Mental Health Corporations of America (mhca) is a national association of innovative, entrepreneurial behavioral healthcare organizations focused on the development of C-suite executives. Our mission is to advance innovation and entrepreneurship in behavioral healthcare by enhancing leadership and strategic connections.

We believe you become like those with whom you choose to associate yourself, and so we associate ourselves with only the most reputable and progressive behavioral healthcare organizations in the country.

To be eligible for membership, organizations must:
- Provide some amount of direct behavioral healthcare service – unless a majority owned subsidiary of an existing member.
- Be appropriately licensed/accredited.
- Demonstrate innovative practices, entrepreneurial spirit and leadership consistent with the vision and strategic goals of mhca.
- Be endorsed by an existing member, trusted vendor, or mhca staff member.

Partnering with mhca can provide significant return on your investment, helping you achieve your marketing and sales goals through strategically focused access to an influential audience of behavioral healthcare executives.

**Membership Profile**
Our member organizations include for-profit and not-for-profit organizations, governmental entities and behavioral health divisions of larger healthcare systems.

Budget size: 4 - 200 million with an average of about 45 million.

Service areas: rural, urban and mixed service areas; local, regional and multi-state.

Specializations: MH, SUD, I/DD, integrated care; youth, adult and family.

Years as Members: 1-34 years with an average of 16 years.

**Leadership Profile**
Our member CEOs represent highly diverse organizations, but they share a common interest in developing valuable connections with trustworthy peers. Our deliberately small membership and frequent engagement opportunities make mhca uniquely suited to this goal.
Quarterly Conferences
Our quarterly conferences aim to equip and empower behavioral health leaders to rise to the challenges presented by a transforming healthcare delivery system. 
mhca’s quarterly conferences attract an average of 125 C-suite executives representing about 75 leading behavioral healthcare organizations throughout the country. The conferences feature 2-3 days of educational sessions where nationally recognized speakers and respected opinion leaders from member organizations present industry updates and share the latest innovations in behavioral healthcare.

As a sponsor or exhibitor, you’ll have the opportunity to promote your products and services while interacting with these key decision makers in a variety of informal settings conducive to forging lasting professional relationships. Because each conference is limited to about 20 vendors, there is less competition for attention and increased potential for generating quality leads.

Who attends mhca conferences?
In addition to CEOs, COOs and CFOs, conferences attract VPs and other top executives in business development/strategy, human resources, behavioral health, clinical services, quality improvement/compliance, marketing and information technology.

Conference attendees are interested in:
- Mergers & Affiliations
- Care Management
- Staff Recruitment & Retention
- Value-based Purchasing
- Integrated Care
- Cash Flow
- Demonstrating Outcomes

mhca currently has 150 members in 34 states. See the map for member representation by region.
You can maximize your return on investment by increasing visibility, building relationships and supporting mhca through the following sponsorship opportunities - or talk to us about your specific goals and let us craft a sponsorship especially for you!

RECEPTIONS

Welcome Reception - $18,000
Be the first to welcome mhca members to the conference! The Tuesday evening welcome reception is the perfect opportunity to set the tone for the conference and begin conversations that can continue over the next two days.

Wednesday Reception - $20,000
Tap into the excitement of our mid-conference reception, which is typically boasts the best attendance.

Closing Reception - $16,500
Have the last word and leave participants with a pleasant memory to carry home by sponsoring Thursday’s closing reception.

BREAKFASTS - $3,500
Help conference participants fuel-up for a day of engaging conversations by sponsoring a continental breakfast with fresh fruit, yogurt and pastries. Ask about options for logoed coffee cups and/or sleeves!

BREAKS - $3,000
Sponsor a delicious and much appreciated mid-morning or afternoon break. You can choose from healthy options like nuts or power bars, or indulgent options like cookies or brownies. We could even do a candy bar break and incorporate a candy quiz via the conference app.

WIFI - $1,800
Sponsor the conference area wifi and every time attendees log on they will see your logo and welcome message.

CONFERENCE APP - $2,000
We have been gradually moving our conference participants toward a paperless experience. We’ve replaced printed conference programs with a one-page conference-at-a-glance and encouraged participants to download our AWESOME conference app. Every time attendees open the app, your message will be the first thing they see!

CHARGING STATIONS - $1,800
We all love our electronic devices, but the batteries tend to run low during conferences. Provide attendees with a convenient way to recharge with a branded charging station.

TAKE NOTE! - $1,800
You’ll have exclusive rights to provide branded notepads and pens for participant use throughout the conference. You provide 350 pads and pens, and mhca staff will ensure they are on every conference room table during every session.

ORIENTATION LUNCHEON - $1,800
Sponsors get two seats during this intimate luncheon for new and prospective member CEOs. During the luncheon, they get to know more about these prospective clients and also have the opportunity to introduce themselves and say a few words about why they partner with mhca.

ADDITIONAL OPTIONS

Other sponsorships that can be negotiated on a conference-by-conference basis include branded hotel room keys for conference attendees, branded water bottles in refreshment areas, room drops of your promotional items, special events/outings for members and the distribution of a keynote speaker’s best-selling book featuring your sticker on the cover and an bookmark with information about your product or service.

SPONSOR BENEFITS

All sponsors receive recognition in the conference promotional materials including the electronic preliminary program and online conference agenda. Sponsors logos and a summary of services are provided on our vendor showcase page and listed in the conference app, and sponsors are acknowledged during the opening general session and are provided with logoed signage during sponsored events.

Sponsorships of $1,800-$2,000 include one conference registration and those $3,000-$3,500 include two conference registrations. Reception sponsors receive up to eight conference registrations, a half-page ad in the mhca quarterly newsletter, on-site meeting space and other perks.
**EXHIBIT TABLE - $3,000**
An exhibit table consists of a 6-foot draped table, 2 chairs, a trash can and access to electrical outlets. There is limited floor space, but banner stands up to 3-foot wide and 1-foot deep can be accommodated. Exhibit fee includes two conference registrations for vendor representatives. If exhibitors request additional services (hard-wired internet access, LCD monitor, etc.) fees for these additional items will be payable to mhca within 30 days of invoice.

**ADDITIONAL REGISTRATIONS - $1,500**
If exhibitors would like to bring additional representatives, they may do so at a cost of $1,500 per person.

**EXHIBITOR PROFILE**
mhca conferences are typically limited to no more than 20 exhibitors and all exhibit tables are located in high-traffic registration and refreshment areas for maximum exposure. Exhibitors represent pharmaceutical, diagnostic, health information technology, insurance, banking, M & A consulting, accreditation and professional development providers.

Recent exhibitors have included:

- Altruis
- BHR
- Credible Behavioral Health Software
- DATIS
- Dominion Diagnostics
- ECHO Group
- Genoa Healthcare
- Genoa Telepsychiatry
- iCentrix
- Innovatel
- Iris Telehealth
- Janssen Pharmaceuticals
- Joint Commission
- Kronos
- Legacy Benefits Group
- Mediware
- MHRRG
- Negley Associates
- Netsmart
- NorthRock Pharmacy
- OnShift
- PharmBlue
- Qualifacts
- Regroup
- Relias
- Streamline Healthcare Solutions
- Ten-Eleven Group
- The Myers Group
- Valant
- Welligent

**SPACE ASSIGNMENT**
Exhibit space is limited and will be assigned as applications are received, so you are encouraged to submit your application early. Sponsors are given premium exhibit placement, but all spaces are located in high-traffic registration and refreshment areas.

**EXHIBITOR SCHEDULE**

**Exhibit Set Up:** Wednesday, 7 - 8 am. At some locations, an additional Tuesday evening set-up time may be available; in these cases the additional set-up time will be announced to registered exhibitors via an email from mhca.

**Staffing:** Exhibit booths must be staffed during official exhibit hours by representatives engaged in the display, demonstration or sale of the company's products and services. Representatives must register online at mhca.com and wear the name badges provided by mhca at all times while in exhibit area or attending mhca functions.

**Exhibit Hours:**
- Wednesday 8:00 am - 5:00 pm
- Thursday 8:00 am – 3:30 pm

**Dismantling:** Thursday, 3:30 - 5 pm. Exhibitors are responsible for arranging and paying for shipping of their exhibit items.

**EXHIBITOR BENEFITS**
In addition to dedicated exhibit space and two conference registrations, exhibitors receive recognition in the conference promotional materials including the electronic preliminary program and online conference agenda. Exhibitor logos and a summary of services are provided on our vendor showcase page and listed in the conference app, and exhibitors are acknowledged during the opening general session.

**VENDORS AS SESSION PRESENTERS**
mhca’s quarterly conferences cater to the professional development needs of C-suite executives in the behavioral healthcare industry. If you are interested in providing a session on a timely topic closely related to your business, please submit your session proposal to Dale Shreve at dshreve@mhca.com 6 months prior to the conference date. Sessions that are merely infomercials for products/services will not be accepted.
Advertising in mhca publications is a great way to reach members. Contact Lonnie Parizek at 850-942-4900 to discuss how mhca can help you achieve your marketing goals.

QUARTERLY NEWSLETTER
Our association's quarterly newsletter, the mhca report, promotes mhca members and their accomplishments and provides information on mhca events and initiatives. Approximately 250 copies of the mhca report are printed for distribution to member CEOs and associates of mhca, and we also make a PDF version available online. The mhca report is typically 8-12 pages and ad space is limited to no more than 3 pages of total space per issue. mhca reserves the right to decline advertising.

MONTHLY E-NEWSLETTER
Our Monthly Minute email newsletter is distributed to a list of approximately 1,200 mhca members, prospective member CEOs, and partners. These emails are typically distributed between 6 am and 10 am EST on the 4th Tuesday of each month. Content consists of just one article (approximately 600 words) on a timely topic relevant to behavioral health CEOs and links to additional information about the topic and/or relevant mhca web pages.

Our open rates range from 18% to 45%, with an average open rate of 27% - exceeding the industry average of 21%; and our click rates range from 2.8% to 13%, with an average click rate of 5.5% - more than double the industry average of 2.2%.

We will only accept one advertisement per issue, which will be located below the article. This ad can include images and/or text and can be linked to online content of the vendor's choosing. We will accept only one advertisement per quarter from any given vendor. Vendors may also provide a guest article on a topic of interest to our members (limited to roughly 600 words and subject to mhca approval) along with their advertisement for an additional fee. Guest articles will be limited to once a quarter, and mhca will only publish one guest article per year from any given vendor.

ADVERTISER ARTWORK
Artwork is the responsibility of the advertiser and must conform to the dimensions specified in the order form. For printed publications, please provide artwork in high-resolution PDF files designed in CMYK color mode with images at 300dpi and type at 10pt or higher. For electronic publications, please provide artwork in a PNG or JPG file no larger than 1MB and designed in RGB color mode. Submit artwork to Lonnie Parizek at lparizek@mhca.com.

PUBLICATION DATES
Quarterly Newsletter
Winter Issue - March 4
Spring Issue - May 31
Summer Issue - Aug. 31
Fall Issue - Nov. 30

Monthly Minute e-newsletter - typically published on the fourth Tuesday of each month.
Application Deadlines
Sponsor/exhibitor applications must be received at least 30 days prior to the conference date. Advertising must be received at least 30 days prior to publication dates.

Confirmation
mhca will provide an acknowledgment of your application upon receipt; however, unless other arrangements are made, you will only be given confirmation of your sponsorship/exhibit/advertising reservation once payment has been received. mhca reserves the right to refuse sponsorships and exhibits.

Payment
Payment is due at the time of application unless other arrangements have been made with mhca. Fees can be paid online by credit card at www.mhca.com/?PaymentCenter or by check. Checks payable to mhca can be mailed to 1876 Eider Court, Suite A, Tallahassee, FL 32308.

Cancellations
Sponsorships and exhibit reservations canceled prior to 30 days before a contracted conference will forfeit 50% of payment unless the sponsorship/exhibit space is resold, in which case a 20% service fee will be charged. There will be no refunds for cancellations made less than 30 days prior to conference start dates.

Advertisements canceled prior to 30 days before publication will forfeit 50% of payment unless the advertising space is resold, in which case a 20% service fee will be charged.

Exhibitor Activities
Please inform mhca at the time of your application of any intent to conduct a drawing, provide a demonstration, distribute free samples or conduct a special activity either in the exhibit area or in conjunction with the conference. This is necessary to ensure compliance with our hotel contract and also to allow us to help you promote allowable events/activities to members in attendance.

Shipping and Storage
Exhibit materials are to be shipped directly to the conference hotel for delivery no more than three days prior to the start of the conference. Shipments received more than three days in advance may incur storage fees. The hotel or mhca assumes no liability for the condition of contents of shipped packages. Delivery/removal of shipments to/from booths is the responsibility of the exhibitor. It is exhibitors’ responsibility to properly mark and identify shipments per the hotel’s shipping policy. Packages shipped out of the hotel must be prepaid, addressed, labeled and ready for mailing. Exhibitor will be responsible for any direct shipping costs or hotel handling fees.

Liability and Insurance
mhca or hotel assumes no obligation or duty with respect to protection of property of exhibitors, which shall at all times be the responsibility of each exhibitor. Each party agrees to be responsible for their own property through insurance and to be responsible for any claims arising out of their own negligence or that of their employees or agents. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor’s activities on the hotel premises and will indemnify, defend and hold harmless mhca, the hotel, and its agents from any and all such losses.

Conference Attendance and Accommodations
Registration is required to attend mhca conferences and is the responsibility of each vendor. Sponsors/exhibitors should register online at www.mhca.com. Sponsor/exhibitor representatives are also responsible for making their hotel reservations directly with the conference hotel. For additional information on mhca group rates and a preliminary conference agenda, visit www.mhca.com.

Participation at mhca Conferences
Our sponsors and exhibitors are invited to attend all sessions and receptions unless otherwise noted. We hope you understand the member-sensitive nature of some committee meetings, board meetings and presentations.
Application & Contract

This application form reserves your sponsorship/exhibit/advertising space. Sponsors/exhibitors must still complete online conference registration at www.mhca.com and reserve sleeping rooms with the hotel. Conference information and online registration is typically posted 90 days prior to each conference at mhca.com.

Enter the dollar amount in the boxes that correspond to the items you wish to purchase, then total rows and columns.

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<thead>
<tr>
<th>Item</th>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Welcome Reception - $18,000</td>
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<td>Continental Breakfast - $3,500 each</td>
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<td>Charging Stations - $1,800</td>
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<td>Take Note! - $1,800</td>
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<td>Orientation Lunch $1,800</td>
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<td>Exhibit Table - $3,000</td>
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<td>Non-member Registration Fee - $1,500 each</td>
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<td>Custom Sponsorship - as negotiated with mhca</td>
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CONFERENC TOTALS

ADVERTISING ORDER

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<tr>
<th>Item</th>
<th>1/4 page - $250</th>
<th>1/2 page - $400</th>
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<td>Quarterly Newsletter:</td>
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<tr>
<td>Monthly Minute e-newsletter (specify month)</td>
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<td>Ad only - $500</td>
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<td>Ad + article - $750</td>
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ADVERTISING TOTAL

GRAND TOTAL

Please submit this form, along with your logo in a high-resolution vector file (300 dpi or greater, .eps or .pdf preferred) and a brief description of your services (50 words MAX) to Gena Matthews at gmatthews@mhca.com. Forms may also be submitted via fax to 850-942-0560, or mailed to 1876 Eider Court, Suite A, Tallahassee, FL 32308. Payment is due at time of application unless other arrangements are made with mhca.

Name: ___________________________________________ Title: ________________________________

Signature: ________________________________________ Date: ________________________________

By submitting this form, I confirm that I have read and agree to abide by all of the Terms and Conditions outlined in the preceding pages.