



**YEARS**  
1985-2025



**mhca**

**COMING ATTRACTIONS!**

**Winter Conference &  
40th Anniversary Celebration**  
Clearwater Beach, Florida  
February 25-27, 2025



**Spring Conference**  
San Antonio, Texas  
May 13-15, 2025



**Summer Conference**  
Salt Lake City, Utah  
August 19-21, 2025



**Fall Conference**  
Scottsdale, Arizona  
October 27-29, 2025



# Who's Your Audience?

Mental Health Corporations of America (**mhca**) is a national association of innovative, entrepreneurial behavioral healthcare organizations focused on developing C-suite leaders through education and collaboration.

We believe you become like those with whom you choose to associate yourself, 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

Our primary member benefit is attendance at four conferences each year, which fosters the formation of valuable relationships among all participants. Partnering with **mhca** as a conference sponsor or solutions center participant 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 leaders.

## 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 - \$693 million with an average of about \$60 million.

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

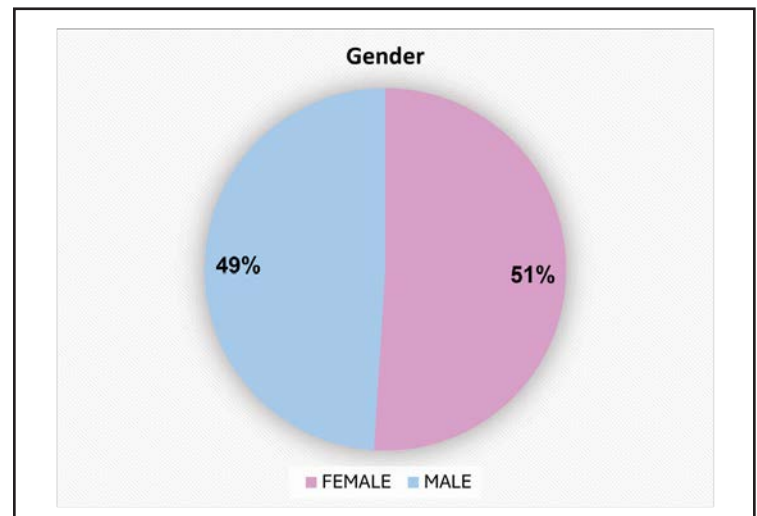
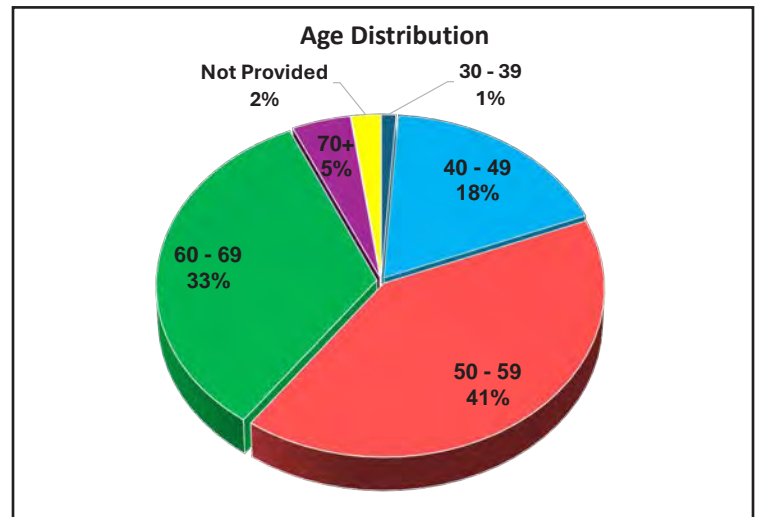
Specializations: MH, SUD, I/DD, integrated care; youth, adult and family.

Years as Members: 1-40 years with an average of 15 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.



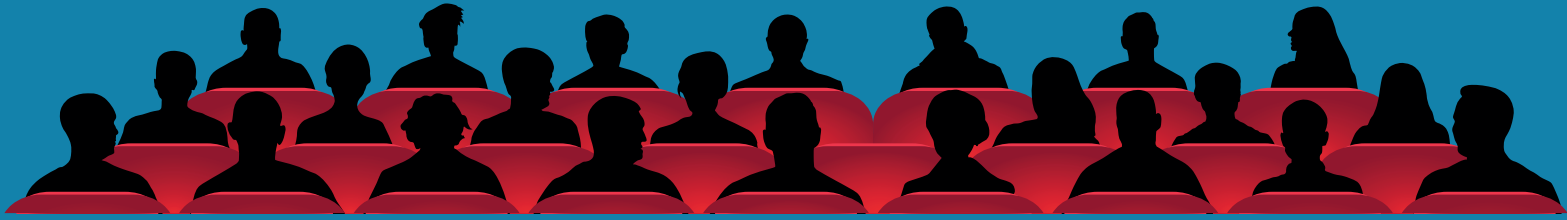
## Quarterly Conferences

Regular attendance at our quarterly conferences is key to developing connections and forging trusting relationships that support behavioral health leaders in transforming our healthcare delivery system. **mhca's** quarterly conferences attract an average of 125 C-suite executives representing about 75 of the country's leading behavioral healthcare organizations. The conferences feature 2.5-3 days of educational sessions where nationally-recognized speakers and respected thought leaders from member organizations present industry updates and share the latest innovations in behavioral healthcare.

## Who attends **mhca** conferences?

In addition to CEOs, COOs and CFOs, conferences





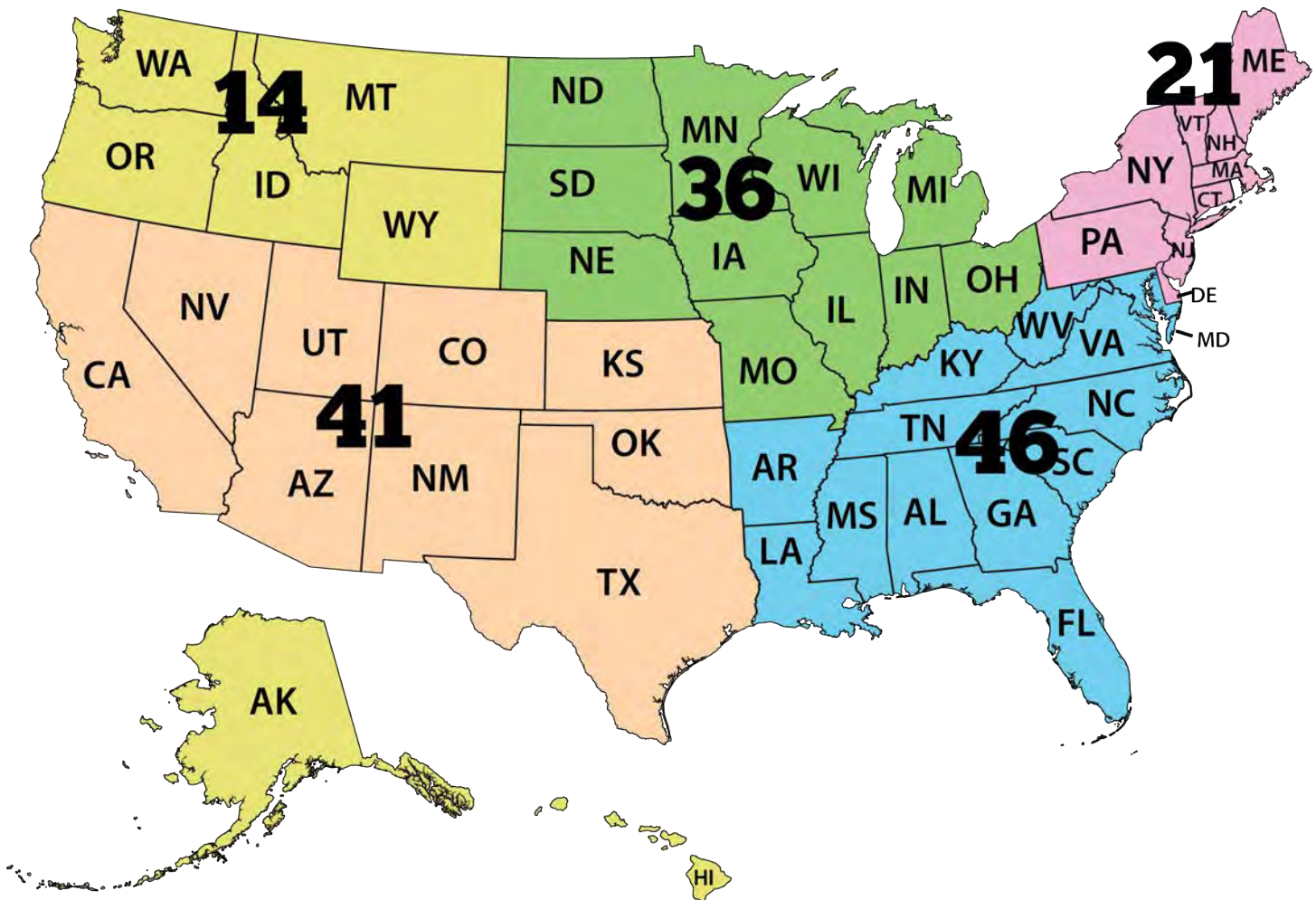
attract VPs and other top executives in business development/strategy, human resources, behavioral health, clinical services, quality improvement/compliance, marketing and information technology.

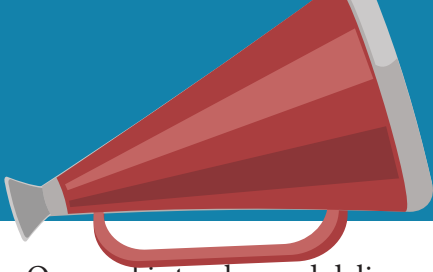
Conference attendees are interested in discussing:

- Mergers & Affiliations
- Staff Recruitment & Retention
- Value-based Purchasing

- Integrated Care
- Cash Flow
- Demonstrating Outcomes
- Leadership
- Technology/AI
- Innovation
- Entrepreneurship
- Workforce Culture
- Strategy Execution
- Business Operations

**mhca** currently has 158 members in 36 states. See the map for member representation by region.





# Call YOUR Shot!

Our goal is to plan and deliver event experiences that exceed your expectations and become an essential, productive element in your annual marketing program. Conference attendees appreciate information, but they are more likely to remember and engage with vendors who partner with **mhca** to improve their overall conference experience through sponsorships. It's no secret that decision-makers look to those sponsoring as the "stronger" options in the marketplace. You can maximize the return on your investment in conference attendance by increasing visibility, building relationships and supporting **mhca** through the following sponsorship opportunities. Vendors may also choose to split a sponsorship package - for example, two vendors could share the closing reception for just \$6,000 each. Each vendor would be recognized and each would receive five conference registrations.

## SPONSOR BENEFITS

In addition to valuable intangible benefits, all sponsorship opportunities include:

- Pre-event registration list
- Post-event attendee list
- Logo and a summary of services on vendor showcase page at mhca.com
- Logo and vendor description listed in the conference app
- Acknowledgment during the opening general session
- Logoed signage during sponsored events
- Posts in the conference app about sponsored product/service/activity mentioning your organization

Sponsorships also include nontransferable conference registrations for organization reps at the following rates:

Sponsorship Level	# of Registrations Included
\$2,000 - \$2,999	One registration
\$3,000 - \$3,999	Two registrations
\$4,000 - \$4,999	Three registrations
\$5,000 - \$7,500	Four registrations
\$12,000 - \$20,000	Nine registrations

## ADDED BENEFITS FOR RECEPTION SPONSORS

In addition to the benefits outlined above, our nightly reception sponsors also receive:

- Premium space in our Solutions Center
- On-site meeting space
- Your banner/signage prominently displayed at both bars during the reception
- A clickable ad in our monthly electronic newsletter

## RED CARPET RECEPTIONS



More than anything else, people attend conferences to connect with like-minded individuals and gain useful insights. You can increase your visibility, reinforce your brand, and solidify your company as a legitimate resource for industry solutions as a reception sponsor. Receptions offer an unparalleled opportunity to build relationships and forge lasting connections with your audience.

### Welcome Reception - \$20,000

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.

### Mid-Week Mingle - \$22,000

Tap into the excitement of our mid-conference reception, which typically boasts the best attendance.

### The After Party - \$12,000

Have the last word and leave participants with a pleasant memory to carry home by sponsoring Thursday's after party.

### Reception Add-ons

Are you the host with the most? Go the extra mile to create an experience that will help attendees remember your brand throughout the year. Call us to discuss specialized add-ons including:

- Logo on dessert items



# Take Action!



- Custom cocktails/mocktails
- Entertainment (live music or celebrity impersonator)
- Contests (karaoke, corn hole, putt-putt, or darts)

## GROUP ACTIVITIES/OUTINGS



Our conferences are held at amazing venues with lots to offer in the way of entertainment. Make a lasting impression on attendees by sponsoring a group outing to a local event. Sponsored group outings must be open to all members attending the conference, not just vendor clients, but registration can be capped at 40 or more participants if necessary for budgeting purposes. Consider options such as:

- Professional sporting events
- Concerts
- Art exhibits
- Broadway shows
- Bike/hike/walk/run activity

Past outings have included a Detroit Tigers baseball game, a morning beach walk and a Broadway show.

## INNOVATION & LEADERSHIP

These half-day pre-conference events bring together senior-level decision makers to collaborate, learn about trends transforming behavioral healthcare, and sharpen their leadership skills.

### Innovation Incubator/Leadership Incubator - \$7,500

Session sponsors may deliver a three-minute welcome to attendees at the opening of the session and will be provided a table right outside the meeting room to display their promotional materials.

### Peer & Leadership Networking Lunches - \$4,000

Lunch sponsors may deliver a 3-minute welcome to attendees and will also receive two seats at the networking lunch.

### Feature Presentation Sponsor - \$15,000

Introduce our keynote speaker, say a few words about your company and place a promo item on the attendee tables.

## CRAFT SERVICES (BREAKFASTS & BREAKS)

The way to attendees hearts is indeed through their stomachs. Our attendees always appreciate good food to fuel their bodies and minds throughout the day.

### Eye-opening Breakfast - \$4,500

Help conference participants fuel-up for a day of engaging conversations by sponsoring a continental breakfast with fresh fruit, yogurt, pastries and more. In addition to logoed signage next to the refreshments, ask about options for logoed coffee cups, sleeves and/or napkins so attendees will carry your brand with them throughout the morning!

### Morning or Afternoon Refreshment Break - \$4,500

Sponsor a delicious and much appreciated mid-morning or afternoon break. You can choose from healthy options like nuts or power bars, fun options like popcorn or ice cream, or indulgent options like cookies or brownies. We could even do a candy bar break and incorporate a candy quiz via the conference app. In addition to logoed signage

# Hit Your Mark!



next to the refreshments, ask about options for logoed water bottles, napkins, and even food!

## Orientation Luncheon - \$3,000

Sponsors get two seats at the table 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 what they do and why they partner with **mhca**. Sponsors are also permitted to provide promotional materials on each of the luncheon tables.

## TECH SUPPORT

### WiFi - \$3,500

Connect with attendees virtually everywhere. Your custom graphic and logo will appear on a splash screen and landing page that attendees see every time they access the conference WiFi.

### Conference App - \$3,500

Essential for every conference attendee, **mhca's** conference app allows users to navigate and engage throughout

the conference. The app features the conference agenda, presentation materials, attendee list, chat, photo sharing and more. Every time attendees open the app, your message will be the first thing they see ensuring hundreds of impressions before, during, and even after the conference.

### Charging Stations - \$2,500

We all love our electronic devices - but the batteries tend to run low during conferences. Provide attendees with a convenient way to recharge with branded charging stations located in the back of the conference meeting rooms.

## RELAXATION

Research shows that sometimes people need to stop their mind and relax in order to think of better solutions and solve problems. Here are a few ways you can help attendees relax so they can better engage in all the opportunities for collaboration during conferences:

### Chair Massage Stations - \$2,500

Massage can counteract the imbalance caused from sitting, ease muscle pain and anxiety, relieve headaches, improve sleep and boost immunity. Providing attendees with 10-minute chair massages during each of our 30-minute breaks on Wednesday shows you truly care about their health and well-being.

### Fun Fitness - \$2,500

Sponsor a fun fitness class like Zumba or a themed morning walk/run complete with branded bottled water and sport towels for up to 40 participants.

## ALL BUSINESS

Help attendees take care of business during the conference by providing products and services to meet their immediate needs.

**Casting Call (Know Before You Go Email)- \$5,000** Our pre-conference email to all registered attendees will feature your clickable ad! We provide attendees information about special conference events and area attractions the week before our conference. The distribution list averages 200 and an open rate of 60%. This is a unique opportunity to drive traffic to your website before attendees see you on-site.







### Take Note - \$2,500

You'll have exclusive rights to provide branded notepads and pens for participants' 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.

### Professional Headshots - \$4,000

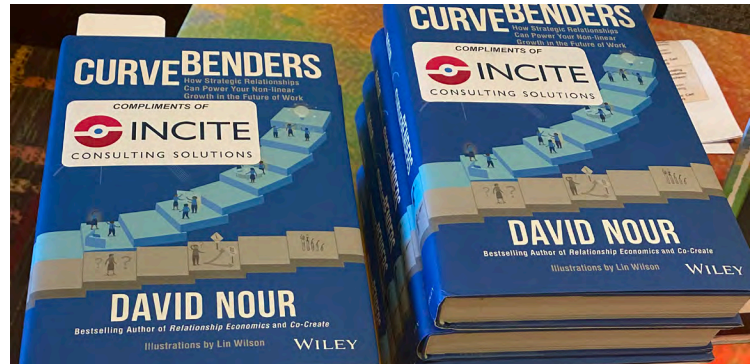
We all want to look our best, but it's often hard to find the time to get our ancient headshots updated. You can connect with executives and create a lasting impression by sponsoring professional photo sessions at our Winter Conference. Each session will include at least three shots that participants can download following the conference. The download link will be provided via email along with your promotional message as the sponsor.

### Leaders are Readers - \$5,000

Distribution of a best-selling book featuring your logo on the cover and a 2-sided full-color bookmark with information about your product or service. This sponsorship has lasting "shelf-life" as books are often shared with peers and added to organizational libraries after they've been read by the initial recipients.

### Exclusive Room Drop - \$2,500

A high visibility room drop assures each attendee will see your message, creatively invites people to your booth and allows you to manage your promotional item - you'll know exactly how many you need to buy. The items you provide should reflect your brand, but consider these basic guidelines: items should be either consumable or practical/meaningful, and definitely packable (avoid large/bulky, heavy or especially fragile items). This sponsorship entitles you to exclusive rights to provide a room drop item on a specified day and covers the per item hotel room drop fee for up to 200 attendees. Sponsors will be responsible for producing their own room drop materials, delivering them to the conference hotel by the specified due date, and covering any additional receiving/handling fees incurred.



### Academy Award (Raffle Sponsor) - \$3,500

**mhca** will purchase a gift basket for the conference and the sponsor can include their logoed merchandise. **mhca** will promote the raffle in pre-conference emails and on-site. Members attending would receive a ticket for the gift basket in their conference packet. On Thursday morning, the sponsor would announce the winning ticket and have a brief time to say something about the company. Must be present to win.

### ADDITIONAL BRANDING OPTIONS

Other opportunities that can be negotiated on a conference-by-conference basis include:

Branded hotel room keys for conference attendees - Advertise your company logo on conference key cards for all attendees to use to unlock their hotel rooms. Artwork provided by sponsor. Production and hotel fees will apply.

Branded Door Hangers - Create custom "Do Not Disturb" door hangers to showcase your company. Artwork to be provided by sponsor. Hotel fees will apply. Production and hotel fees will apply.

Branded water stations with refillable logoed bottles - keep attendees hydrated all conference long, support the environment and boost your brand with a practical item they will use over and over.

*We value our partners and want to help you communicate your values and achieve your goals. If the options presented here don't meet your needs, contact us to discuss custom sponsorships aligned with your mission.*

# SWAG Bag Options

## WINTER CONFERENCE GROUP SWAG BAG

Our Winter Conference and Annual Meeting in Clearwater Beach, Florida, is always our best-attended event. Members look forward to this conference all year. CEOs often bring their staff and sometimes their families as well. For this conference only, **mhca** offers a group goodie bag distribution for all sponsors and vendors participating in the conference. If you would like to participate in this opportunity, please contact us about sponsoring one of the following TOP MEMBER REQUESTED SWAG items for the **mhca** member goodie bags. The item costs listed include personalization with your 1-color logo as well as shipping and handling.

## PORTABLE BLUETOOTH SPEAKER - \$3,500

Promote your brand with a laser engraved logo on the side of this portable speaker featuring 2.5 hours playback time and a range of 33ft. Rechargeable via included micro-USB cable. Great travel size of 1-5/8" H x 2-3/4" Dia.



## LEATHER LUGGAGE TAGS - \$2,800

Diamond textured leather luggage tag with a snap privacy flap over contact information and an adjustable leather strap with metal buckle.



## RECHARGEABLE HAND FAN - \$2,500

Boosting your brand is a breeze! Stay cool when the heat turns up with these custom rechargeable hand fans! Fans are perfect for sporting events, concerts and much more!



## COZY TRAVEL BLANKET - \$3,500

Conference meeting rooms can be chilly! Give a warm and lasting impressions to attendees with this fleece travel blanket.



## REFILLABLE WATER BOTTLE - \$4,500

A sophisticated look to represent your modern brand! Features double-wall stainless steel construction for insulation of hot and cold liquids. Vacuum sealed technology helps keep drinks cold up to 24 hours and hot up to 12 hours.



## WIRELESS EAR BUDS - \$4,800

Keep the music playing with these custom Bluetooth earbuds! Truly wireless earbuds that charge inside the carrying case. Playback time of 2 hours on a full charge and a range of 30 feet from your device.



## 22 OZ TRAVEL TUMBLER - \$3,500

These travel tumblers are made of double-wall stainless steel with vacuum-insulation keeping drinks hot or cold for longer and features a push on flip-top lid with sip-through opening and a straw.



## BUCKET HAT - \$4,000

Bucket hats make great giveaways at outdoor events. Your price includes embroidery on front of the hat.



## STYLISH EXECUTIVE PEN - \$1,500

Give your brand executive appeal with this gleaming writer. Executive twist-action ballpoint pen adds distinction to their desk-top. Pen features medium-point, black ink. Imprint will appear gold on all colors





# Working the Room

## **SOLUTIONS TABLETOP - \$4,000 (\$5,000 for Winter)**

A Solutions Center Tabletop consists of a 6-foot draped table, 3 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.** If vendors 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. **If you commit to a tabletop at four consecutive conference, your invoice will reflect a \$1,000 discount.** The tabletop fee includes three conference registrations for vendor representatives (Four registrations for Winter).

## **ADDITIONAL REGISTRATIONS - \$2,000**

If vendors would like to bring additional representatives, they may do so at a cost of \$2,000 per person.

## **VENDOR PROFILE**

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

Recent vendors have included:

- Cantata Health
- CARF
- ContinuumCloud
- Eleos Health
- Genoa Healthcare
- iCentrix Analytics
- Iris Telehealth
- Mend
- MHRRG
- Moss Adams
- Motivo
- Negley Associates
- Netsmart
- ObservSMART
- NextGen Healthcare
- Pulse for Good
- Qualifacts
- SimiTree
- Streamline Healthcare Solutions
- The Meyers Group
- Zmark Health

## **SPACE ASSIGNMENT**

Space is limited in the Solutions Center area and tabletop locations will be assigned as applications are received. You are encouraged to submit your application early. Our Top-Tier Sponsors are given premium locations with room for a larger display, but all spaces are located in high-traffic registration and refreshment areas.



## **SOLUTIONS CENTER SCHEDULE**

**Tabletop Set Up:** Typically, conferences run Tuesday-Thursday and vendors set up Tuesday 4:00-5:00 pm or Wednesday, 7:00-8:00 am. Occasionally, the conference schedule is shifted to Monday-Wednesday, then set up would be available Monday 4:00-5:00 pm or Tuesday, 7:00-8:00 am.

### **Tabletop Hours:**

Wednesday	8:00 am - 5:00 pm
Thursday	8:00 am - 3:00 pm

**Dismantling:** Thursday, 3:00 -5:00 pm. Vendors are responsible for arranging and paying for shipping/handling of their tabletop items.

## **VENDOR BENEFITS**

In addition to dedicated tabletop space and conference registrations, vendors receive:

- Pre-event registration list
- Post-event attendee list
- Logo and a summary of services on vendor showcase page at mhca.com
- Logo and vendor description listed in the conference app
- Acknowledgment during the opening general session
- Opportunity to participate in games developed to drive traffic to your tables.

# Celebrate with Us!



The excitement is building for **mhca**'s 40th anniversary celebration! At our 2025 Winter Conference in Clearwater Beach, Florida, we will celebrate 40 years of serving behavioral healthcare leaders, recognize our President & CEO Dale Shreve for his 12 years of leadership, and introduce our new President & CEO to the membership. This is your opportunity to show your support for **mhca** and become part of the festivities. A variety of unique, high-impact sponsorships are available, so secure your choice now before they sell out!

## VIP Registration Station - \$4,500

Welcome attendees with a branded gourmet coffee or mimosa station on Wednesday morning.

## Group Photo & Souvenir - \$7,500

A professional photographer will capture a group photo of all attendees. All attendees will receive a digital copy of the photo and every member CEO will receive a printed commemorative photo with a message from the sponsor. **SOLD OUT!**

## Welcome Reception Host & DJ - \$35,000

Pump up the crowd at our opening reception! You can welcome attendees and introduce the entrainment. We will ask CEOs to send in song requests ahead of time.

## Co-branded 40th Anniversary Gift - \$10,000

Everyone loves commemorative SWAG. Help us select the perfect item for attendees to receive - co-branded with the **mhca** 40th anniversary logo and YOUR logo! **SOLD OUT!**

## Ruby Reception and Anniversary Dinner - \$50,000

Make our Ruby Anniversary one to remember! Sponsor our Wednesday evening reception and dinner, complete with themed decor, cake and professional photos. **SOLD OUT!**





# The Fine Print

## Application Deadlines

Sponsor/tabletop applications must be received at least 30 days prior to the conference date.

## 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/tabletop reservation once payment has been received. **mhca** reserves the right to refuse sponsorships and tabletops.

## 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 [mhca.com](http://mhca.com) or by check. Checks payable to **mhca** can be mailed to 1876 Eider Court, Suite A, Tallahassee, FL 32308.

## Cancellations

Registrations, sponsorships and tabletop reservations canceled prior to 30 days before a contracted conference will forfeit 50% of payment unless the sponsorship/tabletop 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.

## Vendor Participation & Special Events

Vendors attending the conference are encouraged to participate in the conference sessions and many of the social activities we offer. If you are interested in hosting a special event in conjunction with our conference, contact **mhca** to ensure your activities don't conflict with or detract from our attendees' overall conference experience. As a condition of accepting a vendor's application for a conference, the vendor agrees to refrain from holding an event during conference hours. Vendors who plan events for our conference attendees without coordinating with **mhca** staff may be precluded from participating in future **mhca** events.

## Shipping and Storage

Vendor 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 vendor. It is vendors' 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. Vendors will be responsible for any direct shipping costs or hotel handling fees.

## Liability and Insurance

Neither **mhca** nor hotel assumes any obligation or duty with respect to protection of property of vendors, which shall at all times be the responsibility of each vendor. Each party agrees to be responsible for their own property through insurance and to be responsible for any claims arising out their own negligence or that of their employees or agents. The vendor 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/tabletop vendors should register online at [www.mhca.com](http://www.mhca.com). Vendor 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](http://www.mhca.com).



# Application & Contract

Use this application form to officially request your sponsorship/tabletop space. If the sponsorship/tabletop space you want is no longer available, we will contact you with alternatives.

ITEM	DESCRIPTION	UNIT COST	CONFERENCE OR MONTH (circle all that apply)	TOTAL COST
SPONSORSHIP			WINTER SPRING SUMMER FALL	
SPONSORSHIP			WINTER SPRING SUMMER FALL	
SPONSORSHIP			WINTER SPRING SUMMER FALL	
SPONSORSHIP			WINTER SPRING SUMMER FALL	
TABLETOP SPACE		@\$4,000	SPRING SUMMER FALL	
TABLETOP SPACE		@\$5,000	WINTER	
ADDITIONAL REGISTRATIONS		@\$2,000	WINTER SPRING SUMMER FALL	
OTHER				
TOTAL:				

**If your request is approved, you will need to:**

- Submit your payment via check (mail to: PO Box 12037, Tallahassee, FL 32317) or online at mhca.com
- Submit your logo in a high-resolution vector file (300 dpi or greater, .eps or .pdf preferred), a brief description of your services (50 words MAX), and your social media handle (ex. @mhca) to Gena Matthews at gmatthews@mhca.com

**If you are attending a conference as a vendor or sponsor, you will also need to:**

- Complete online conference registration at [www.mhca.com](http://www.mhca.com) (90 days prior to each conference)
- Reserve sleeping rooms with the hotel (the sooner the better as our room blocks often sell out)

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

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_ PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

SOCIAL MEDIA HANDLES: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_