

2016 INVITATION TO SPONSOR/EXHIBIT

About mhca

Mental Health Corporations of America (**mhca**) is a national association of innovative, entrepreneurial organizations identified as leaders in the behavioral healthcare industry. **mhca** provides members with a variety of resources and benefits, including quarterly conferences where they collaborate and learn from each other and are introduced to nationally-recognized leaders in management reform and healthcare delivery.

Benefits of Sponsoring/Exhibiting at mhca Conferences

Our quarterly conferences cater to C-suite executives responsible for identifying potential partnerships and procuring services to meet their organizations' needs for research, technology, insurance, staffing, workforce development, consultants, wrap-around services and more. Sponsors and exhibitors at **mhca** conferences have the opportunity to not only promote their brands so they remain top-of-mind, but also to interact with these key decision makers in a variety of informal settings, enabling them to forge lasting professional relationships. Because each conference is limited to about 10 sponsors and 20 exhibitors, there is less competition for the attention of our attendees, greater vendor visibility and increased potential for generating quality leads.

2016 QUARTERLY CONFERENCE SCHEDULE & SPONSOR/EXHIBITOR APPLICATION DEADLINES

EVENT DATES	LOCATION	PRELIMINARY PROGRAM DEADLINE	APPLICATION DEADLINE
Q2: May 11-13	Indianapolis, Indiana	March 7 – APPLY NOW!	April 7
Q3: August 16-19	Portland, Oregon	June 15	July 14
Q4: November 1-4	Scottsdale, Arizona	August 30	September 29

Sponsors receive:

- Acknowledgement on conference webpage and in preliminary and on-site programs
- Logo with hyperlink and summary of services on vendor showcase page
- Acknowledgement in general sessions
- Logoed signage during sponsored event
- Pre and post conference registration lists
- Sponsorships over \$2,500 include three free conference registrations
- Reception sponsors receive an ad in the **mhca** quarterly newsletter
- Sponsors who are not also exhibitors may provide collateral materials to **mhca** staff for distribution

Exhibitors receive:

- Dedicated exhibit space in high-traffic registration and refreshment area
- Listing on conference webpage and in preliminary and on-site programs
- Logo with hyperlink and summary of services on vendor showcase page
- Pre and post conference registration lists
- Three free conference registrations

Sponsor/Exhibitor Opportunities	Price*
Tuesday Innovation Incubator Pre-Conference Session	\$ 7,000
Tuesday Evening Welcome Reception	\$14,500
Wednesday Continental Breakfast	\$ 4,500
Wednesday Afternoon Refreshment Break	\$ 2,000
Wednesday Orientation Luncheon	\$ 1,500
Wednesday Evening Reception (largest attendance)	\$17,500
Thursday Continental Breakfast	\$ 4,500
Thursday Afternoon Refreshment Break	\$ 1,500
Thursday Evening Reception	\$14,500
May Book Distribution 1 copy of <i>The Idea-Driven Organization</i> with logoed sponsorship sticker provided to each attendee	\$ 5,000
WiFi Connectivity in Conference Area	\$ 1,500
Charging Station	\$ 1,500
Co-logoed Battery Banks (one per attendee)	\$ 7,000
Exhibit Space	\$ 2,400
1/4 Page Conference Program Ad	\$ 2,500
1/8 Page Conference Program Ad	\$ 1,500
Additional Conference Registrations	\$ 1,100
Customized and shared sponsorships also available – call mhca	

*Specialty menus and other items specified by sponsor may result in increased cost.

Sponsor/Exhibitor Terms & Conditions

PART I. SPONSORS & EXHIBITORS

Application Deadlines

Sponsor/exhibitor applications must be received at least 30 days prior to the conference date. In order to be included in the PRELIMINARY program, applications must be received 60 days prior to the conference date.

Payment

Sponsor/exhibitor fees can be paid online by credit card at www.mhca.com/?PaymentCenter or by check. Mail checks payable to **mhca** to Glenda Deal at 1876 Eider Court, Suite A, Tallahassee, FL 32308.

Conference Attendance and Accommodations

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

Participation at mhca Conferences

Our sponsors and exhibitors are invited to attend all sessions and receptions unless otherwise noted in our program. We hope you understand the member-sensitive nature of some committee meetings, board meetings and presentations.

Confirmation

Upon receipt of your application, **mhca** will provide an acknowledgement of your application; however, you will only be given confirmation of your sponsorship/exhibit space upon receipt of your payment for sponsor/exhibitor fees.

PART II. EXHIBITORS

Exhibit Space

Exhibit space is limited and assigned on a first come/first served basis, so you are encouraged to submit your application early. Table-top exhibit space consists of a 6-foot draped table, chairs, a trash can and access to electrical outlets. There is limited floor space, but bannerstands up to 3-foot wide and 1-foot deep can be accommodated. The location of your space will be decided by meeting staff, but all spaces are located in high-traffic registration and refreshment areas.

Display Set Up and Removal

Set up: Wednesday, 7- 8 am. When available, an additional Tuesday evening set-up time will be announced.

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

Exhibit Hours

Wednesday 8:00 am - 5:00 pm

Thursday 8:00 am – 3:30 pm

Staffing of Exhibit Booths

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

Shipping and Storage

Exhibit materials are to be shipped directly to the conference hotel for delivery no more than three days prior to the start of the conference. Shipments received more than three days in advance may incur storage fees. The hotel or **mhca** assumes no liability for the condition of contents of shipped packages. Delivery/removal of shipments to/from booths is the responsibility of the exhibitor. It is exhibitors responsibility to properly mark and identify shipments per

the hotel's shipping policy. Packages shipped out of the hotel must be prepaid, addressed, labeled and ready for mailing. Exhibitor will be responsible for any direct shipping costs or hotel handling fees.

Liability and Insurance

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

Cancellations

Exhibit reservations cancelled prior to 30 days before a contracted conference will forfeit 50% of payment unless that space is resold, in which case only a \$100 service fee will be charged. There will be no refunds for cancellations made less than 30 days prior to conference start dates.

AGREEMENT

By signing the attached Sponsor/Exhibitor Application, the Sponsor/Exhibitor agrees to abide by these Terms & Conditions as well as decisions of the **mhca** management.

2016 Sponsor/Exhibitor Application

This application reserves your sponsorship/exhibit space. You must still complete your online conference registration at www.mhca.com and reserve your room with the hotel. Conference information and online registration is typically posted 60 days prior to each conference.

Contact Person's Name/Title: _____

Company: _____ Website: _____

Address: _____ City/State/Zip: _____

Telephone: _____ E-mail: _____

Enter the dollar amount in the boxes that correspond to the items you wish to purchase for each conference, then total rows and columns.				
	2 nd Quarter	3 rd Quarter	4 th Quarter	TOTAL
Innovation Incubator - \$7,000				
Tues. Evening Reception - \$14,500				
Wed. Continental Breakfast - \$4,500				
Wed. Afternoon Break - \$2,000				
Wed. Orientation Luncheon - \$1,500				
Wed. Evening Reception - \$17,500				
Thurs. Continental Breakfast - \$4,500				
Thurs. Afternoon Break - \$1,500				
Thurs. Evening Reception - \$14,500				
May Book Distribution - \$5,000				
WiFi in Conference Area - \$1,500				
Charging Stations in Conf. Area - \$1,500				
Co-located Battery Banks - \$7,000				
Exhibit Space - \$2,400				
1/4 Page Program Ad - \$2,500				
1/8 Page Program Ad - \$1,500				
Additional Registrations - \$1,100				
CONFERENCE TOTALS:				\$

Please submit this application, along with your logo in a high-resolution vector file (300 dpi or greater, .eps or .pdf preferred) to Glenda Deal at gdeal@mhca.com. Applications may also be submitted via fax to 850-942-0560 or mailed to 1876 Eider Court, Suite A, Tallahassee, FL 32308. Payments may be submitted either online by credit card at www.mhca.com/?PaymentCenter, or by a check payable to **mhca** enclosed with your mailed application.

EXHIBITORS: Please let us know if you have any special audio/visual requirements (check all that apply):

- Hard-wired Internet Access (WiFi is provided)
- LCD Monitor
- Other: _____
- Other: _____

NOTE - Fees for any requested items are payable to **mhca** within 30 days of invoice.

Applicant Authorized Signature: _____ Date _____

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