



We Make It **EASY**
to Spot Your
Ideal Customers!

2027 Prospectus

Clearwater Beach, FL
February 23-25



WINTER CONFERENCE
Focus: Leading with
Excellence: Elevating
Leadership & Clinical
Impact

Savannah, GA
May 11-13



SPRING CONFERENCE
Focus: Your Mission, Your
Story - Communicating
What Matters

Santa Fe, NM
Aug. 31-Sept 2



SUMMER CONFERENCE
Focus: Resilient by
Design - Managing Risk &
Responding to Crisis

Palm Desert, CA
October 26-28



FALL CONFERENCE
Focus: The Business of
Better Care - Financial &
Operational Excellence

EMBRACE

Embrace Opportunity!



To Our Potential Partners:

As you consider where to invest your time and marketing dollars, I encourage you to look closely at **mhca**. Of all the organizations I've been a part of during my career as a behavioral healthcare executive, **mhca** has been the most influential.

As a CEO of a behavioral health provider organization, I navigated a myriad of challenges from evolving payment models and adopting new technologies to responding to a global pandemic and confronting workforce challenges. Through it all, I turned to **mhca** for guidance and support, expert insights, and strategic growth.

mhca is a national association of strategic thinkers driving innovation in behavioral health, advancing leadership, and creating impactful networks. **Members are the leaders in their markets and are often imitated by others.** Our industry partners are aligned with best practices and alert to emerging trends that matter most in behavioral healthcare, and they play a critical role in helping our members prepare for what's next.

Sponsorship at our conferences offers more than just visibility—it's an opportunity to **build meaningful connections, spark powerful conversations and gain expert insights** that help advance your products and services, and position your brand as a trusted resource among industry leaders.

Our team is here to help you identify opportunities that align with your goals and budget. Join us to advance the field of behavioral health together, deepen engagement with our members, and amplify your influence in the behavioral healthcare space.

We look forward to partnering with you.

Warm regards,

A stylized handwritten signature in black ink, appearing to read 'Ki'.

Kiara Kuenzler, PsyD LP
President and CEO **mhca**



Partnering with **mhca** has been an invaluable experience! The quarterly conferences have afforded us exposure to other leaders within the behavioral health space, the opportunity to gain insights from industry experts and engage in discussions on the latest trends. As a longtime partner of **mhca**, we value our collaboration within this partnership and look forward to continuing our journey together."

- **Brittany Miller, PharmD, Director, Partnerships and Client Success, Genoa Healthcare**

Our Audience

Member Organization Profile

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

Budget size:	Service areas:
\$11 Million - \$1+ Billion with typical budgets in the \$100 Million range.	Rural, urban & mixed service areas; local, regional & multi-state.
Specializations:	Years as members:
MH, SUD, I/DD, integrated care; youth, adult & family.	1-30 years with an average of 9 years.

mhca currently has 166 members in 38 states.

Leadership Profile

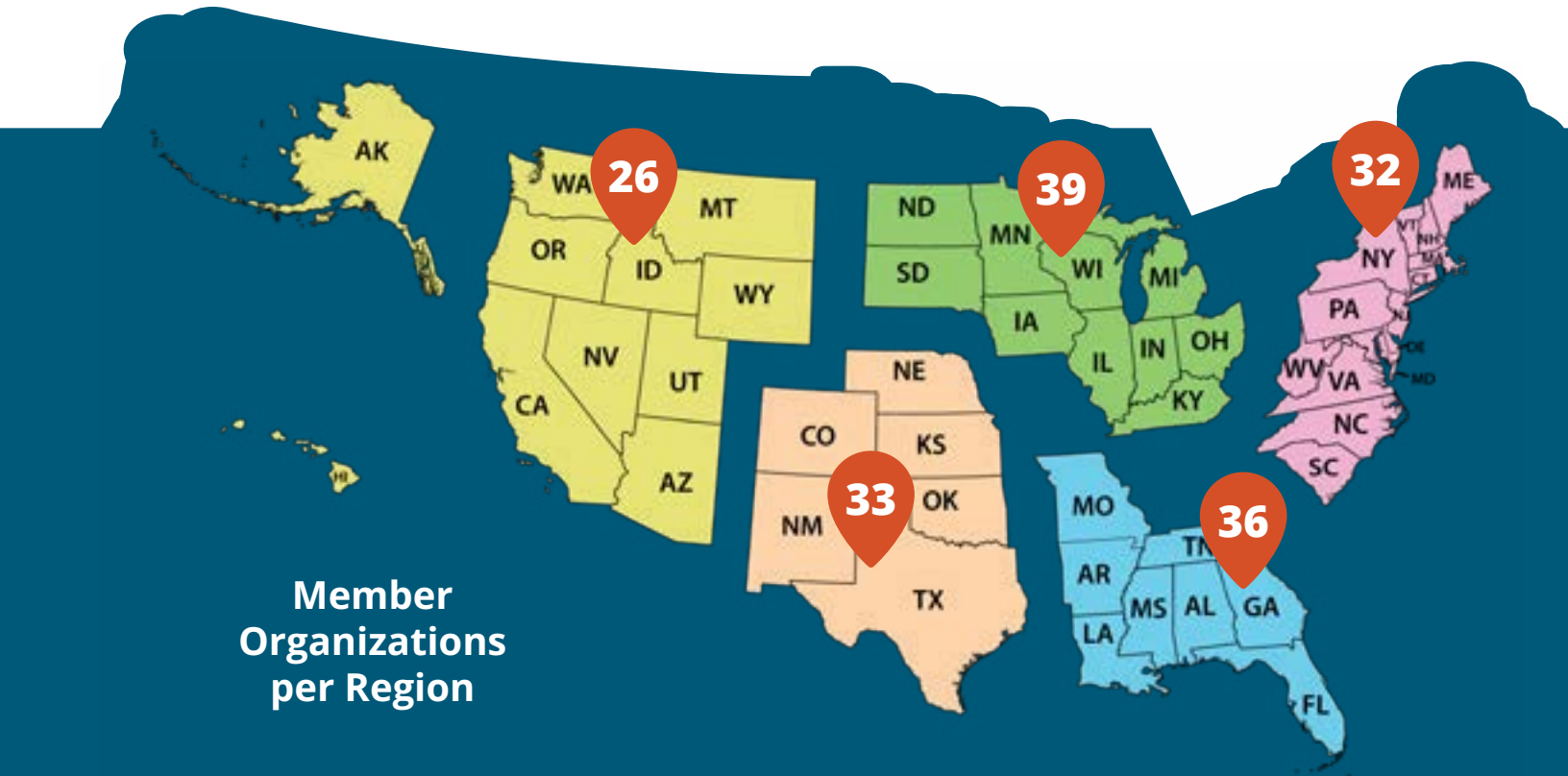
Our association caters to C-suite leaders in the behavioral healthcare industry. While our member CEOs represent highly diverse organizations, they share a common interest in developing valuable connections with trustworthy peers and industry partners.

Gender:	Age:
57% of our member CEOs are female & 43% are male.	CEO ages range from 42 to 74, with an average age of 57.

Experience: The vast majority of members have a master's degree or higher and have spent more than a decade in the CEO role.

Who Else Attends mhca Conferences?

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





Sponsorships

Our Goal

Our goal is to deliver **high-impact experiences** that seamlessly integrate into and **elevate your annual ROI** and marketing objectives. While conference attendees appreciate information on innovative products and services, they truly remember and engage with the industry partners who focus on **relationship building** and help enhance their membership experience. It is well-established that our C-suite decision-makers view **mhca** sponsors as the most **reputable, trusted authorities** in the marketplace. By aligning your brand with our premium sponsorship opportunities, you maximize your event ROI, lock in high-value visibility, and forge deep, lasting relationships with key leaders.

Sponsor Benefits

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

- ✓ Acknowledgment in the preliminary program and online agenda
- ✓ Pre-and post-event registration lists
- ✓ Logo and a summary of services on the Industry Partner Showcase page at **mhca.com**
- ✓ Logo, sponsor description and contact information listed in the conference app
- ✓ Logo included on opening PPT slide & conference sponsors sign in high traffic area
- ✓ Logoed signage during sponsored events
- ✓ Posts in the conference app about your sponsored activity mentioning your organization

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

Sponsorship Level	# of Registrations Included
\$5,000 - \$5,999	Two registrations
\$6,000 - \$9,999	Three registrations
\$10,000-\$14,999	Four registrations
\$15,000+	Five registrations
Premier Industry Partner	Six registrations

Premier Industry Partners are our highest-level supporters who've committed to year-round engagement with **mhca**. They invest \$85,000 - \$150,000 annually to support **mhca** and have a presence at each of our four conferences as well as special privileges including: **larger spaces** in our Solutions Center, first right of refusal for limited sponsorship opportunities, participation in **exclusive networking** sessions and **warm introductions** to up to three members during each conference. Their full partnership packages are **customized** to meet their specific goals and annual budgets, allowing **mhca** to create a **bespoke partnership experience** that delivers meaningful value and impact throughout the year.

Receptions

Added Benefits for Reception Sponsors

In addition to all the previously outlined sponsored benefits, our reception sponsors also receive:

- ✓ Premium space in our Solutions Center
- ✓ Your banner/signage prominently displayed at both bars during the reception
- ✓ One clickable ad in an issue of our monthly electronic newsletter
- ✓ One post on LinkedIn to acknowledge the partnership
- ✓ One email blast to members by **mhca** or one co-sponsored webinar between conferences on an **mhca**-approved topic

► Evening Receptions

Put your brand at the center of the conversations that matter. People attend **mhca** for more than sessions—they **come to connect**. They're looking for peers to learn from, ideas to exchange, and relationships that can continue long after the conference ends. Our nightly receptions are where those connections happen. As a reception sponsor, your company plays a vital role in creating meaningful moments. You're not simply putting your name on an event—you're helping create the environment where valuable connections happen.

Welcome Reception - \$25,000

Be the first to welcome **mhca** members to the conference! Our 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 - \$25,000

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

The Elite Event - \$15,000

Have the last word and leave your customers with a pleasant memory to carry home. An Elite Event isn't just a closing celebration—it's a chance for attendees to compete, connect and unwind in a fun, high-energy environment. These are more intimate receptions with a special interactive activity (caricatures, glow-in-the-dark putt-putt challenge, close-up magic and more!) added on so attendees leave on a high note.

Sponsorships

► 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 industry partner 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 or a bike/hike/walk/run activity.

NOTE: All industry partner activities **must** be coordinated with mhca staff and timed to occur outside of the regular conference agenda hours to prevent interfering with other sponsored events.



► Connection & Conversation

Focused Connections - \$5,000

Focused Connections brings member attendees who work in a shared professional area—such as HR, IT, Marketing, Finance, or Development—together for an informal hour of networking and peer-to-peer learning. The format may vary from event to event, from a breakfast discussion or lunch gathering to an ice cream social or intimate reception, but the purpose remains the same: create space for colleagues in similar roles to build relationships, exchange ideas, and talk candidly about the challenges and opportunities they face.

Sponsors may have up to two representatives participate, providing an opportunity to build relationships and gain insight into the priorities and experiences of participating leaders. To preserve the peer-to-peer nature of the gathering, sponsor representatives do not present, facilitate, or lead the discussion.

Water Cooler Conversation - \$5,000

Keep attendees refreshed, connected, and talking! Sponsor hydration stations throughout the three-day event and put your brand at the center of one of the most natural places for conversation to happen—the water cooler!

A hydration station featuring regular and infused waters will be placed at the back of every session room, with signage recognizing your sponsorship. By replacing individual water bottles, this sponsorship helps keep thousands of plastic bottles out of the landfill each year while providing attendees with a convenient way to stay hydrated.

And, just like in any office, spontaneous conversations happen at the water cooler! Your sponsorship is an opportunity to **demonstrate your commitment to attendee well-being and environmental responsibility while creating a memorable point of connection.**

Want to spark a little conversation? Include a question or conversation starter on your hydration station signage. We'll add it for you—and, if you'd like to collect responses, we can also include a QR code linking attendees to your question, survey, or engagement activity.

Sponsorships

► Innovation & Leadership

Innovation and leadership development are what **mhca** is all about. Our half-day pre-conference events, sponsored lunches and presentations from nationally recognized thought-leaders bring together senior-level decision makers to collaborate, learn about trends transforming behavioral healthcare, and sharpen their leadership skills.



Innovation/Leadership Incubator - \$8,000

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.

Feature Presentation Sponsor - \$15,000

Introduce our keynote speaker, say a few words about your company and place your promotional items on the tables for attendees (promos will be removed following the end of the session).

Thought Leadership Luncheons - \$10,000

Collaborate with **mhca** to select a timely topic and identify speakers for a member lunch of up to 40 attendees. Sponsors may deliver a three-minute welcome to attendees and will also receive two seats at the lunch to network with attendees. *Limited availability (generally no more than one such sponsorship per year for any one sponsor).

Online Leadership Lab - \$5,000

Leadership Labs are regularly scheduled, interactive online gatherings that bring together our member CEOs and other C-suite executives for candid conversations around timely, high-interest topics. These expertly facilitated conversations are designed to encourage shared idea generation, peer learning, and practical problem solving. Sponsorship provides access to a highly engaged executive audience while supporting a peer-learning experience. Sponsors receive a clickable ad in a series of at least 3 promotional emails and the follow-up key takeaways email to all members, their logo on the screen at the start of the online session, and the final attendee list. *Limited availability

Industry Research Reports - \$5,000

Partner with us to develop a timely research report that provides valuable insight into an issue, trend, or challenge facing the field. This collaborative opportunity enables industry partners to gather perspectives directly from our member organizations and transform those insights into a meaningful resource for the broader industry. The sponsoring partner identifies the research topic and develops the survey instrument in collaboration with us. We distribute the survey to our members, actively encourage participation, and help maximize response. The partner analyzes the findings and develops the resulting report, while we support its distribution and visibility within our member community. Where appropriate, the partnership can include a member webinar featuring the report findings, giving the sponsor an opportunity to share key insights and engage directly with the audience.

Peer Collaboration Group Luncheon - \$8,000

The Peer Collaboration Lunch helps members connect with colleagues who share common interests, challenges, and goals—and begin forming the peer relationships that can become a lasting source of expertise, guidance, and support. Held once every other Fall Conference, the lunch typically brings together 40 CEOs interested in developing peer collaboration groups. As the sponsor, you'll have the opportunity to have two representatives at the lunch, place your company materials on lunch tables and give a 3-minute introduction highlighting your company, product, or service.

Sponsorships

► Food for Thought

We've all been to a conference where the coffee ran out, the snacks disappeared, or lunch was somehow... not part of the plan. We believe our attendees deserve better.

Because people need to be fed physically as well as intellectually. **A good meal, a cup of coffee, or a much-needed snack can fuel conversations, recharge energy, and help people stay engaged in the learning and connections happening around them.**

That's why we're proud to offer sponsorship opportunities that help keep our attendees well-fed, hydrated, caffeinated, and ready to learn.

Show your care for our attendees and **help us fuel the learning!**

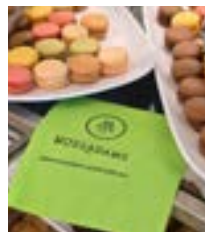
Eye-Opening Breakfast - \$8,000

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

Orientation Luncheon - \$6,000

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. *Limited availability (generally no more than one such sponsorship per year for any one sponsor)

Morning or Afternoon Refreshment Break - \$6,000



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 next to the refreshments, you can bring along logoed coffee cups, sleeves and/or napkins.



Sponsorships

► Tech Support

Wi-Fi - \$5,000

Connect with attendees virtually everywhere by sponsoring the conference WiFi. Your logo will be featured on table tents throughout the conference area along with the WiFi code. Your logo and description will also be featured in the conference app under the WiFi tab. When available, we will provide a custom landing page.

Conference App - \$5,000

Essential for every conference attendee, our conference app allows users to navigate and engage throughout the conference. The app features the conference agenda, presentation materials, attendee list, 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 - \$5,000



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.

► Self-Care Support

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 - \$5,000

Massage can counteract the imbalance caused during travel, 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/Seated Stretch Break - \$5,000

Conferences involve a LOT of sitting. Get attendees moving and help prevent back pain by sponsoring a guided stretch break for all attendees, or a fun fitness opportunity like morning yoga or a walk/run complete with branded bottled water and sport towels for up to 40 participants.

Sponsorships

► All Business

Conference attendees always appreciate a little SWAG—and our leaders are no exception! Whether it's a new book, a quality pad and pen for taking notes, a special treat delivered right to their hotel room, or a valuable email with information to help them make the most of their conference experience, thoughtful touches make a lasting impression.

Show your current and potential customers that you appreciate their time, their leadership, and their commitment to our community.

Exclusive Room Drop - \$5,000

A high visibility room drop assures each attendee will see your message, creatively invites people to connect and allows you to manage your promotional item, as 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.

Leaders Are Readers - \$5,500



Distribution of a best-selling book featuring your logo on the cover and a two-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.

Take Note - \$5,000



You'll have exclusive rights to provide branded notepads and pens for participants' use during our two primary session days. You provide 350 pads and pens, and **mhca** staff will ensure they are on every conference room table during every session.

Raffle Sponsor - \$5,000



mhca will purchase a gift basket for the conference and the sponsor can include their logoed merchandise. **mhca** will showcase the basket with your logo on the conference registration desk. Members attending will receive a ticket for the gift basket in their conference packet. On the final morning, the sponsor announces the winning ticket and has 3 minutes to say something about the company. Must be present to win.

Know Before You Go & Key Takeaways Emails - \$5,000

Know Before You Go

Reach attendees before they arrive. Your clickable ad appears in our pre-conference email, delivered the week before the event with information on special events and local attractions. With an average audience of 200 and a 60% open rate, it's a great opportunity to drive traffic to your website and build awareness before attendees arrive on-site.

Key Takeaways

Keep your brand in the conversation after the conference. Your clickable ad appears at the end of our post-conference Key Takeaways email, shared with our entire membership. Extend your visibility beyond the event and position your company alongside the ideas and insights attendees value most.

Sponsorships

► Additional Branding Options

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

Branded Hotel Room Keys



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. Production and hotel fees will apply.

Branded Water Bottles



Keep attendees hydrated all conference long, support the environment and boost your brand with a practical item they will use over and over. This sponsorship pairs well with the Water Cooler Conversation sponsorship for double the impact!



► Custom Sponsorships Available



We believe the strongest partnerships are built around shared values and meaningful impact. Our sponsorship opportunities are designed to help you **connect with your audience, elevate your brand, and achieve your goals.** If you're looking for something beyond the opportunities outlined here, let's create a **custom sponsorship** designed around your unique mission and objectives.

Winter Brand-Launch Exclusives

Our Winter Conference and Annual Meeting in Clearwater Beach, Florida, is our best-attended event of the year—and one our members look forward to all year long. 2027 will be something truly special: we'll be unveiling our new association brand at the conference, marking an exciting new chapter for our organization and our members. Here are a few opportunities to put your brand at the center of the celebration with a unique, memorable, and limited-edition experience created especially for the 2027 Winter Conference.

Exclusive Brand Launch Keepsake - \$30,000

Help us launch our new brand in style—and put your company in the hands of every member!

As the exclusive Member Gift Sponsor, you'll help us give every attendee a special, commemorative keepsake celebrating the launch of our new brand.

Your company will be recognized as the sponsor of this special gift, and we'll include a personalized message from you sharing why you value your partnership with our association and the members we serve.

It's more than a conference giveaway—it's a meaningful keepsake, a celebration of our new brand, and a lasting reminder of your company's investment in our community.

Sunrise Beach Experience - \$5,000

Host an early-morning guided beach walk with branded bottled water, to-go coffees and a small branded bag for collecting shells for up to 40 participants.

Sand Sculpture Demonstration - \$5,000



Watch something extraordinary take shape! Entice attendees to stop, watch, and connect as a master sand sculptor transforms an ordinary pile of sand into a stunning work of art—incorporating both our new logo and yours! Celebrate our new brand, create a natural conversation starter, and give attendees a one-of-a-kind photo opportunity with your company literally part of the finished masterpiece.

Capture the Moment - \$15,000

A special photo experience to capture the excitement of the moment! Our new logo in 3D with a professional photographer to take individual and group photos during the conference. Your company recognized on-site during the photo experience, and when the finished images are shared with attendees via email and social media.

With opportunities for both individual photos and special group photos celebrating our new brand, your company will be associated with a milestone moment for our entire membership.



Exhibitor Benefits

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

- ✓ Pre-and post-event registration lists
- ✓ Logo and a summary of services on the Solutions Center page at **mhca.com**
- ✓ Listing in the preliminary program and online agenda with your website
- ✓ Logo, industry partner description and contact information listed in the conference app
- ✓ Acknowledgment during a morning general session
- ✓ Opportunity to participate in games developed to drive traffic to your tables
- ✓ Promotion of your table activities and drawings in the conference app

Tabletop Exhibit - \$5,500

A Solutions Center Tabletop Exhibit consists of a 6-foot draped table, 2 chairs, a trash can and access to electrical outlets. **There is limited floor space, but one banner stand up to 3 feet wide, 7 feet high and 1 foot deep can be accommodated.** 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. **If you commit to a tabletop at four consecutive conferences, your invoice will reflect a \$1,000 discount.** The tabletop fee includes two conference registrations for your business representatives (tables cannot be split/shared by multiple businesses)..

Additional Registrations - \$2,000

If sponsors or exhibitors would like to bring additional representatives, they may seek **mhca** approval to do so at a cost of \$2,000 per person. This is not a stand-alone registration option, but an add-on. To ensure a favorable ratio of members to industry partners in attendance, **mhca** may decline to offer additional registrations at some of our events.

Solutions Center

Industry partner Profile

mhca conferences are typically limited to no more than 20 tabletop exhibitors. All tables are located in high-traffic registration and refreshment areas for maximum exposure. Exhibitors represent a variety of high-need areas like health information technology, insurance, banking, M&A consulting, accreditation, executive search consultants, human resources, reimbursement, branding/marketing, legal, professional development providers and others.

Solutions Center Schedule

Tabletop Setup:

Typically, conferences run Tuesday-Thursday and industry partners set up Tuesday 4:00 – 6:00 p.m. or Wednesday 7:00 – 8:00 a.m. Occasionally, the conference schedule is shifted to Monday-Wednesday, then setup would be available Monday 4:00 – 6:00 p.m. or Tuesday, 7:00 – 8:00 a.m.

Tabletop Hours:

Wednesday 8:00 a.m. – 5:00 p.m.
Thursday 8:00 a.m. – 3:00 p.m.

Dismantling:

Thursday 3:00 – 5:00 p.m. Industry partners are responsible for arranging and paying for shipping/handling of their tabletop items.

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 Premier Industry Partners are rewarded with premium locations with additional room for a larger display, but all spaces are located in high-traffic registration and refreshment areas.



The Fine Print

Application Deadlines

Sponsor/tabletop applications must be received at least 30 days prior to the conference date; however, 60-90 days in advance is recommended as opportunities often sell out before the 30-day cut off for applications.

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 table tops.

Payment

Payment is due at the time of application unless other arrangements have been made with **mhca**. Fees can be paid by ACH (please contact Cathy Barnes at cbarnes@mhca.com for instructions) or by check payable to:

mhca
PO Box 12037
Tallahassee, FL 32317

Sponsor/Exhibitor Participation & Special Events

Industry partners 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 industry partner's application for a conference, the industry partner agrees to refrain from holding an event during conference hours. Industry partners who plan events for our conference attendees without coordinating with **mhca** staff may be precluded from participating in future **mhca** events.

Cancellation Policy

Registrations, 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**.

Shipping and Storage

Industry partner 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 tables is the responsibility of the industry partner. It is the industry partners' 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. Industry partners will be responsible for any direct shipping costs or hotel handling fees.

Liability and Insurance

Neither **mhca** nor the hotel assumes any obligation or duty with respect to protection of property of industry partners, which shall at all times be the responsibility of each industry partner. 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 industry partner 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 industry partner. Sponsors/exhibitors should register online at www.mhca.com. Industry partner representatives are also responsible for making their hotel reservations directly with the conference hotel. All representatives staying within our designated room block at the conference hotel will be classified as conference attendees and subject to a registration fee, unless their participation is already included as part of an exhibit or sponsorship package. All attendees are required to adhere to our [Professional Standards and Safety Guidelines](#) at all times.

Application Form & Agreement to Terms

Use this application to officially request your sponsorship/tabletop space. All new applicants will be vetted and not all will be approved. Some sponsorships are not available at every conference and many opportunities sell out. If tabletop spaces or requested sponsorships are no longer available, we will contact you with alternatives.

Item	Description	Unit Cost	Conference (check 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	
Solutions Center Tabletop		@\$5,500	☐ Winter ☐ Spring ☐ Summer ☐ Fall	
Additional Registrations		@\$2,000	☐ Winter ☐ Spring ☐ Summer ☐ Fall	
Other			☐ Winter ☐ Spring ☐ Summer ☐ Fall	
Other			☐ Winter ☐ Spring ☐ Summer ☐ Fall	
Total				

Once your application is approved, you will need to submit ALL of the following within 30 days to secure your requested sponsorship or tabletop space (Applicants who fail to follow-through in a timely manner risk forfeiting benefits and/or having their participation **cancelled**.):

- Payment via check (mail to: PO Box 12037, Tallahassee, FL 32317) or by ACH
 - Your company logo in a high-resolution vector file (300 dpi or greater, .eps or .pdf preferred);
 - A brief description of your services (50 words MAX);
 - Your social media handle(s) (ex. @mhca); and,
 - If applicable, your session title or lunch topic, description and speakers names and titles
- *Submit all of the materials above to Gena Matthews at gmatthews@mhca.com

If you are attending a conference as an Industry Partner, you will also need to:

- Complete online conference registration at **www.mhca.com** (30 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: _____