



# MHPA 2012 Annual Meeting Sponsor Guide

The MHPA 2012 Annual Meeting will be held October 24-26 at the Hyatt Regency Washington located on Capitol Hill at 400 New Jersey Avenue, NW, Washington, DC.

## What is the Medicaid Health Plans of America?

Medicaid Health Plans of America (MHPA) is the leading trade association solely focused on representing Medicaid health plans. The association's mission is to develop and advance public policy that controls costs and improves access and delivery of quality health care to Medicaid members.

## Who are MHPA Members?

Represent insurance coverage for 15 million Medicaid managed care enrollees  
Range from large, for-profit, multi-state publicly-traded health plans to small, nonprofit, single-state health plans  
Includes vendors, large and small, which are engaged with the industry  
Represent over 50% of all Medicaid managed care enrollees  
Represent a \$61 billion industry

## MHPA 2012 Annual Meeting

The MHPA 2012 Annual Meeting will again be the country's largest gathering of top-level executives in the Medicaid health plan industry. Sponsoring or exhibiting at the two-day event will prove to be a wise investment. The Annual Meeting's expansive trade show will provide your company with the strategic exposure to purchasers of health care management tools and services that no other Medicaid health plan conference can offer.

## MHPA Sponsorship Pricing

### Presidential Sponsor ~ \$65,000

*Major recognition as Presidential Sponsor during Annual Meeting and CEO Dinner*  
*Prominent speaking opportunities during CEO Dinner and throughout Annual Meeting*  
*Opportunity to host private reception during Annual Meeting\**  
*MHPA Business Partnership Membership*  
*Table of eight (8) at CEO Dinner*  
*Eight (8) registrations for the Annual Meeting*  
*Eight (8) registrations for the Annual Meeting Pre-Conference*  
*Exhibit Booth*  
*Lead logo on signage and all Annual Meeting collateral materials*  
*Full-page ad in Annual Meeting Program*  
*One night's door drop*

### Keynote Speaker Sponsor ~ \$35,000

#### **(limit 1 per keynote speaker)**

*Speaking opportunity at Annual Meeting*  
*MHPA Corporate Partner Membership*  
*Introduction & Photo w/Keynote Speaker*  
*Invitation for four (4) to CEO Dinner*  
*Six (6) registrations for the Annual Meeting*  
*Four (4) registrations for the Annual Meeting Pre-Conference*  
*Exhibit booth*  
*Lead logo on signage and all Annual Meeting collateral materials*  
*Full-page ad in Annual Meeting program*

### Exhibit Hall Reception Sponsor ~ \$30,000

*Speaking opportunities at Annual Meeting and Exhibit Hall Reception*  
*MHPA Corporate Partner Membership*  
*Prize presentation at Exhibit Hall Reception*  
*Invitation for four (2) to CEO Dinner*  
*Four (4) registrations for the Annual Meeting*  
*Four (4) registrations to the Annual Meeting Pre-Conference*  
*Exhibit booth*  
*Lead logo on signage and all Annual Meeting collateral materials*  
*Half-page ad in Annual Meeting Program*

### Pre-Conference Sponsor ~ \$25,000 (limit 2)

*Speaking opportunity at Annual Meeting Pre-Conference*  
*MHPA Partner Membership*  
*Invitation for two (2) to CEO Dinner*  
*Four (4) registrations for the Annual Meeting*  
*Four (4) registrations for the Annual Meeting Pre-Conference*  
*Exhibit booth*  
*Lead logo on signage and all Annual Meeting collateral materials*  
*Half-page ad in Annual Meeting Program*

**\*May not conflict with any MHPA events/programs. MHPA is not responsible for any costs.**



# MHPA 2012 Annual Meeting Sponsor Guide

## **Full Hot Breakfast Sponsor ~ \$20,000 (limit 3; 2 available)**

Speaking opportunity at breakfast Oct. 26<sup>th</sup>  
MHPA Partner Membership  
Invitation for two (2) to CEO Dinner  
Two (2) registrations for the Annual Meeting  
Exhibit booth  
Logo on signage and all Annual Meeting collateral materials

## **CEO Dinner Sponsor ~ \$20,000 (limit 2)**

Brief speaking opportunity at CEO Dinner  
MHPA Partner Membership  
Invitation for two (2) to CEO Dinner  
Two (2) registrations for the Annual Meeting  
Exhibit booth  
Signage at CEO Dinner  
Logo on signage and all Annual Meeting collateral materials  
Half-page ad in Annual Meeting Program

## **Luncheon Sponsor ~ \$35,000 (exclusive) or \$20,000 (limit 2)**

Speaking opportunity at Annual Meeting (at exclusive level)  
MHPA Partner Membership  
Signage at Luncheon session  
Invitation for two (2) to CEO Dinner  
Two (2) registrations for the Annual Meeting  
Exhibit booth  
Logo on signage and all Annual Meeting collateral materials  
Full-page ad in Annual Meeting Program (if exclusive)

## **Continental Breakfast Sponsor ~ \$15,000 (limit 2)**

Signage at Continental Breakfast  
Invitation for two (2) to CEO Dinner  
Two (2) registrations for the Annual Meeting  
Exhibit booth  
Logo on signage and all Annual Meeting collateral materials

## **Cell Phone Kiosk Sponsor ~ \$12,000 (limit 4)**

Logo on digital screen of kiosk for duration of conference  
Two (2) registrations for the Annual Meeting  
Exhibit booth  
Logo on all Annual Meeting collateral materials

## **Wireless Sponsor ~ \$12,000 (limit 2)**

Company name or logo pop-up on wireless log-in  
Logo on all Annual Meeting collateral materials  
Exhibit booth  
Two (2) registrations for the Annual Meeting

## **Session Sponsor ~ \$10,000**

Signage at sponsored session  
Two (2) registrations for the Annual Meeting  
Exhibit booth  
Logo on all Annual Meeting collateral materials

## **Gift Bag Sponsor ~ \$6,000**

Logo on attendee gift bag (with MHPA logo)  
One (1) registration for the Annual Meeting  
Logo on all Annual Meeting collateral materials

## **Exhibit Booth (8'x10') ~ \$6,000 (limited number)**

Logo on all Annual Meeting collateral materials  
(does not include registration to attend sessions)

## **Exhibit Booth (tabletop) ~ \$4,000 (limited number)**

Logo on all Annual Meeting collateral materials  
(does not include registration to attend sessions)

## **Break Sponsor ~ \$2,000**

Signage at Breaks  
One (1) registration for the Annual Meeting

## **Bag Stuffer ~ \$1,000**

One (1) collateral item included in attendee gift bag

## **Cell Phone Kiosk Ad ~ \$1,000**

One (1) -minute video ad on cell phone kiosks  
(On continuous roll for the duration of the conference)

## **Ads in Annual Meeting Program**

\$1,000 - Full-page ad (5-½" wide x 8-½" high)  
\$500 - Half-page ad (5-½" wide x 4-¼" high)

Please complete the form below and return to MHPA by fax: 202- 857-5731; email: [lcardwell@mhpa.org](mailto:lcardwell@mhpa.org);  
or mail: 1150 18th Street, NW, Suite 1010, Washington, DC 20036



Medicaid Health Plans of America  
**2012 MEMBERSHIP AND SPONSORSHIP AGREEMENT**

**BUSINESS CONTACT INFORMATION**

Contact Name:		
Organization Name:		
Phone:	Fax:	E-mail:
Address:		
City:	State:	ZIP Code:
Website:		
Organization Type:		
Current Number of Participants (for health plans only):		

**FOR PROSPECTIVE MEMBERS**

Membership Type: (circle one) Full Member Supporting Member Individual Member Partner Affinity	
Membership Start Date: (mm/yyyy)	Membership Term: ___ year(s) for \$


**FOR PROSPECTIVE SPONSORS**

Sponsorship Type: (circle one) <b>Annual Conference</b> Website Newsletter Other				
Sponsorship Amount:	Sponsorship Start Date:			
Detailed Description of Sponsorship:				

**AGREEMENT**

1. All invoices are to be paid 30 days from the date of the invoice.
2. Sponsorship benefits will not commence until this agreement has been signed and returned to MHPA.
3. MHPA reserves the right to terminate membership/sponsorship benefits if such dollars are not received by MHPA within 90 days of the invoice date.
4. Should the sponsor organization wish to cancel its sponsorship, it will receive a 50% refund of its sponsor dollars before the printing of the brochure for any event affiliated with the sponsorship. Once the printing has occurred, sponsor dollars for that event are not refundable.

**SIGNATURES**

MEMBER/SPONSOR ORGANIZATION	MHPA
Print Name:	
Title:	Print Name: Thomas Johnson
Date:	Title: President and CEO
	Date: