Dear prospective sponsor:

Since the Affordable Care Act became law, every segment of the healthcare industry has dramatically changed, including the way providers are reimbursed, the use of data and analytics, and the increasing focus on wellness promotion and technology. With millions of consumers taking a more active role in their healthcare, providers are eager to find products and services that help them demonstrate value.

As our members and sponsors are changing, we are, too. In the last 12 months, the MHA has taken significant steps to modernize its structure and strategies to meet your needs. The 2017 MHA Corporate Sponsorship Program is now bundled to offer cost savings and increased exposure. The MHA is ready to consider your ideas for customized sponsorship and advertising. As we work toward developing a new website and membership database, we plan to leverage them in ways that will connect you more effectively.

The MHA has also decided to shift sponsorship and advertising to our program year, July 1 through June 30. It makes sense that our sponsorship program culminate with the MHA Annual Membership Meeting, our premier event. The 2017 Corporate Sponsorship Program includes two meetings: the MHA Leadership Conference and the MHA Annual Membership Meeting. A new Corporate Sponsorship Program for the 2017-2018 program year will be distributed in July and will include the 2017 Governance Conference and the 2018 Leadership Conference and Annual Membership Meeting.

I hope you will find the MHA Corporate Sponsorship Program robust and invigorated. Please do not hesitate to contact Erin Steward, CMP, or another member of the Member Relations & Education team to ask questions or explore your ideas for sponsorship. We look forward to partnering with you!

MHA CEO Brian Peters
Our sponsors are vital to helping conference participants emerge with innovative ideas and solutions to improve their organizations’ productivity. In turn, sponsors gain new customers, fresh leads and develop deeper relationships. We look forward to another rewarding, successful year with all our attendees, sponsors and partners!

The MHA sponsorship program gives you:

- An opportunity to foster positive relationships with new and current customers
- The ability to attend content-rich conferences designed to enhance your understanding of the latest business models, technological innovations and trends
- A chance to connect with providers and gain valuable insight into Michigan’s healthcare community
- The opportunity to capitalize on a prospect-rich launch environment for new products and services

The MHA continues to grow its presence on social media as a way to engage with the general public, MHA members, legislators and more! Sponsors of MHA events are recognized across the association’s social media channels to provide additional visibility and value.
Circle of Honor Distinction

Organizations that make a considerable sponsorship commitment to the MHA will receive the highest level of distinction, the Circle of Honor award. To be eligible for the Circle of Honor award, your organization must donate $15,000 in sponsorship funding. This can be accomplished through a platinum sponsorship at the MHA Annual Membership Meeting or through combined sponsorship at any of the MHA meetings held annually, which include the MHA Annual Membership Meeting, the MHA Leadership Conference and the MHA Governance Conference.

The Circle of Honor award winners are recognized each year at the MHA Annual Membership Meeting, which provides an intimate setting and allows for recognition from MHA board members. Additionally, Circle of Honor award winners are recognized in promotional marketing communications throughout the year.

A MEANINGFUL OPPORTUNITY: AN INVITATION TO THE MHA BOARD OF TRUSTEES RETREAT

The MHA Board of Trustees meets once a year to develop the association’s strategies, designed to fulfill membership goals. Circle of Honor sponsors receive a special invitation to send one person to a reception and dinner during the retreat, where they can talk personally with members of the MHA board.
Small and rural hospitals play a crucial role in smaller communities, offering local access to quality care and often serving as the area’s primary employer. The MHA Leadership Conference is designed for CEOs and senior leaders from small and rural healthcare providers.
## MHA Leadership Conference

### Platinum

- MHA Member: $5,000
- MHA Supporter: $10,000

- Social media recognition for sponsorship on MHA platforms
- Logo placement on the MHA event website with a hyperlink to your home page
- Logo placement in brochure for MHA Leadership Conference
- Two complimentary event registrations
- Recognition on signage at MHA Leadership Conference
- Logo placement in welcome message sent to attendees before the MHA Leadership Conference
- Display table at MHA Leadership Conference
- Half-page ad in MHA Leadership Conference meeting guide
- Link to your organization’s online paper or research study that will be sent to attendees (either pre- or postconference)
- Opportunity to introduce speaker at MHA Leadership Conference (assigned on a first-come, first-serve basis)
- Exclusive invitation to CEO dinner prior to MHA Leadership Conference (limited number of invitations available)
- Logo featured on MHA Leadership Conference reception giveaway
- Advertisement on MHA website with a hyperlink to your home page

### Gold

- MHA Member: $3,500
- MHA Supporter: $7,500

- Social media recognition for sponsorship on MHA platforms
- Logo placement on the MHA event website with a hyperlink to your home page
- Logo placement in brochure for MHA Leadership Conference
- Two complimentary event registrations
- Recognition on signage at MHA Leadership Conference
- Logo placement in welcome message sent to attendees before the MHA Leadership Conference
- Display table at MHA Leadership Conference
- Half-page ad in MHA Leadership Conference meeting guide
- Link to your organization’s online paper or research study that will be sent to attendees (either pre- or postconference)
- Opportunity to introduce speaker at MHA Leadership Conference (available based on number of platinum sponsors; assigned on a first-come, first-serve basis)

### Silver

- MHA Member: $2,500
- MHA Supporter: $6,000

- Social media recognition for sponsorship on MHA platforms
- Logo placement on the MHA event website with a hyperlink to your home page
- Logo placement in brochure for MHA Leadership Conference
- One complimentary event registration
- Recognition on signage at MHA Leadership Conference
- Logo placement in welcome message sent to attendees before the MHA Leadership Conference
- Display table at MHA Leadership Conference
Sponsorship Opportunities

A La Carte Packages

These offerings are limited to one sponsor. Logo will be on item or sign. Does not include display table or event registration.

<table>
<thead>
<tr>
<th>Package</th>
<th>MHA Member</th>
<th>MHA Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Gift Sponsor</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Badge Lanyard Sponsor</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Conference Refreshment Sponsor</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Tote Bag Sponsor</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Bronze
MHA Member: $1,500
MHA Supporter: $5,000

- Social media recognition for sponsorship on MHA platforms
- Logo placement on the MHA event website with a hyperlink to your home page
- Logo placement in brochure for MHA Leadership Conference
- One complimentary event registration

Advertising Opportunities in the 2017 MHA Leadership Conference On-site Guide

Full-page advertisement in printed guide

$1,000

“Getting to see people in person, network in person – MHA sponsorship is a great way to build that face-to-face relationship.”

- 2016 MHA Leadership Conference sponsor
Advertising

Meeting Guide Advertising

Leadership Conference:
Intent Deadline: Dec. 9, 2016
Materials Deadline: Jan. 7, 2017

Annual Membership Meeting:
Intent Deadline: May 19, 2017
Materials Deadline: May 19, 2017

PRINT AD SIZES
Maximum image area is 5" w x 8" h – NO BLEEDS

Event Mobile App Banner Ads

Make your presence stand out in the MHA Annual Membership Meeting mobile app. A limited number of banner ads will be sold for the app. They will appear for the duration of the meeting within locations that generate the most attendee traffic.

BANNER AD SIZES
Maximum image area is 600 x 100 pixels

Terms & Conditions

▶ A complete Intent to Sponsor form is a binding contract. Form must be completed and signed before advertising will be accepted. Cancellation of contract is not accepted. Must be an advertiser in good standing for future ads to be accepted.

▶ An advertiser will forfeit its ad in the on-site guide if the ad is not received by the deadlines noted above.

▶ The MHA reserves the right to reset copy that is not up to established printing guidelines, with design services of $75 per hour to be borne by the advertiser.

▶ Design services available at $75 per hour with a $30 minimum charge. Quotes available upon request. Materials for ads designed by MHA Design department are due by intent deadline.

▶ The MHA reserves the right to accept or reject advertising based on its compatibility with the association’s mission and vision and shall not be liable for damages if, for any reason, it fails to publish the advertisement.

▶ Advertising fees are due within 15 days of the receipt of a signed contract. The MHA will release and resell any ads not paid in full after this date.
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 MHA Annual Membership Meeting brings together several hundred healthcare decision-makers. Your sponsorship of this event is a unique opportunity to network with and be appreciated by nearly every Michigan hospital and health system CEO and a vast array of board and executive leaders in Michigan’s premier healthcare organizations. Highlights from the 2016 MHA Annual Membership Meeting, photos of its diverse events, and recognition of the meeting’s sponsors can be viewed online at www.mha.org.
MHA Annual Membership Meeting Sponsorship Opportunities

**Platinum**
- MHA Member: $15,000
- MHA Supporter: $19,000
- Recognition on MHA Annual Meeting App sponsor page with a link to your home page
- Social Media recognition for sponsorship on MHA platforms
- Recognition on MHA Annual Meeting website with a hyperlink to your home page
- Logo placement in brochure for MHA Annual Membership Meeting
- Two event registrations at a 50% discount
- Featured sponsor on signage at the MHA Annual Membership Meeting Welcome and Gala Reception
- Recognition on MHA Annual Membership Meeting sponsor signage
- Logo placement in welcome message sent to attendees of MHA Annual Membership Meeting
- Opportunity to introduce speaker at the MHA Annual Membership Meeting (limited number of speakers available; assigned on a first-come, first-serve basis)
- Exclusive invitation to the MHA Board of Trustees’ Dinner (limited to one individual)
- Full-page color ad in MHA Annual Membership Meeting meeting guide
- Exclusive opportunity to host an after-dinner event on Wednesday evening (details to be mutually agreed upon)
- Complimentary tee sponsor during the Links Fore Health Golf Outing

**Gold**
- MHA Member: $10,000
- MHA Supporter: $12,500
- Recognition on MHA Annual Meeting App sponsor page with a link to your home page
- Social Media recognition for sponsorship on MHA platforms
- Recognition on MHA Annual Meeting website with a hyperlink to your home page
- Logo placement in brochure for MHA Annual Membership Meeting
- Two event registrations at a 50% discount
- Featured sponsor on signage and various giveaways at the MHA Annual Membership Meeting Family Event
- Recognition on MHA Annual Membership Meeting sponsor signage
- Logo placement in welcome message sent to attendees of MHA Annual Membership Meeting
- Full-page color ad in MHA Annual Membership Meeting meeting guide

**Silver**
- MHA Member: $6,000
- MHA Supporter: $8,000
- Recognition on MHA Annual Meeting App sponsor page with a link to your home page
- Social Media recognition for sponsorship on MHA platforms
- Recognition on MHA Annual Meeting website with a hyperlink to your home page
- Logo placement in brochure for MHA Annual Membership Meeting
- One event registration at a 50% discount
- Featured sponsor on signage at the MHA Annual Membership Meeting ACHE and Government Relations breakfasts
- Recognition on MHA Annual Membership Meeting sponsor signage

“It is literally the one time you have the entire hospital community for the state of Michigan in one place. That is really invaluable.”
- 2016 MHA Annual Membership Meeting sponsor
Sponsorship Opportunities

Bronze
MHA Member: $3,500
MHA Supporter: $7,000

- Recognition on MHA Annual Meeting App sponsor page with a link to your home page
- Social Media recognition for sponsorship on MHA platforms
- Recognition on MHA Annual Meeting website with a hyperlink to your home page
- Logo placement in brochure for MHA Annual Membership Meeting

A La Carte Packages
These offerings are limited to one sponsor. Logo will be on item or sign.

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<td>$6,500</td>
</tr>
<tr>
<td>Name Badge Sponsor</td>
<td>$5,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>Mobile Meeting Application Sponsor</td>
<td>$5,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>Tote Bag Sponsor</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

Remote Health Charity Golf Outing Sponsorship
A 20% discount on golf outing registration fee is available to platinum, gold, silver and bronze sponsors. Sponsor recognition during the golf outing.

<table>
<thead>
<tr>
<th></th>
<th>MHA Member</th>
<th>MHA Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Partner (platinum level recognition)</td>
<td>$15,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>19th Hole Party (silver level recognition)</td>
<td>$6,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Canteen Caddy</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Contest Sponsor</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Golf Swag</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Prize Package</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Box Lunches</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Tee Sponsor</td>
<td>$1,000</td>
<td>$2,000</td>
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</tbody>
</table>

Advertising Opportunities in the 2017 Annual Membership Meeting On-site Guide & Mobile App

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Full-page advertisement in printed guide</td>
<td>$1,000</td>
</tr>
<tr>
<td>Center spread advertisement in printed guide</td>
<td>$2,000</td>
</tr>
<tr>
<td>Back cover advertisement in printed guide</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside front cover advertisement in printed guide</td>
<td>$1,050</td>
</tr>
<tr>
<td>Inside back cover advertisement in printed guide</td>
<td>$1,050</td>
</tr>
<tr>
<td>Banner Ad on mobile app (limited number of ads)</td>
<td>$250</td>
</tr>
</tbody>
</table>

The MHA is ready to consider your ideas for a customized sponsorship. Please contact Erica Leyko (eleyko@mha.org) to discuss your budget and opportunities.
Policies and Conditions of Sponsorship and Attendance at MHA Membership Meetings and Conferences

WHO MAY ATTEND THE MEETING?
MHA membership meetings are private, and attendance is open to MHA members, meeting sponsors and invited guests of the MHA. Please contact the MHA Member Relations & Education department with questions regarding membership.

GUEST REGISTRATION
Guest registrations are limited to a spouse, significant other, or a child 18 years of age or older. Employees, governing board members, and those who hold medical privileges with the registering organization are not considered spouses or guests of a registrant, regardless of their relationship status to the registrant, and must pay the regular registration fee. Business associates may not register as guests and must pay the regular registration fee. The MHA reserves the right to determine who qualifies as a spouse/guest for a given event and may limit the number of guests for any given registrant or registering organization.

PAYMENT
Any payments made to the MHA and the MHA Health Foundation over the amount of $2,000 must be paid by check. Checks should be made payable to MHA or MHA Health Foundation.

HOSTING OF SEPARATE EVENTS
Overview — The purpose of this statement is to provide clarification to MHA meeting sponsors, individuals and organizations attending MHA membership meetings about the policies and conditions related to the hosting of separate events and the distribution of written material in conjunction with MHA membership meetings. The MHA seeks to provide the highest quality experience to sponsors and attendees of its membership meetings. To this end, the MHA’s policies concerning its membership meetings are carefully designed to ensure the consistency of theme and high standards that our members and sponsors have come to expect from MHA events.

This statement should be read in conjunction with all other existing policies and agreements pertaining to sponsorship and attendance at MHA membership meetings.

I. Proprietary Interest — The MHA Annual Membership Meeting, Governance Conference, Leadership Conference and other MHA membership meetings are private membership meetings. The MHA reserves the right to control all information, marketing, events and activities related to these meetings.

II. Hosting of Separate Events — The hosting of separate events, parties, meetings, or other organized gatherings at, as a part of, or in conjunction with any MHA major membership meeting without the express written permission of the MHA is strictly prohibited.

III. Communication with Meeting Attendees — Only the MHA and its expressly authorized designees may distribute written material, invitations, agendas or other communications pertaining to functions, events or programs in conjunction with MHA membership meetings. Sponsors and other individuals must obtain written permission from the MHA to distribute any written material, including invitations, to MHA membership meeting attendees.

IV. 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 membership meetings. The MHA reserves the right to accept or reject sponsors based on its written sponsorship criteria; however, it is the policy of the MHA not to discriminate against any individual or organization based on race, color, religion, gender, national origin, disability, age, height, weight, marital status or veteran status in accordance with applicable federal, state and local laws.

FOR MORE INFORMATION ON THE MHA CORPORATE SPONSORSHIP & ADVERTISING PROGRAM OR FOR DETAILS ON SPECIFIC OPPORTUNITIES, CONTACT: Erica Leyko at the MHA at (517) 323-3443 or eleyko@mha.org.
.intent to sponsor

CHOOSE THE LEVEL YOU WOULD LIKE TO SPONSOR

<table>
<thead>
<tr>
<th>Level</th>
<th>MHA Member</th>
<th>MHA Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM</td>
<td>$15,000</td>
<td>$19,000</td>
</tr>
<tr>
<td>GOLD</td>
<td>$10,000</td>
<td>$12,500</td>
</tr>
<tr>
<td>SILVER</td>
<td>$6,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$3,500</td>
<td>$7,000</td>
</tr>
</tbody>
</table>

A LA CARTE PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>MHA Member</th>
<th>MHA Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>WELCOME GIFT SPONSOR</td>
<td>$5,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>NAME BADGE SPONSOR</td>
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<td>$6,500</td>
</tr>
<tr>
<td>CONFERENCE REFRESHMENT SPONSOR</td>
<td>$5,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>MOBILE MEETING APPLICATION SPONSOR</td>
<td>$5,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>TOTE BAG SPONSOR</td>
<td>$2,000</td>
<td>$3,500</td>
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LINKS FORE HEALTH CHARITY GOLF OUTING SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Package</th>
<th>MHA Member</th>
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<tr>
<td>EVENT PARTNER</td>
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<td>CONTEST SPONSOR</td>
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<td>$3,500</td>
</tr>
<tr>
<td>GOLF SWAG</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>PRIZE PACKAGE</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>BOX LUNCHES</td>
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<td>$3,500</td>
</tr>
<tr>
<td>TEE SPONSOR</td>
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</table>

Organization Name ____________________________________________________________

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

Organization Representative __________________________________________________

Title ________________________________________________________________________

Address _____________________________________________________________________

City/State/ZIP ______________ Date ____________________

Phone ___________________________ Email __________________________

MHA ANNUAL MEMBERSHIP MEETING
SPONSORSHIP DETAILS AND CONDITIONS

> Current MHA-member organizations receive first priority in sponsorship association meetings. To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an Intent to Sponsor form by March 22, 2017. For any sponsorship that includes a company logo on the item, intent forms must be received by May 19, 2017, or there is no guarantee your logo will be printed on the item.

> Sponsorship fees 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 will not hold the event for your organization.

> Sponsors will be notified of their sponsorship acceptance and receive information with additional details.

> To ensure production and promotional deadlines are met, sponsorships for the MHA Annual Meeting close May 19, 2017.

> Completed Intent to Sponsor forms should be sent to: Erica Leyko, MHA, 2112 University Park Drive, Okemos, MI 48864 or faxed to: (517) 327-4507.

Attendance at the MHA Annual Membership Meeting is open to MHA members, conference sponsors and invited guests only. Please contact MHA Member Relations & Education with questions regarding membership.

The MHA and the MHA Health Foundation reserve exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA and MHA Health Foundation meeting materials, clothing, gifts, signage, displays and all other items, events, venues and materials associated with sponsorship.
**ADVERTISING**
*(see page 8 for more information)*

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page Advertisement in Printed Guide</td>
<td>$1,000</td>
</tr>
<tr>
<td>Center Spread Advertisement in Printed Guide</td>
<td>$2,000</td>
</tr>
<tr>
<td>Back Cover Advertisement in Printed Guide</td>
<td>$1,250</td>
</tr>
<tr>
<td>Inside Front Cover Advertisement in Printed Guide</td>
<td>$1,050</td>
</tr>
<tr>
<td>Inside Back Cover Advertisement in Printed Guide</td>
<td>$1,050</td>
</tr>
<tr>
<td>Banner Ad in Mobile Meeting App</td>
<td>$250</td>
</tr>
</tbody>
</table>

**PAYMENT INFORMATION***:
*(Checks should be made payable to MHA)*.

- Total $ __________________
- Check # __________________
- Charge my: □ VISA □ MasterCard □ American Express
- Account # ___________________________________________________________
- CVV Code: __________________ Exp. Date ____________________________
- Cardholder Signature _____________________________________________
- Cardholder Name (print) __________________________________________

*Any payments over the amount of $2,000 must be paid by check.
Intent to Sponsor

Organization Name

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

Organization Representative

Title

Address

City/State/ZIP

Date

Phone

Email

LEADERSHIP CONFERENCE SPONSORSHIP

DETAILS AND CONDITIONS

> Current MHA-member organizations receive first priority in sponsorship association meetings. To be listed as a sponsor in the brochure, sponsorship must be confirmed by submitting an Intent to Sponsor form by Dec. 9, 2016.

> Sponsorship fees 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 will not hold the event for your organization.

> Sponsors will be notified of their sponsorship acceptance and receive information with additional details.

> To ensure production and promotional deadlines are met, sponsorships for the Leadership Conference close Jan. 6, 2017.

> Completed Intent to Sponsor forms should be sent to: Erica Leyko, MHA Health Foundation, 2112 University Park Drive, Okemos, MI 48864 or faxed to: (517) 327-4507.

Attendance at the MHA Health Foundation conferences is open to MHA members, conference sponsors and invited guests only. Please contact MHA Member Relations & Education with questions regarding membership.

The MHA and the MHA Health Foundation reserve exclusive rights to determine appropriate items for distribution and use of sponsor logos or sponsor name recognition on any and all MHA and MHA Health Foundation meeting materials, clothing, gifts, signage, displays and all other items, events, venue and materials associated with sponsorship.

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<tr>
<td>TOTE BAG SPONSOR</td>
<td>□ $1,000</td>
<td>□ $2,000</td>
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</tbody>
</table>

ADVERTISING

FULL-PAGE AD (see page 8 for more information) □ $1,000 □ $1,000

PAYMENT INFORMATION*:

(Checks should be made payable to MHA Health Foundation).

Total $ ____________  
Charge my:  □ VISA  □ MasterCard  □ American Express

Account # ____________________________  
Exp. Date ____________________________

CVV Code: ____________________________

Cardholder Signature ____________________________

Cardholder Name (print) ____________________________

*Any payments over the amount of $2,000 must be paid by check.