

Winter Conference
Clearwater Beach, Florida
February 27-29, 2024

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



Spring Conference
Milwaukee, Wisconsin
May 7-9, 2024



Vendor & Sponsor Prospectus

Summer Conference
Providence, Rhode Island
August 20-22, 2024



Fall Conference
Scottsdale, Arizona
October 28-30, 2024



About mhca

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 allows for the formation of valuable relationships among all participants. Partnering with **mhca** as a conference sponsor or vendor 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: \$6 - \$310 million with an average of about \$63 million.

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

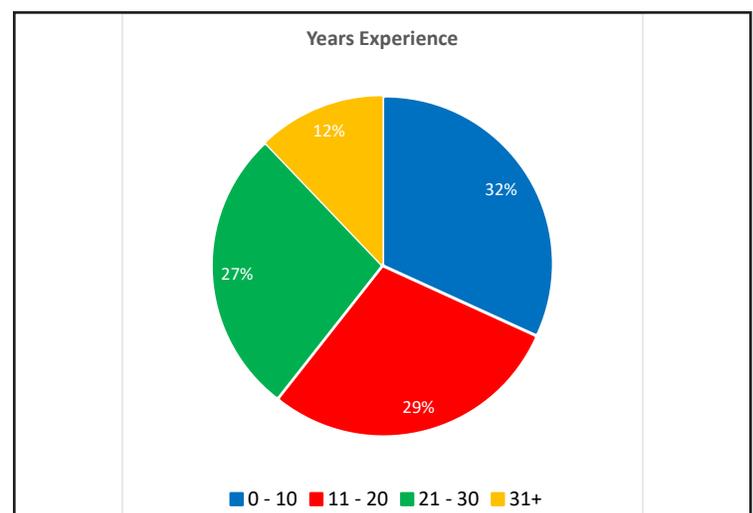
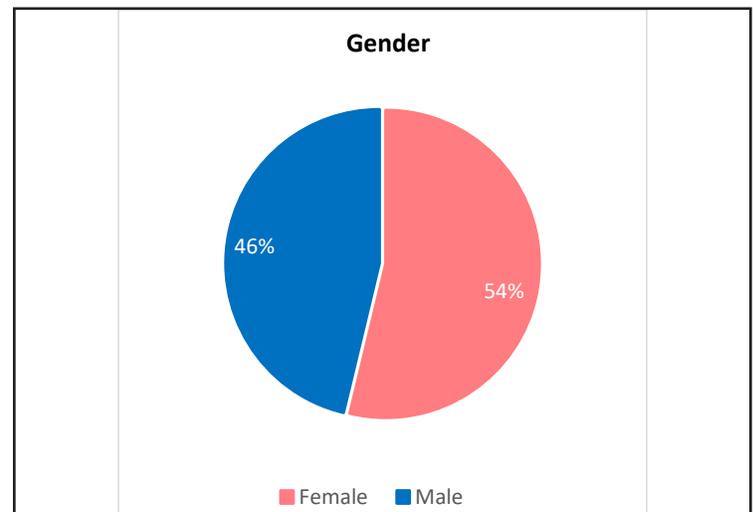
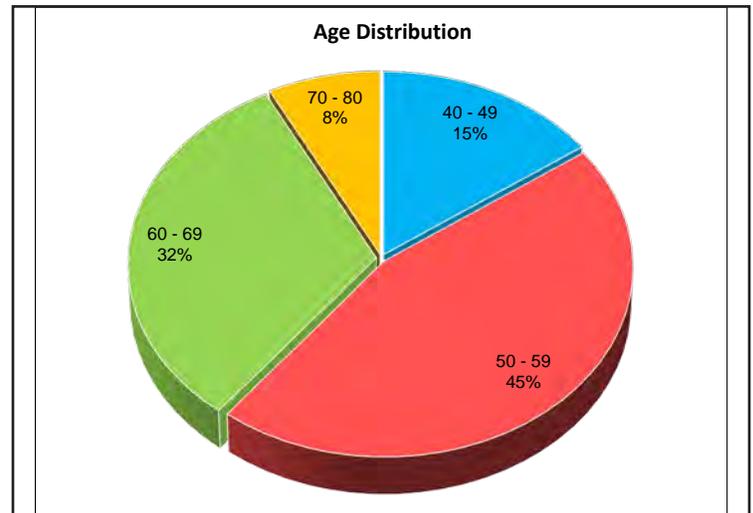
Specializations: MH, SUD, I/DD, integrated care; youth, adult and family.

Years as Members: 1-39 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.

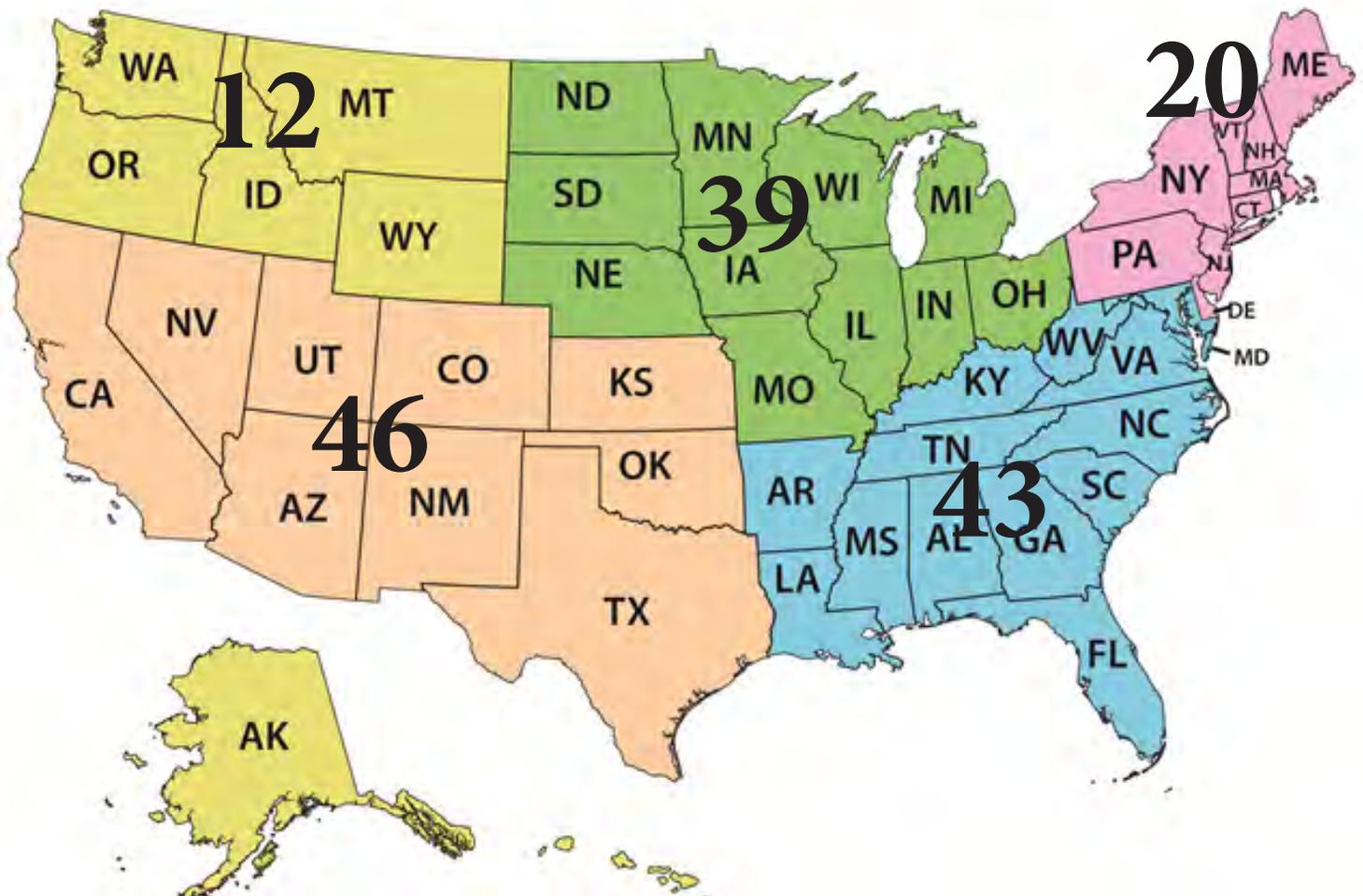
Who attends mhca conferences?

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:

- 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 160 members in 35 states. See the map for member representation by region.



Sponsorships

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
- Two tweets about sponsored product/service/activity mentioning your organization (please provide your social media handle for this purpose)

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

I. HOSPITALITY



NETWORKING 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.

SOLD OUT!

Wednesday Reception - \$20,000

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

Closing Reception - \$12,000

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

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
- 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 getting them out of the hotel for the night. Engaging with attendees during local events helps you get to know each other better and form an emotional connection. Consider options such as:

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

Give us a call and we can price out options that are of interest to you at various venues. Past outings have included a Detroit Tigers baseball game, a morning beach walk and a Broadway show.



II. FOOD FOR THOUGHT

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 - \$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.

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.

Campfire Chats - \$TBD

Hold an informal discussion with smores around the fire pit. These opportunities are available at the Winter and Fall conferences only. Sponsor agrees to provide discussion topic to mhca staff for approval.

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

Sponsorships



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

Orientation Luncheon - \$2,500

Sponsors get a seat at the table during this intimate luncheon for new and prospective member CEOs. During the luncheon, they get to know more about us, 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.



III. TECH SUPPORT

WiFi - \$3,000

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, Twitter feed, 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 - \$2,200

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.

IV. THE PERSONAL TOUCH

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 - \$3,000

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.

Paws for a Break - \$3,000

You can make **mhca** conferences more "pawsitive" by sponsoring a 90 minute afternoon interactive experience with adoptable dogs. Dogs help reduce stress and elevate moods. Plus, a portion of your sponsorship is donated to the animal rescue organization. **mhca** will find the organization and dig through all the details to provide specifics for each venue. The sponsorship fee covers all applica-

ble insurance requirements for this event.

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.

FUN & GAMES

We tend to underestimate the power of play. Play enables cooperative socialization and nourishes trust, empathy, caring, and sharing. Playfulness leads to imagination and inventiveness – which help us think of new solutions to problems.

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

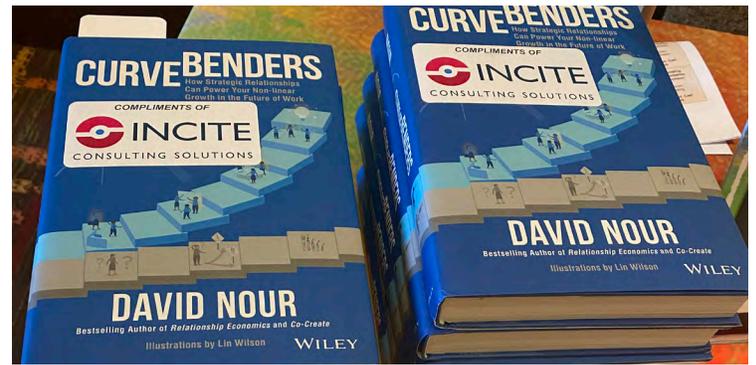
Help attendees take care of business during the conference by providing products and services to meet their immediate needs.

Take Note - \$2,000

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 - \$3,500

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.

V. 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.

Sponsorships

VI. 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.



EYEGLASS CLEANING KIT - \$1,200

This eye glass cleaner kit has everything you need to clean your lenses and maintain your frames. Includes cleaning spray, cleaning cloth and a keychain screwdriver.



SPORT TOWEL - \$800

This 13-1/2" H x 15-1/4" W cotton terry towel has a large imprint area to showcase your brand. Select from 15 color options to best suit your branding needs.



REFILLABLE WATER BOTTLE - \$2,400

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 - \$3,600

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.



18 OZ TRAVEL TUMBLER - \$2,600

These travel mugs are made of double-wall stainless steel with vacuum-insulation keeping drinks hot or cold for longer and features a non-skid foam bottom. The push-on acrylic lid has a thumb-slide closure and tumbler features a rubberized exterior for a softer feel.



RUBIK'S CUBE SPINNER - \$1,800

This Rubik's Cube Spinner is a variation of the traditional Rubik's Cube®, each spinner features rotating panels and a fidget-spinning central panel. When each panel is aligned, the user can spin like a traditional fidget spinner.



STYLISH EXECUTIVE PEN - \$2,800

Bring the refinement of Bettoni® writing instruments to your clients. Gently curved design provides superior writing comfort and upscale appearance for the executive desk. Pen is laser engraved on the cap and comes in a gift package.



Solutions Center

SOLUTIONS TABLETOP - \$4,000 (or 4 for \$15,000)

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.

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:

- ContinuumCloud
- Coviu
- Eleos Health
- Genoa Healthcare
- Genoa Telepsychiatry
- iCentrix Analytics
- Iris Telehealth
- MHRRG
- Motivo
- Negley Associates
- Netsmart
- NextGen Healthcare
- OnCall Health
- Owl Insights
- Pondurance
- Pulse for Good
- Qualifacts
- Secure Telehealth
- 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: Wednesday, 7:00 am - 8:00 am.

Tabletop Hours:

Wednesday 8:00 am - 5:00 pm
Thursday 8:00 am - 3:30 pm

Dismantling: Thursday, 3:30 -5 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.



40th Anniversary!



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 digital copy of the photo and every member CEO will receive a printed commemorative photo with a message from the sponsor.

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!

Ruby Reception and Anniversary Dinner - \$50,000

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



Terms & Conditions

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 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 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 Solutions Center 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. **Vendors agree to refrain from holding their own events during mhca conference hours.**

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. 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.

Participation at mhca Conferences

Our vendors 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

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	WINTER SPRING SUMMER FALL	
ADDITIONAL REGISTRATIONS		@\$2,000	WINTER SPRING SUMMER FALL	
WHITE PAPER DISTRIBUTION PACKAGE		@\$5,000	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	
TOTAL:				

If your request is approved, you will need to:

- Submit your payment via check (mail to: 1876-A Eider Court, Tallahassee, FL 32308) 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 (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: _____

SIGNATURE: _____ DATE: _____