

MHCA

Missouri Health Care Association

2018
Marketing &
Sponsorship
Guide

Packages and
A la Carte
Opportunities

Invitation to Sponsor

MHCA 2018 Marketing & Sponsorship Guide

MHCA is excited to announce our 2018 Marketing and Sponsorship Guide. You, our MHCA Business Partners, have requested and we have delivered by creating sponsorship packages detailing all upcoming events for the year to allow you to select the options that work best for you and your budget. Your sponsorship at our MHCA events not only helps us present outstanding events at a reasonable cost to our members, but also shows your support of MHCA's efforts to provide the best services and education to our Missouri facilities. These sponsorship packages offer various opportunities of exposure for your company throughout the year, not just at a single event!

Reasons to be a 2018 MHCA Package Sponsor:

- Missouri Health Care Association is Missouri's largest long term care trade association representing over 300 licensed proprietary and not-for-profit skilled nursing, assisted living, and residential care facilities.
- Increase your company's visibility! As a package sponsor your company logo, a link to your company website and signage is provided throughout the year, increasing Facility Member awareness of your support of the Association.
- Booth preference at our Annual Convention, which is the leading long term care show in Missouri with over 1,200 attendees.

To choose the best fit for your company, decide which of the options below match your marketing goals:

1. Choose from the pre-selected Platinum, Gold, Silver or Bronze Sponsorship Packages detailed on the following pages.
2. Pick and choose a la carte opportunities that best fit your marketing and budget goals.

We are also happy to customize sponsorships. Please contact Michelle Walters, Director of Education, Meetings & Events at michelle@mohealthcare.com or 573-893-2060 if you have questions regarding any of our sponsorship packages and opportunities.

2018 Platinum Sponsorship Package

Platinum Sponsorship - \$15,000

BENEFITS:

- Invite and introduction to the MHCA Board of Directors at two special MHCA Board Meetings
- Full color company logo and link on MHCA's website for the 2017-2018 Fiscal Year
- 2017-2018 Business Partner membership dues included for renewing members
- Full page color ad in online membership directory
- Recognition in weekly education update emails
- Recognition in monthly eNewsletter, "The Missouri LTC Minute"
- Platinum recognition shown on all signage and marketing materials for sponsored events
- Owner's Conference Reception at Convention
(4 guests with option to purchase 2 additional)
- Complimentary exhibit booths (2) and registration to MHCA's 2018 Convention & Trade Show
- Floor cling acknowledgement at convention
- Full page color ad in convention program and registration brochure
- Recognition at Opening General and Awards Ceremony at 2018 Convention
- Marketing material can be displayed at 2018 Mid-Year Conference
(if sponsorship confirmed by Feb. 15, 2018)
- Full page color ad in 2018 Mid-Year Conference program
(if sponsorship confirmed by Feb. 15, 2018)
- 4 complimentary registrations to the 2018 Mid-Year Conference
- Sponsor ribbons for representatives attending MHCA events
- Plus \$3,000 in a la carte sponsorship opportunities

2018 Gold Sponsorship Package

Gold Sponsorship - \$10,000

BENEFITS:

- Invite and introduction to the MHCA Board of Directors at a special MHCA Board Meeting
- Full color company logo and link on MHCA's website for the 2017-2018 Fiscal Year
- 2017-2018 Business Partner membership dues included for renewing members
- Full page color ad in online membership directory
- Recognition in weekly education update emails
- Recognition in monthly eNewsletter, "The Missouri LTC Minute"
- Gold recognition shown on all signage and marketing materials for sponsored events
- Owner's Conference Reception at Convention
(3 guests with option to purchase 1 additional)
- Complimentary exhibit booths (2) and registration to MHCA's 2018 Convention & Trade Show
- Floor cling acknowledgement at convention
- Full page color ad in convention program and registration brochure
- Recognition at Opening General and Awards Ceremony at 2018 Convention
- Marketing material can be displayed at 2018 Mid-Year Conference
(if sponsorship confirmed by Feb. 15, 2018)
- Full page color ad in 2018 Mid-Year Conference program
(if sponsorship confirmed by Feb. 15, 2018)
- 3 complimentary registrations to the 2018 Mid-Year Conference
- Sponsor ribbons for representatives attending MHCA events
- Plus \$2,000 in a la carte sponsorship opportunities

2018 Silver Sponsorship Package

Silver Sponsorship - \$7,500

BENEFITS:

- Full color company logo and link on MHCA's website for the 2017-2018 Fiscal Year
- ½ page color ad in online membership directory
- Recognition in weekly education update emails
- Recognition in monthly eNewsletter, "The Missouri LTC Minute"
- Silver recognition shown on all signage and marketing material for sponsored events
- Owner's Conference Reception at 2018 Convention
(2 guests with option to purchase 1 additional)
- Complimentary exhibit booth and registration for 2018 MHCA Annual Convention
- ½ page color ad in convention program
- 2 complimentary registrations to the 2018 Mid-Year Conference
- Marketing material can be displayed at 2018 Mid-Year Conference
(if sponsorship confirmed by Feb. 15, 2018)
- Sponsor ribbons for all representatives attending MHCA events
- Plus \$1,000 in a la carte sponsorship opportunities

2018 Bronze Sponsorship Package

Bronze Sponsorship - \$4,500

BENEFITS:

- Recognition in weekly education update emails
- Recognition in monthly eNewsletter, "The Missouri LTC Minute"
- Bronze recognition shown on all signage and marketing material for sponsored events
- Owner's Conference Reception at the 2018 Convention (*1 guest*)
- Complimentary exhibit booth & registration for MHCA Annual Convention
- ½ page color ad in convention program
- 1 complimentary registration to the 2018 Mid-Year Conference
- Marketing material can be displayed at Mid-Year Conference (*if sponsorship confirmed by Feb. 15, 2018*)
- Sponsor ribbons for all representatives attending MHCA events
- Plus \$500 in a la carte sponsorship opportunities

2018 Annual Convention & Trade Show

Platinum, Gold, Silver and Bronze Sponsors will take precedence and receive priority a la carte choice. All others will be on a first come, first served basis.

Convention A la Carte Sponsorships

Date & Location: Aug. 26-29, 2018; Branson Convention Center

Approximate Attendance: 1,200 (*All Sponsors receive a pre and post-attendee list for self marketing*)

Attendees: Owners, Corporate Staff, CEOs, Administrators, Housing Managers, Directors of Nursing and other Management/Department Heads

Convention a la carte sponsors will receive company name recognition on the MHCA website sponsorship page.

Keynote Sessions - \$3,000

- Signage provided at event with your company logo
- Introduces Keynote Speaker

Opening General Continental Breakfast - \$3,000

- Signage provided at event with company logo
- Company representative gives opening remarks

WiFi - \$3,000

- Signage provided at event with company logo
- Company name is the username and password

Afternoon Cookie Break - \$1,500 (*3 available*)

- Signage provided at event with company logo

Window Clings - \$1,500

- Company artwork placed on windows throughout Convention Center

Hotel Key Cards - \$1,500

- Company artwork on hotel key cards given to guests staying at main hotel

Lanyards - \$1,500

- Company logo on lanyards provided to all attendees

Beverage Break - \$1,000 (*9 available*)

- Signage provided at event with company logo

2018 Annual Convention & Trade Show

Platinum, Gold, Silver and Bronze Sponsors will take precedence and receive priority a la carte choice. All others will be on a first come, first served basis.

Convention A la Carte Sponsorships *continued*

Elevator Clings - \$1,000 (6 available—3 on lobby level & 3 on convention center level)

- Company artwork placed on hotel elevators

Water Cooler Sponsors - \$500 (3 available)

- Company artwork placed on water coolers throughout convention hotels

Session Sponsor - \$500

- Company introduced as a sponsor
- Company representative introduces speaker for the session

Additional Owner's Conference Reception Guest - \$100

- Only available for Platinum, Gold and Silver Sponsors

Ms. Nursing Home Pageant Entertainment - \$1,400

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Contestant Breakfast Buffet - \$1,000

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Flowers - \$1,000

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Decorations - \$1,000

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Videographer - \$1,000

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Photographer - \$800

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Crowning (*crowns/sashes/wrist corsages*) - \$700

- Signage provided at event and in pageant program

Ms. Nursing Home Pageant Contestant Gifts - \$500

- Signage provided at event and in pageant program

2018 Mid-Year Conference & Lobby Day

Platinum, Gold, Silver and Bronze Sponsors will take precedence and receive priority a la carte choice. All others will be on a first come, first served basis.

Mid-Year Conference A la Carte Sponsorships

*Mid-Year Conference Sponsorships must be confirmed by **February 15, 2018.***

Date & Location: March 6-7, 2018; Capitol Plaza Hotel

Approximate Attendance: 300 (*All Sponsors receive a pre- and post-attendee list for self marketing*)

Attendees: Owners, Corporate Staff, CEOs, Administrators, Housing Managers, Directors of Nursing and other Management/Department Heads

Lobby Day Luncheon Sponsor - \$2,000 (*4 available*)

- Company listed as presenting sponsor on website sponsorship page
- Opportunity to place company material (one page) on MHCA registration table
- Signage with company logo provided at event
- Logo displayed in pre and post e-mail promotions
- 2 complimentary Mid-Year Conference registrations

Breakfast Sponsor - \$1,000 (*4 available*)

- Company listed as presenting sponsor on website sponsorship page
- Opportunity to place material (one page) on MHCA registration table
- Logo displayed in pre and post e-mail promotions
- Signage with your company logo provided at event
- 1 complimentary Mid-Year Conference registration

2018 District Sponsorships

Platinum, Gold, Silver and Bronze Sponsors will take precedence and receive priority a la carte choice. All others will be on a first come, first served basis.

District sponsorships support district events such as Golden Age Games, Ms. Nursing Home Pageant, Holiday Parties, etc. Cost listed is per district.

District Platinum Sponsor - \$1,000 per district (*select district(s) on contract insert*)

District 1-Kansas City (*West Central*)

District 5-Cape Girardeau (*Southeast*)

District 2-St. Joseph (*Northwest*)

District 6-Hannibal (*Northeast*)

District 3-St. Louis (*East Central*)

District 7-Jefferson City (*Central*)

District 4-Springfield (*Southwest*)

District Gold Sponsor - \$500 per district (*select district(s) on contract insert*)

District 1-Kansas City (*West Central*)

District 5-Cape Girardeau (*Southeast*)

District 2-St. Joseph (*Northwest*)

District 6-Hannibal (*Northeast*)

District 3-St. Louis (*East Central*)

District 7-Jefferson City (*Central*)

District 4-Springfield (*Southwest*)

District Silver Sponsor - \$250 per district (*select district(s) on contract insert*)

District 1-Kansas City (*West Central*)

District 5-Cape Girardeau (*Southeast*)

District 2-St. Joseph (*Northwest*)

District 6-Hannibal (*Northeast*)

District 3-St. Louis (*East Central*)

District 7-Jefferson City (*Central*)

District 4-Springfield (*Southwest*)

District Bronze Sponsor - \$100 per district (*select district(s) on contract insert*)

District 1-Kansas City (*West Central*)

District 5-Cape Girardeau (*Southeast*)

District 2-St. Joseph (*Northwest*)

District 6-Hannibal (*Northeast*)

District 3-St. Louis (*East Central*)

District 7-Jefferson City (*Central*)

District 4-Springfield (*Southwest*)

2018 Advertising Opportunities

*If purchasing a Platinum, Gold, Silver or Bronze package sponsorship, please review your advertising benefits before choosing additional advertising opportunities.
The specifications for advertising can be found below.*

Online Membership Directory Advertising - Members Only

Ads must be submitted in color, in .pdf, .jpg, .eps, .png, or .gif formats and submitted electronically to teresa@mohealthcare.com. Half page ads should be 6" wide x 4.5" tall. Full page ads should be 6" wide x 9" tall. Ads will be placed based on sponsorship levels and order in which received.

- Inside front cover full page (1) - \$400
- Inside back cover full page (1) - \$400
- Section divider full page (6 available) - \$300
- Full page ad - \$200
- Half page ad - \$100

Website Advertising - Members Only

Ad sizes will depend on number of ads received. Each advertiser will be contacted with measurements individually. No flash or rotating images are accepted. Must be submitted in .jpg format and sent electronically to teresa@mohealthcare.com. If you would like MHCA to create your ad, there is an additional \$50 fee.

- 3 Months - \$120 *Choose Start on contract insert*
- 6 Months - \$200 *Choose Start on contract insert*
- 9 Months - \$280 *Choose Start on contract insert*
- 12 Months - \$360 *Choose Start on contract insert*

Convention Advertising

Ads must be submitted in color, in .pdf, .jpg, .eps, .png, or .gif formats and submitted electronically to teresa@mohealthcare.com. Half page ads should be 4.5" wide x 3.75" tall. Full page ads should be 4.5" wide x 7.5" tall. Ads will be placed based on sponsorship levels and order in which received.

MHCA Members

Half page - \$200

Full page - \$300

Inside Back Cover (*1 available*) - \$350

Back Cover (*1 available*) - \$400

Non-Member

Half Page - \$400

Full page - \$500

Sponsor / Advertiser Agreement

COMPANY INFORMATION:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Website Address: _____

SPONSORSHIP / ADVERTISER CONTACT:

Name: _____ Title: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____

E-mail: _____

Please Indicate Your Package Sponsorship Below:

- | | |
|--|--|
| <input type="checkbox"/> Platinum - \$15,000
• Choose \$3,000 in a la carte options | <input type="checkbox"/> Gold - \$10,000
• Choose \$2,000 in a la carte options |
| <input type="checkbox"/> Silver - \$7,500
• Choose \$1,000 in a la carte options | <input type="checkbox"/> Bronze - \$4,500
• Choose \$500 in a la carte options |

Please Indicate Your Annual Convention & Trade Show A La Carte Sponsorships Below:

- | | |
|--|---|
| <input type="checkbox"/> Keynote Sessions - \$3,000 | <input type="checkbox"/> Afternoon Cookie Break - \$1,500 (3 available) |
| <input type="checkbox"/> Opening General Continental Breakfast - \$3,000 | <input type="checkbox"/> Hotel Key Cards - \$1,500 |
| <input type="checkbox"/> Wi-Fi - \$3,000 | <input type="checkbox"/> Beverage Break - \$1,000 (9 available) |
| <input type="checkbox"/> Lanyards - \$1,500 | <input type="checkbox"/> Elevator Clings - \$1,000 (6 available) |
| <input type="checkbox"/> Window Clings - \$1,500 | <input type="checkbox"/> Additional Owner's Conference Guest - \$100 |
| <input type="checkbox"/> Water Cooler Sponsors - \$500 (3 available) | <input type="checkbox"/> Session Sponsorship - \$500 |
| <input type="checkbox"/> Nursing Home Pageant Entertainment - \$1,400 | <input type="checkbox"/> Nursing Home Pageant Breakfast - \$1,000 |
| <input type="checkbox"/> Nursing Home Pageant Flowers - \$1,000 | <input type="checkbox"/> Nursing Home Pageant Decorations - \$1,000 |
| <input type="checkbox"/> Nursing Home Pageant Videographer - \$1,000 | <input type="checkbox"/> Nursing Home Pageant Photographer - \$800 |
| <input type="checkbox"/> Nursing Home Pageant Crowning - \$700 | <input type="checkbox"/> Nursing Home Pageant Contestant Gifts - \$500 |

Please Indicate Your Mid-Year Conference & MHCA Lobby Day A La Carte Sponsorship Below:

- | | |
|---|--|
| <input type="checkbox"/> Lobby Day Luncheon Sponsor - \$2,000 (4 available) | <input type="checkbox"/> Breakfast Sponsor - \$1,000 (4 available) |
|---|--|

(Continued on reverse side)

Please Indicate Your District Sponsorship Below:

District Platinum Sponsor - \$1,000 per district (select which district(s) to sponsor)

- District 1 District 2 District 3 District 4 District 5 District 6 District 7

District Gold Sponsor - \$500 per district (select which district(s) to sponsor)

- District 1 District 2 District 3 District 4 District 5 District 6 District 7

District Silver Sponsor - \$250 per district (select which district(s) to sponsor)

- District 1 District 2 District 3 District 4 District 5 District 6 District 7

District Bronze Sponsor - \$100 per district (select which district(s) to sponsor)

- District 1 District 2 District 3 District 4 District 5 District 6 District 7

Please Indicate Your Advertising Selections Below:

Online Membership Directory Advertising - Members Only

- Inside front cover full page (1 available) - \$400 Inside back cover full page (1 available) - \$400
 Section divider full page (6 available) - \$300 Full page ad - \$200 Half page ad - \$100

Website Advertising - Members Only

- 3 Months - \$120 Start Date _____
 6 Months - \$200 Start Date _____
 9 Months - \$280 Start Date _____
 12 Months - \$360 Start Date _____

Convention Advertising in Schedule of Events Book

- | _____ MHCA Member _____ | | _____ Non-Member _____ |
|--|--|--|
| <input type="checkbox"/> Half page - \$200 | <input type="checkbox"/> Inside Back Cover (1 available) - \$350 | <input type="checkbox"/> Half Page - \$400 |
| <input type="checkbox"/> Full page - \$300 | <input type="checkbox"/> Back Cover (1 available) - \$400 | <input type="checkbox"/> Full page - \$500 |

Payment Method

- Check Enclosed American Express - Please note a 3.5% service charge will apply MasterCard Visa

Amount Authorized to charge at time of Contract: \$ _____

Card Number: _____ Exp. Date: ____ / ____

Security Code: _____ Name on Card: _____

Authorized Signature: _____

Agreement

I understand that if authorizing a credit card for payment, "Amt. Authorized to charge at time of Contract" will be amount charged at time contract is accepted and **that any remaining balance due will be charged to said credit card on the due date of final payment** based upon the package and/or a la carte options selected.

Signature: _____

Title: _____ Date: _____

Return this completed form to Michelle Walters, Director of Education & Events

236 Metro Dr., Jefferson City, MO 65109

Fax: 573-893-5248 | Email: michelle@mohealthcare.com

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