

# 2017 VENDOR INFORMATION PACKET

## 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 an informational website, electronic and printed newsletters, and quarterly conferences where they collaborate and learn from each other and are introduced to nationally-recognized leaders in management reform and healthcare delivery.

## I. Sponsor & Exhibitor Opportunities

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.

2017 QUARTERLY CONFERENCE SCHEDULE & APPLICATION DEADLINES			
EVENT DATES	LOCATION	PRELIMINARY PROGRAM DEADLINE	APPLICATION DEADLINE
<b>Q1: February 21-24</b>	Clearwater Beach, Florida	November 21, 2017	January 19, 2017
<b>Q2: May 16-19</b>	Cincinnati, Ohio	February 16, 2017	April 13, 2017
<b>Q3: August 8-11</b>	Denver, Colorado	May 8, 2017	July 6, 2017
<b>Q4: Oct. 24-27</b>	Scottsdale, Arizona	July 24, 2017	September 28, 2017

### 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 two 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
- Two free conference registrations

Sponsor/Exhibitor Opportunities	Price*
Tuesday Innovation Incubator Pre-Conference Session	\$ 7,000
Tuesday Evening Welcome Reception	<b>SOLD OUT!</b> \$14,500
Wednesday Continental Breakfast	\$ 4,500
Wednesday Afternoon Refreshment Break	\$ 2,500
Wednesday Orientation Luncheon	<b>SOLD OUT!</b> \$ 1,500
Wednesday Evening Reception (largest attendance)	<b>SOLD OUT!</b> \$17,500
Thursday Continental Breakfast	\$ 4,500
Thursday Afternoon Refreshment Break	\$ 2,500
Thursday Evening Reception	\$14,500
February Book Distribution - <i>Co-Create</i> by David N...	<b>SOLD OUT!</b> \$ 6,000
WiFi Connectivity in Conference Area	<b>SOLD OUT!</b> \$ 1,500
Conference APP	<b>SOLD OUT!</b> \$ 1,500
Charging Station	<b>SOLD OUT!</b> \$ 1,500
<b>Exhibit Space</b>	<b>\$ 2,600</b>
Additional Conference Registrations	\$ 1,200
<b>Customized and shared sponsorships also available – call mhca</b>	

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

Questions? Contact Glenda Deal, Director of Conference Services & Office Manager, at 850-942-4900 or [gdeal@mhca.com](mailto:gdeal@mhca.com).

## *Sponsor/Exhibitor Terms & Conditions*

### **PART A. 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 90 days prior to the conference date.

#### **Payment**

Sponsor/exhibitor fees can be paid online by credit card at [www.mhca.com/?PaymentCenter](http://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](http://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 agenda, visit [www.mhca.com](http://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**

**mhca** will provide an acknowledgement of your application upon receipt; however, unless other arrangements are made, you will only be given confirmation of your sponsorship/exhibit space once payment has been received. **mhca** reserves the right to refuse sponsorships and exhibits.

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### **PART B. 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](http://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.

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# 2017 Sponsorship/Exhibit Order Form

This form reserves your sponsorship/exhibit space. You must still complete your online conference registration at [www.mhca.com](http://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, then total rows and columns.					
	Winter	Spring	Summer	Fall	TOTAL
Innovation Incubator - \$7,000					
Tues. Evening Reception - \$14,500	SOLD	SOLD	SOLD	SOLD	
Wed. Continental Breakfast - \$4,500					
Wed. Afternoon Break - \$2,500	SOLD				
Wed. Orientation Luncheon - \$1,500	SOLD	SOLD	SOLD	SOLD	
Wed. Evening Reception - \$17,500	SOLD	SOLD	SOLD	SOLD	
Thurs. Continental Breakfast - \$4,500					
Thurs. Afternoon Break - \$2,500	SOLD				
Thurs. Evening Reception - \$14,500	SOLD				
Feb. Book Distribution - \$6,000	SOLD				
WiFi in Conference Area - \$1,500	SOLD	SOLD	SOLD	SOLD	
Conference APP - \$1,500	SOLD	SOLD	SOLD	SOLD	
Charging Stations in Conf. Area - \$1,500	SOLD				
Exhibit Space - \$2,600					
Additional Registrations - \$1,200					
<b>CONFERENCE TOTALS:</b>					\$

Please submit this form, along with your logo in a high-resolution vector file (300 dpi or greater, .eps or .pdf preferred) and a brief description of your services (50 words or less) to Glenda Deal at [gdeal@mhca.com](mailto:gdeal@mhca.com). Forms 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](http://www.mhca.com/?PaymentCenter), or by a check payable to **mhca** enclosed with your hard-copy 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.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ 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.

## II. Advertiser Opportunities

Advertising in **mhca** publications is a great way to reach members. Contact Lonnie Parizek at 850-942-4900 to discuss how **mhca** can help you achieve your marketing goals.

### Quarterly Newsletter

Our association's quarterly newsletter, the **mhca report**, promotes **mhca** members and their accomplishments and provides information on **mhca** events and initiatives. Approximately 250 copies of the **mhca report** are printed for distribution to members and associates of **mhca**, and we also make a PDF version available online at [www.mhca.com](http://www.mhca.com). The **mhca report** is typically 8-12 pages and ad space is limited to no more than 3 pages of total space per issue. **mhca** reserves the right to decline advertising.

### Conference Program Ads & Inserts

At our association's quarterly conference, we provide attendees with a printed conference program that they typically carry with them throughout the conference and refer to several times each day. We print and distribute approximately 175 copies of the 8-12 page programs for each conference, and ad space is limited to no more than 3 pages of total space. As an added bonus, vendors who purchase a program insert or half-page ad will also receive one 250-character push notification via the conference app, and those who purchase full-page ads receive two 250-word push notifications via the conference app. **mhca** reserves the right to decline advertising.

### Monthly E-Newsletter

Our Monthly Minute email newsletter is distributed to a list of approximately 1,100 **mhca** members, prospective member CEOs, and partners. These emails are typically distributed between 6 am and 10 am EST on the 4<sup>th</sup> Monday of each month. Content consists of just one article (400-600 words) on a timely topic relevant to behavioral health CEOs and links to additional information about the topic and/or relevant **mhca** webpages.

Our open rates range from 18% to 45%, with an average open rate of 27% - exceeding the industry average of 21%; and our click rates range from 2.8% to 13%, with an average click rate of 5.5% - more than double the industry average of 2.2%.

Now that our audience is established, we will accept one advertisement per issue, which will be located below the article. This ad can include images and/or text and can be linked to online content of the vendor's choosing. We will accept only one advertisement per quarter from any given vendor. Vendors may also provide a guest article on a topic of interest to our members (limited to 600 words and subject to **mhca** approval) along with their advertisement for an additional fee. Guest articles will be limited to once a quarter, and **mhca** will only publish one guest article per year from any given vendor.

### Advertiser Terms & Conditions

#### Artwork

Artwork is the responsibility of the advertiser and must conform to the dimensions specified in the order form. For printed publications, please provide artwork in high-resolution PDF files designed in CMYK color mode with images at 300dpi and type at 10pt or higher. For electronic publications, please provide artwork in a PNG or JPG file no larger than 1MB and designed in RGB color mode. Submit artwork to Lonnie Parizek at [lparizek@mhca.com](mailto:lparizek@mhca.com).

#### Submission Deadlines

PUBLICATION	DEADLINES
Quarterly Newsletter	Winter Issue - Feb 15, Spring Issue - May 15, Summer Issue - Aug. 15, Fall Issue - Nov. 15
Conference Program	Winter - Jan. 15, Spring - Apr. 15, Summer - July 15, Fall - Oct. 15
Monthly E-newsletter	1 <sup>st</sup> day of preceding month (February ads due Jan. 1, and so forth)

**Updated April 1, 2017**

**Payments & Cancelations**

Full payment is due at the time of artwork submission and can be paid online by credit card at [www.mhca.com/?PaymentCenter](http://www.mhca.com/?PaymentCenter) or by check. Mail checks, payable to **mhca**, to Lonnie Parizek at 1876 Eider Court, Suite A, Tallahassee, FL 32308. **Ads cancelled within 30 days of publication forfeit payment unless the space is resold.**

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# 2017 Advertising Order From

This form reserves your advertising space. You must still submit your artwork and payment.

Contact Person's Name/Title: \_\_\_\_\_

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

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

PRINT PUBLICATIONS					
	Winter	Spring	Summer	Fall	TOTAL
<b>Quarterly mhca Report Newsletter Ads:</b>					
• 1/4 Page (3.625" x 4.875") - \$250					
• 1/2 Page (7.5" x 4.875") - \$400					
• Full Page (7.5" x 10") - \$750					
<b>Conference Program Ads &amp; Inserts:</b>					
• 1/4 Page Ad (4" x 5") - \$1,500					
• 1/2 Page Ad (8" x 5") - \$2,000					
• Full Page Ad (8" x 10.5") - \$2,500					
• Back Cover Ad (8" x 10.5") - \$3,000					
• Full-page Insert (8.5" x 11") - \$1,750					

ELECTRONIC PUBLICATION													
Monthly Minute E-newsletter:	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	TOTAL
• Ad Only (1024 px x 387 px) - \$500													
• Article (400-600 words) & Ad - \$750													
<b>Advertising Grand Total: \$</b>													

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ 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.