



# MEDICAID HEALTH PLANS OF AMERICA

## MHPA20 CONFERENCE SPONSOR GUIDE

PEOPLE WHO COUNT ON  
MEDICAID, COUNT ON US





## Annual Conference Sponsorship

A variety of sponsorships opportunities are now available for MHPA20: “Building on the Promise of Managed Care – #BetterTogether – the Nation’s Largest Medicaid-only Conference in the Country! Don’t miss out; begin preparing today for the October 14-16 conference set again to be held at the Grand Hyatt in Washington, DC.

### **Mission Moment**

**(\$50,000 – 4 Available - Medicaid MCOs Only)**

Highlight your transformational work by providing opening remarks at a plenary session during our Annual Conference. Health plans, in past years, have showcased their community relationships as well as vignettes about a beneficiary’s experience and personal story. Opportunity also includes eight (8) complimentary Annual Conference registrations.

### **State Plan Presidents and Market Leaders Reception** (\$25,000 – 1 Available)

This is a unique opportunity for one company to sponsor and briefly speak during MHPA’s most exclusive event of its Annual Conference, which features Medicaid state plan presidents, CEOs, regional market leaders, and national business segment officials from MHPA’s member health plans. The event is reserved solely for MCO officials and is an invitation-only, non-transferable reception in a relaxed setting. Opportunity includes two (2) complimentary conference registrations.

## **Breakout Sessions** (15 Available)

**\$10,000 for Policy Sessions**

**\$5,000 for Technology and Operations Sessions**

An opportunity for companies to sponsor a specific breakout session in one of the three MHPA20 conference tracks: (1) Technology; (2) Policy; and (3) Operations. Opportunities includes introducing the session's topic as well as panelists presenting. All the Technology and Operations sessions will showcase a company partnering with a Medicaid health plan while the Policy sessions will only be presented by health plan officials. Opportunity includes one (1) complimentary conference registration for Policy track sponsors.

## **Premier Exhibitor**

**(\$10,000 – 20 Available)**

Share your ideas, products, and services for Medicaid managed care during our Annual Conference. This sponsorship includes one (1) 10'x10' booth in Grand Ballroom, company recognition in the Annual Conference's event program, website, and app, along with one (1) complimentary conference registration, and one (1) push-notification to all attendees promoting your booth's location.

## **Table Top Exhibitor**

**(\$7,500 – 12 Available)**

This sponsorship provides an opportunity for companies to exhibit their Medicaid managed care solutions and services to Annual Conference attendees. It includes one (1) 6-foot table in Grand Foyer, company recognition in the Annual Conference's event program, website, and app, along with one (1) complimentary conference registration.

## **Branding**

**(\$5,000 – 7 Available)**

These individual branding sponsorships provide an opportunity for companies to sponsor an item and include their logo on either the attendee bags, the charging stations, the directional signage, attendee badges, the conference app, the hotel key card, or the conference Wi-Fi.

# MHPA's 2020 Partners Program

## Background

The Board of Directors of the Medicaid Health Plans of America (MHPA), understanding the vital role our corporate members take in improving outcomes for Medicaid beneficiaries, has upgraded its corporate membership program, currently referred to as its “Business Associate” program, into the new “MHPA Partners” program. Participation in the MHPA Partners program will combine annual engagement with the association and benefits during MHPA’s Annual Conference, the largest Medicaid managed care meeting in the country. Membership will run on a 12-month cycle from the date of contribution.

## Gold (\$50,000 Annually – 5 Available)

**MHPA’s most exclusive corporate partnership level, Gold, offers unparalleled access to the association’s events and experts, as well as unique opportunities – unavailable at any other membership level – to build strong relationships and exchange ideas with Medicaid managed care CEOs, and many other senior health plan officials.**

## Partner Benefits

- Two (2) invitations to attend MHPA’s Board of Directors’ Receptions and Dinners, held three (3) times annually, and one (1) opportunity to briefly address and welcome participants.
- Two (2) invitations to attend biannual receptions with MHPA staff and its members’ Washington, DC-based staff.
- Participation in quarterly Partners Policy Roundtable Discussions with MHPA policy and government relations staff.
- Participation in quarterly Partner calls with an MHPA Board member, representing national, state, and regional MCOs.
- Participation in monthly Partner calls with MHPA senior staff.
- Showcase your thought leadership to an MHPA-engaged audience by hosting one educational webinar.
- Opportunity to include company logo, background, and collateral on MHPA’s website, as well as dedicated recognition at all MHPA events, and bi-weekly newsletters.
- Access to “MHPA This Week” update, detailing legislative and regulatory priorities, actions, and events.

## Conference Benefits

- Six (6) complimentary Annual Conference registrations and unlimited discounted registrations for your team members.
- Two (2) complimentary invitations to MHPA's most exclusive event during the Annual Conference, the State Plan Presidents and Market Leaders Reception.
- Premier placement and reserved tables at all plenary and general sessions.
- Recognition as Gold Partner on all print and electronic materials, including a full-page color ad in the conference program, as well as recognition from the main stage podium, and MHPA's social media channels.
- One (1) premier exhibitor booth (10'x10') in Grand Ballroom.
- Opportunity to submit an abstract proposal for consideration during MHPA's Annual Conference free of charge.
- Opportunity to have one (1) representative participate in MHPA's Conference Committee, which shapes the entire content of the Annual Conference.

## Silver (\$25,000 Annually)

**A vital part of MHPA's continued success, the Silver level provides valuable return on corporate members' investments throughout the year and during the MHPA Annual Conference, including special networking opportunities and substantive policy discussions.**

## Partner Benefits

- One (1) invitation to attend one (1) MHPA's Board of Directors' Receptions and Dinners, held three (3) times annually.
- One (1) invitation to attend biannual receptions with MHPA staff and its members' Washington, DC-based staff.
- Participation in quarterly Partners Policy Roundtable Discussions with MHPA policy and government relations staff.
- Participation in quarterly Partner calls with an MHPA Board member.
- Participation in monthly Partner calls with MHPA senior staff.
- Opportunity to host one (1) educational webinar for MHPA members and partners.
- Opportunity to include company logo, background, and collateral on MHPA's website.
- Access to "MHPA This Week" update, detailing legislative and regulatory priorities, actions, and events.

## Conference Benefits

- Four (4) complimentary Annual Conference registrations and discounted additional registrations.
- Recognition as Silver Partner on all print and electronic materials, including a half-page color ad in the conference program, as well as recognition from the main stage podium, and MHPA's social media channels.
- One (1) table top exhibitor booth (6-foot) in Grand Foyer.
- Opportunity to submit an abstract proposal for consideration during MHPA's Annual Conference free of charge.
- Opportunity to have one (1) representative participate in MHPA's Conference Committee, which shapes the entire content of the Annual Conference.

## Bronze (\$15,000 Annually)

**MHPA's Bronze level offers corporate members the opportunity to bring their particular expertise to the association and its members while providing opportunities to engage MHPA's staff and member health plans.**

## Partner Benefits

- Participation in quarterly Partners Policy Roundtables with MHPA policy and government relations staff.
- Participation in quarterly Partner calls with an MHPA Board member.
- Participation in monthly Partner calls with MHPA senior staff.
- Opportunity to host one (1) educational webinar for MHPA members and partners.
- Opportunity to include company logo, background, and collateral on MHPA's website.
- Access to "MHPA This Week" update, detailing legislative and regulatory priorities, actions, and events.

## Conference Benefits

- Two (2) complimentary Annual Conference registrations.
- Recognition as a Bronze Partner on all print and electronic materials, and MHPA's social media channels.
- Opportunity to submit an abstract proposal for consideration during MHPA's Annual Conference free of charge.

# MHPA Partner Membership

## 2020/2021 Partner/Sponsor Agreement

### PARTNER CONTACT INFORMATION

Organization Name (as it should appear): \_\_\_\_\_

Key Contact Name: \_\_\_\_\_

Office Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Organization Type: \_\_\_\_\_

### FOR PROSPECTIVE PARTNERS/SPONSORS

**Membership Type: MHPA Partner** (check package levels that apply)

Gold  Silver  Bronze  Mission Moment  President/Leader Receptions

Breakout Sessions  Premier Exhibitor  Table Top Exhibitor

**Contract Term: 1 Year** **Start Date:** \_\_\_\_\_

**Member Dues Amount:** \$ \_\_\_\_\_ **Sponsorship Commitment:** \$ \_\_\_\_\_

**Total Financial Amount:** \$ \_\_\_\_\_

### AGREEMENT

1. All invoices are to be paid in full within 30 days of the invoice date.
2. MHPA Partner Membership benefits will not commence until this agreement has been signed and returned to MHPA and a minimum of 50% deposit has been paid.
3. MHPA reserves the right to terminate membership/sponsorship benefits if such dollars are not received by MHPA within 60 days of the invoice date.
5. **Cancellation Policy:** Should the member organization wish to terminate its membership, a 50% refund will be issued within 60 days of payment receipt. If payment is received for membership after the 30-day invoice period, the member is not eligible for a refund. All termination requests need to be submitted in writing within the proper time period.

**Signatures:** Member/Sponsor Organization

Medicaid Health Plans of America (MHPA)

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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*Medicaid Health  
Plans of America*

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