attire!

Special benefits include:

- your organization's logo printed on the badge lanyards

CONCURRENT SESSIONS *(a.m. and p.m.)*

The concurrent sessions are where the "rubber meets the road" when learning to translate concepts into practice. Attendees learn how-to strategies by gaining a better understanding of the issues, hearing industry benchmarks from leading experts and discussing success strategies with each other. You'll be able to choose from several enticing topics!

Special benefits include:

- your organization's logo on the speaker's handouts
- opportunity to moderate the session

CONFERENCE BROCHURE

The brochure announces and outlines the exciting conference. Your organization's logo and recognition for underwriting the printing of the brochure will be placed within.

Special benefits include:

- your organization's logo featured in the brochure and credit throughout

CONFERENCE REFRESHMENTS

Sponsor the refreshments before the sessions or during breaks.

Special benefits include:

- professional signage recognizing your organization

NAME BADGES

Your organization's logo will appear on the official conference name badge that will be worn by every meeting participant!

Special benefits include:

- your organization's logo printed on the name badges

ON-SITE MEETING GUIDE

Every attendee receives an on-site meeting guide outlining the conference events for reference throughout the meeting. Sponsor this professional, full-color program that reaches everyone at the meeting and your company name will be at everyone's fingertips!

Special benefits include:

- your full-page ad with featured placement and credit throughout the guide

TOTE BAG

Every attendee will receive a tote bag with the sponsor's logo on it for keeping the meeting materials neat and organized. A gift that can be used over and over again!

Special benefits include:

- your organization's logo on the tote bag

INTENT TO SPONSOR

Health Care Leadership Forum
October 22 & 23, 2008

Organization Name _____

How you want the organization name to be listed in all meeting materials.

Organization Representative _____ Title _____

Address _____

City/State/ZIP _____ Date _____

Phone _____ Fax _____ E-mail _____

By providing your fax number, you agree to receive facsimile information from the MHA.

HEALTH CARE LEADERSHIP FORUM SPONSORSHIP DETAILS AND CONDITIONS

- Organizations that are current MHA members receive first priority in sponsoring association meetings. To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an *Intent to Sponsor* form by **Aug. 4, 2008**.
- Sponsorship monies are due within 15 days of receipt of the *Intent to Sponsor* form. The MHA Health Foundation will release and resell any sponsorship items not paid in full after this date.
- Verbal commitments to an event will not hold that event for your organization.
- Sponsors will be notified of their acceptance as a sponsor and receive information on further procedures.
- Conference registration and any other fees are not included in the sponsorship.
- To ensure production and promotional deadlines are met, sponsorships for the Health Care Leadership Forum close on **Sept. 15, 2008**.
- Completed *Intent to Sponsor* forms should be returned to:

Erin Steward
MHA Health Foundation
6215 West St. Joseph Highway
Lansing, MI 48917
Phone: (517) 323-3443
Fax: (517) 323-0946
esteward@mha.org

*Please contact Erin Steward about session details.

The MHA Health Foundation reserves exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all meeting materials, clothing, gifts, signage, displays and all other items associated with these meetings. The MHA Health Foundation reserves the right to accept or reject sponsors based on their compatibility with the foundation's mission and purpose.

CHOOSE WHICH LEVEL AND PACKAGE YOU WOULD LIKE TO SPONSOR:

DIAMOND LEVEL

- MHA Member: \$5,000 Nonmember: \$10,000

My organization would like to sponsor the following package:

- Keynote Session Welcome Area/Registration
 Welcome Reception

EMERALD LEVEL

- MHA Member: \$3,000 Nonmember: \$6,000

My organization would like to sponsor the following package:

- Closing Session Continental Breakfast
 General Session Luncheon (Wednesday)
 Welcome Gift Luncheon (Thursday)

RUBY LEVEL

- MHA Member: \$2,000 Nonmember: \$5,000

My organization would like to sponsor the following package:

- Audiovisual Package Badge Lanyards
 Concurrent Session* Conference Brochure
 Conference Refreshments Name Badges
 On-site Meeting Guide Tote Bag

Intent to Sponsor forms must be accompanied by a check or VISA, MasterCard or American Express number.

Total \$ _____ Check # _____

Charge my VISA MasterCard American Express

Account # _____

Exp. Date _____

Cardholder Signature _____

SPONSOR PROFILES IN MONDAY REPORT

**New
for
2008!**

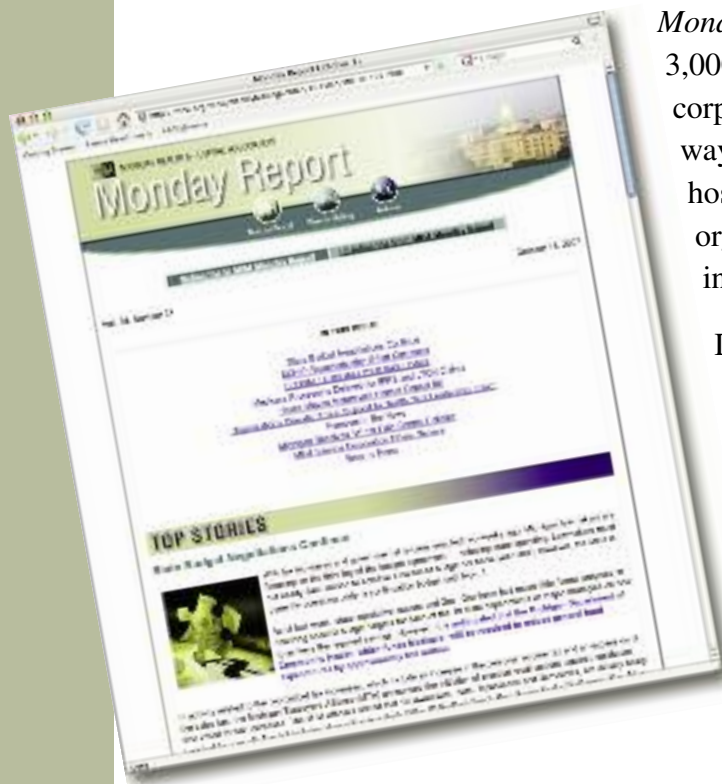
In recognition of corporate sponsors who go the extra mile on behalf of Michigan's hospitals, the MHA will be offering the opportunity to profile your organizations services and benefits in the MHA *Monday Report*.

Organization's sponsoring at the diamond level for the MHA Health Foundation Winter Leadership Conference or the Health Care Leadership Forum, those sponsoring at the ruby, emerald, or diamond levels for the MHA Annual Membership Meeting, and those that are a sponsor at all three major membership meetings qualify for this exclusive benefit.

You can choose to submit an article or advertisement* for the weekly newsletter that really showcases your organizations advantages. The

Monday Report reaches approximately 3,000 readers, so a commitment to corporate sponsorship is also a great way to tell Michigan nonprofit hospitals more about how your organization can help them innovate, grow and succeed!

Don't wait! Submit your intent to sponsor at any of these levels and start enjoying the benefits of this new offering today!



**The MHA reserves the right to approve and/or edit the submission according to the established editorial guidelines of the Monday Report.*

"Do I know you?"



In this day and age of competitive marketing, how do you most effectively reach your target audience with your message? The **Michigan Health & Hospital Association Corporate Sponsorship Program** is a strategic way to get information about your product or service to a key group of health care decision-makers. Sponsorship at the MHA's three membership meetings will gain your organization not only visibility and recognition with leaders from nonprofit hospitals throughout the state, but also the positive association of helping make these important and valuable membership meetings possible.

The mission of the MHA Health Foundation is to support hospitals and their community partners to improve health. The MHA Health Foundation is hosting its charity golf tournament during the MHA Annual Membership Meeting in June to support its programs and services.

Sponsorship opportunities range from the exclusive event partner to tee sponsors — there are many ways to support the valuable health care services Michigan nonprofit hospitals provide!



Relationships are key.

Let us help with the introductions...



MICHIGAN HEALTH & HOSPITAL ASSOCIATION

Information about the **MHA Corporate Sponsorship Program** is available on the MHA Web site at www.mha.org by clicking on Education. Contact Erin Steward (esteward@mha.org) at (517) 323-3443 to learn more about sponsorship opportunities.