

Winter Conference
Clearwater Beach, Florida
February 28 - March 2, 2023



Spring Conference
Nashville, Tennessee
May 9-11, 2023

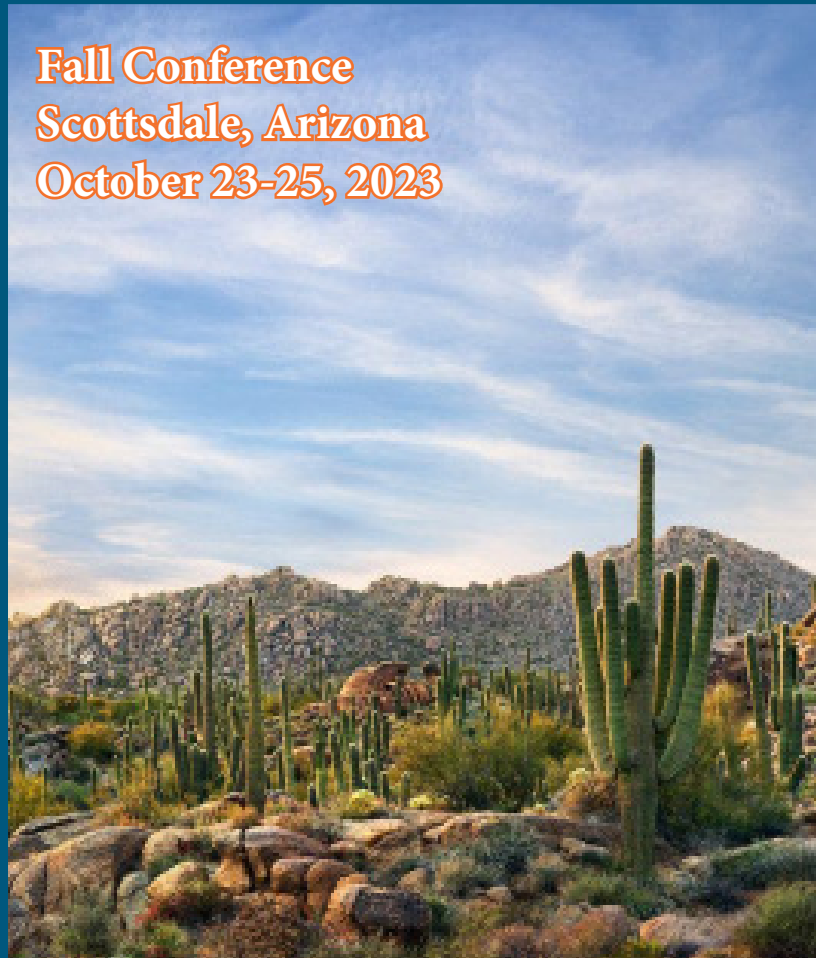


Exhibitor & Sponsor Prospectus

Summer Conference
Kansas City, Missouri
August 22-24, 2023



Fall Conference
Scottsdale, Arizona
October 23-25, 2023



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 exhibitor 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: \$4 - \$400 million with an average of about \$50 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.

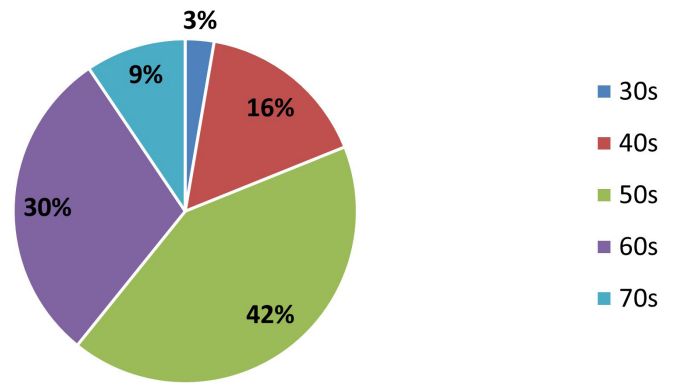
Years as Members: 1-37 years with an average of 15 years.

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.

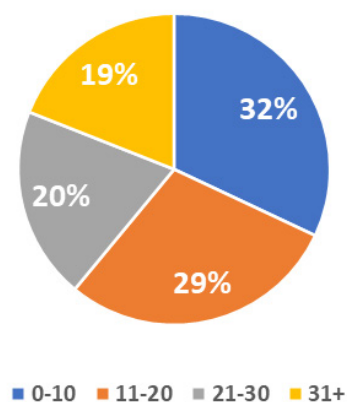
AGE DISTRIBUTION



GENDER



YEARS EXPERIENCE





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.

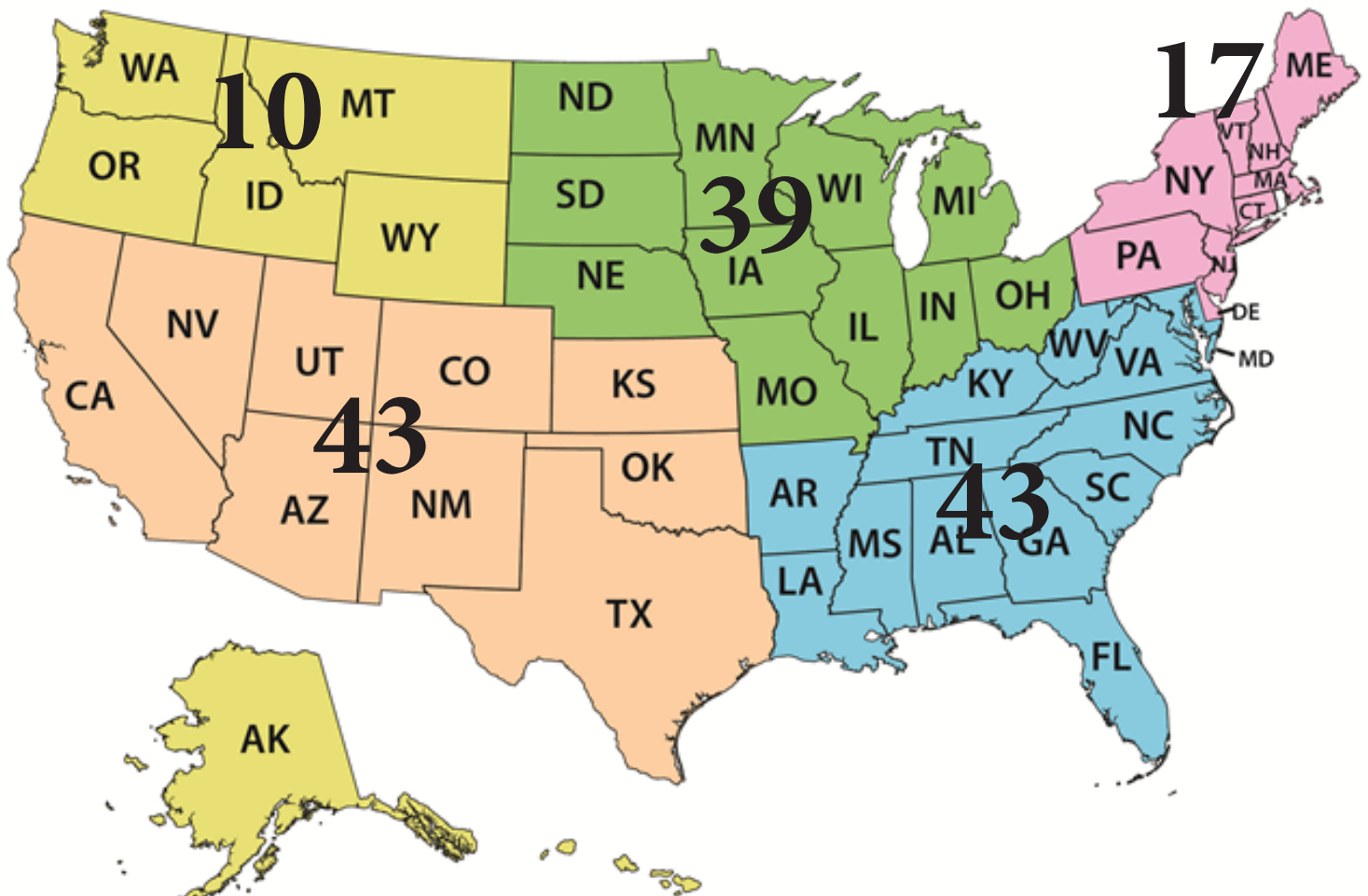
Who attends mhca conferences?

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 152 members in 34 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 exhibit space
- 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 - \$18,000

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.

Wednesday Reception - \$20,000

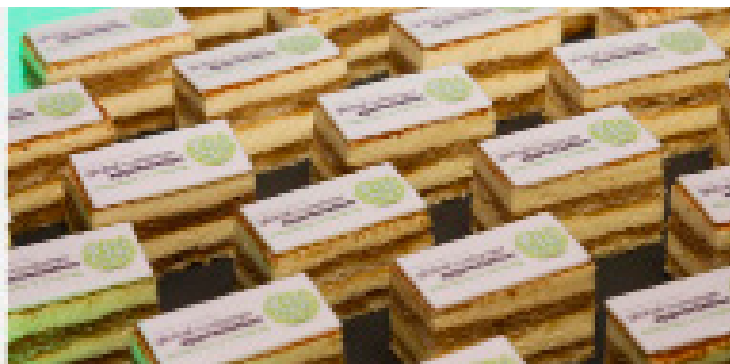
Tap into the excitement of our mid-conference reception, which typically boasts the best attendance.

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 - \$5,000

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.

SOLD OUT!

Leadership Incubator \$5,000

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.

SOLD OUT!

Peer & Leadership Networking Lunches - \$3,500

Lunch sponsors may deliver a 3-minute welcome to attendees and will also receive two seats at the networking lunch.

Campfire Chats - \$TBD

NEW!

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 - \$4,000

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 - \$4,000

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 - \$3,000

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 ROOM DROP

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 room drop for all sponsors and exhibitors participating in the conference. If you would like to participate in this opportunity, please contact us about sponsoring one of the following items for the room drop goodie bags. The item costs listed include personalization with your 1-color logo as well as shipping and handling.

SUNGLASSES - \$500

Imprinted sunglasses keep your brand in the best light! Durable, shatter-resistant frames and lenses provide more impressions for your brand. UV400 lenses provide 100% UVA and UVB protection. One size fits most adults.



LUGGAGE TAGS - \$675

Classic-looking soft faux leather luggage tag secures closed with elastic strap to conceal personal information on the included ID card. Elastic loop strap secures easily to a suitcase, backpack, or computer bag. A debossed imprint displays branding with an elegant style - a great gift for frequent traveling clients!



SUNSCREEN - \$2,600

This moisturizing sunscreen formula is hypoallergenic, reef friendly, oxybenzone and octinoxate free, cruelty free, vegan, paraben, gluten and PABA free! SPF 50 lotion is water-resistant up to 80 minutes.



SPORT TOWEL - \$650

This 10 oz 100% cotton towel. Absorbent terrycloth texture will result in a print that has a fashionable distressed look. This is not a printing defect but a feature of this towel. Artwork with fine lines is not recommended.

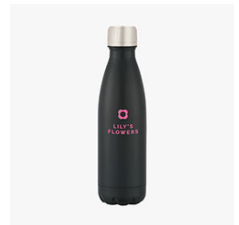
LIP BALM & MINTS COMBO - \$650

Unique dispenser features a flip-top mint carrier on one side and a lip balm secured on the other. Customize with your choice of mint flavors and lip balm flavors. Your imprint pops in full color, included in the price. Patented dispenser is perfect for pockets or purses.



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. BPA free.



WIRELESS EAR BUDS - \$3,000

The earbuds feature Bluetooth 5.0, Auto-Pairing, and Auto Power-On. Equipped with built-in music controls and dual microphones for hands-free operation. The case doubles as a powerbank for your earbuds and can be charged with the included Micro USB Cable.



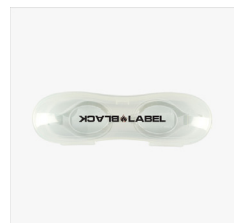
TRAVEL PILL-A-DAY - \$1,600

Features seven removable cases, each with four compartments labeled "Morn, Noon, Eve, and Bed." Each compartment is a different color and represents a different day of the week. Perfect for pharmacies!



ADULT SWIM GOGGLES - \$1,200

Adjustable silicone swimming goggles feature UV and anti-fog lenses for vision clarity while swimming or doing other water sports. Includes a plastic travel case.



If you have other branded items on hand, call us to see if they are appropriate to include.

Solutions Showcase

EXHIBIT TABLE - \$4,000 (or 4 for \$15,000)

An exhibit table 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. Exhibit fee includes three conference registrations for vendor representatives. If you commit to exhibit at four consecutive conference, your invoice will reflect a \$1,000 discount. If exhibitors 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.

ADDITIONAL REGISTRATIONS - \$2,000

If exhibitors would like to bring additional representatives, they may do so at a cost of \$2,000 per person.

EXHIBITOR PROFILE

mhca conferences are typically limited to no more than 20 exhibitors and all exhibit tables are located in high-traffic registration and refreshment areas for maximum exposure. Exhibitors represent pharmaceutical, diagnostic, health information technology, insurance, banking, M & A consulting, accreditation and professional development providers.

Recent exhibitors have included:

- Afia
- Blaze Advisors
- ContinuumCloud
- Coviu
- Eleos Health
- Genoa Healthcare
- Genoa Telepsychiatry
- iCentrix Analytics
- Iris Telehealth
- MHRRG
- Motivo
- Negley Associates
- Netsmart
- NextGen Healthcare
- OnCall Health
- Owl Insights
- Qualifacts
- Secure Telehealth
- Streamline Healthcare Solutions
- The Meyers Group
- Zmark Health

SPACE ASSIGNMENT

Exhibit space is limited and will be assigned as applications are received, so you are encouraged to submit your application early. Sponsors are given premium exhibit placement, but all spaces are located in high-traffic registration and refreshment areas.



EXHIBITOR SCHEDULE

Exhibit Set Up: Wednesday, 7:00 am - 8:00 am.

Exhibit Hours:

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

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

EXHIBITOR BENEFITS

In addition to dedicated exhibit space and conference registrations, exhibitors 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 our **Connect4** game - up to four exhibitors can be listed on the game card by providing a prize valued at \$50 or more.

NEW!

SOLUTION SHOWCASE PRESENTATIONS - \$500

Exhibitors may submit proposals for 15-minute presentations to be delivered on Thursday afternoons as part of a showcase. The presentations should be focused on identifying a specific concern/challenge facing **mhca** members and how their products or services address the issue or solve the problem for members. Submit proposals to dshreve@mhca.com well in advance.

Advertising

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.

MONTHLY E-NEWSLETTER

Our Monthly Minute email newsletter is distributed to a list of approximately 1,200 **mhca** members, prospective member CEOs, and partners. These emails are typically distributed between 6 am and 10 am EST on the 4th Tuesday of each month. Content consists of just one article (approximately 600 words) on a timely topic relevant to behavioral health CEOs and links to additional information about the topic and/or relevant **mhca** web pages.

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%.

We will only 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.

Electronic Publication Dates

The Monthly Minute is typically published on the fourth Tuesday of each month and ads are due 30 days in advance.

Electronic Ad Specs & Price

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.

Electronic ad (650 px x 250 px) - \$1,000

NEW!

WHITE PAPER DISTRIBUTION PACKAGE - \$5,000

Publishing white papers is a great way to help prospective clients see you as an industry thought leader who has relevant solutions to the challenges they are facing. If you'd like help developing and distributing a white paper targeted to behavioral healthcare leaders, there is no better partner than **mhca**!

We can help you identify issues that are top-of-mind in the industry, survey an engaged group of about 1,000 c-suite leaders to inform your content, and then distribute your white paper to our members and other industry leaders via:

- A direct link to the paper from our homepage that will be accessible to anyone for 1 quarter, then the paper will remain accessible to **mhca** members only in our online resource library
- A press release to relevant media outlets
- An email sent to all **mhca** members and staff
- 2 social media posts to **mhca**'s LinkedIn, Twitter and Facebook accounts

For more information, please contact Lonnie Parizek at lparizek@mhca.com.



Terms & Conditions

Application Deadlines

Sponsor/exhibitor applications must be received at least 30 days prior to the conference date. Advertising must be received by due dates for each publication/issue.

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/exhibit/advertising reservation once payment has been received. **mhca** reserves the right to refuse sponsorships, exhibits and advertisements.

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 exhibit reservations canceled prior to 30 days before a contracted conference will forfeit 50% of payment unless the sponsorship/exhibit 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.

Advertisements canceled prior to 30 days before publication will forfeit 50% of payment unless the advertising space is resold, in which case a 20% service fee will be charged.

Exhibitor 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 exhibit 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.

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

Neither **mhca** nor hotel assumes any 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 of 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.

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 agenda, visit www.mhca.com.

Participation at mhca Conferences

Our sponsors and exhibitors 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/exhibit/advertising space. If the sponsorship/exhibit/advertising 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	
EXHIBIT SPACE		@\$4,000	WINTER SPRING SUMMER FALL	
ADDITIONAL REGISTRATIONS		@\$2,000	WINTER SPRING SUMMER FALL	
E-NEWS AD	650px X 250px	@\$1,000	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	
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 an exhibitor 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: _____