



MNCM 2021 Annual Conference and Pre-Conference Mental Health Summit

PRE-CONFERENCE MENTAL HEALTH SUMMIT
Wednesday, February 17, 2021 | 12:45 p.m.

2021 ANNUAL CONFERENCE
Thursday, February 18, 2021 | 10 a.m.

Visit the event website: mncm.org/conference21



JOIN US as a sponsor or exhibitor at the MN Community Measurement Annual Conference 2021: **Building Bridges to Better Health!** You'll have the opportunity to engage with hundreds of health care providers, payers, business leaders, and more.

ABOUT THE 2021 ANNUAL CONFERENCE

Building Bridges to Better Health will bring a focus on critical issues related to health care quality, cost, and equity after a year of unprecedented disruption. Attendees represent a diverse network of health and community leaders for a day of educational speakers and meaningful discussions. Look forward to topics and sessions surrounding:

- Addressing forgone care and adapting to the new telehealth landscape
- Leveraging data and collaboration to accelerate progress on health equity
- Harnessing disruption to drive affordability and value

Collaborating to
improve quality
and enhance value.

NEW THIS YEAR!

Though we wish we could gather in person, a virtual conference using event platform Whova will allow us to bring many powerful features to attendees. Attendees will have the opportunity to:

- Explore **virtual exhibit halls**
- Access **customizable sponsor content**
- Receive a unique **pre-conference package** including event details, sponsor information, and health and wellness giveaways
- Access to **two days of activity** and expanded audience with new pre-conference summit
- Leverage a variety of **interactive, app-based features** including video presentations, opportunities to chat with attendees, and virtual meet-ups

Become a sponsor
HERE or use
the **included form**.

More information about the opportunities for sponsors to engage conference attendees through the Whova platform is available at [this link](#).



WHO WILL ATTEND?

Each year, 300+ health care payers, health care providers, quality managers, employers and business leaders, and policymakers partner together at the MN Community Measurement Annual Conference. They share best practices, lessons learned, achievements, and future plans in the areas of quality measurement, quality improvement, patient care, and cost containment.

The Pre-Conference Mental Health Summit will bring together an expanded audience that includes employers, providers, government workers, non-profits, and other community partners to build relationships and identify strategies and action steps to accelerate and improve mental health outcomes in our region.

These topics and an engaged, collaborative effort have never been more important to the future of health care and Building Bridges to Better Health.

WHY SPONSOR OR EXHIBIT AT THE ANNUAL CONFERENCE?

When you sponsor MN Community Measurement's Annual Conference, you have the chance to make a real difference in supporting community efforts to advance high quality, affordable health care and improve Minnesotans' health through measurement and data. You will be helping to:

- Shape the future of health care
- Support non-biased, data-driven decision making
- Identify best practices to strengthen outcomes for all Minnesotans
- Stay informed on the latest research and data

Please register as a sponsor by January 25, 2021.

Our innovative virtual event platform provides exhibitors and sponsors unique opportunities to share information and promote their organization in meaningful ways.

- Enjoy lasting power through **longer-lasting sponsor placement**
- More advanced ability to **evaluate and measure sponsorship impact**
- Possibility for **more exposure** due to higher attendance without attendees having to travel
- Send materials **directly to attendees** through our pre-conference package
- Provide **engaging videos and authentic information** by building your own **sponsor page**
- Ability to take advantage of **interactive displays**, such as polls, Q&A, and more

SPONSORSHIP OPPORTUNITIES

Sponsors and exhibitors receive recognition based on their level of sponsorship. This year's virtual format allows you to have a more customizable sponsorship experience than ever before!



Platinum Sponsor – \$6,000

- Exclusive Mental Health Summit sponsor recognition
- Recognition as sponsor on main conference day 2x (morning and afternoon)
- Recognition as the sponsor of a snack within the pre-conference mailing
- Five attendee pre-conference and annual conference tickets
- Social media recognition (one individual post prior to the conference)
- Premium recognition on all promotional and program materials including emails, website, and electronic program (premium = 2x prominence of standard recognition)
- Option to provide coupon/giveaway to attendees in pre-conference mailing
- Access to attendee list (names and organization; not contact information)
- Virtual exhibit
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

Gold Sponsor – \$3,000

- Recognition as sponsor on main conference day 1x (morning or afternoon)
- Three attendee pre-conference and annual conference tickets
- Social media recognition (one individual post prior to the conference)
- Premium recognition on all promotional and program materials including emails, website, and electronic program (premium = 2x prominence of standard recognition)
- Option to provide coupon/giveaway to attendees in pre-conference mailing
- Access to attendee list (names and organization; not contact information)
- Virtual exhibit
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

Silver Sponsor – \$2,000

- Recognition as sponsor on main conference day 1x (morning or afternoon)
- Two attendee pre-conference and annual conference tickets
- Social media recognition (one individual post prior to the conference)
- Standard recognition on all promotional and program materials including emails, website, and electronic program
- Option to provide coupon/giveaway to attendees in pre-conference mailing
- Access to attendee list (names and organization; not contact information)
- Virtual exhibit
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

Bronze Sponsor – \$1,000

- One attendee pre-conference and annual conference tickets
- Standard recognition on all promotional and program materials including emails, website, and electronic program
- Access to attendee list (names and organization; not contact information)
- Virtual exhibit
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

Exhibit Only – \$500

- Virtual exhibit plus recognition in conference app, and support developing a robust presence within the app (sponsor attendee tags)

HOW TO REGISTER AS A SPONSOR

Sign up **online** or complete this form



Sponsorship Information

NAME OF COMPANY / ORGANIZATION

NAME OF CONTACT PERSON

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL ADDRESS

WEBSITE ADDRESS

Sponsorship Package

- Platinum Sponsor: \$6,000
- Gold Sponsor: \$3,000
- Silver Sponsor: \$2,000
- Bronze Sponsor: \$1,000
- Exhibit: \$500

Sponsorship Payment

- I have enclosed a check
(payable to MNCM)

SEND TO:

MN Community Measurement
3433 Broadway Street NE, Suite 455
Minneapolis, MN 55413

Payment must be received with this form. Please note that sponsorship payments are non-refundable.

Company Description

Please provide a brief description of your organization for our seminar program. Additionally, you will be contacted to provide a JPG file of your company's logo for use on the website and in materials.

MN Community Measurement is a 501(c)(3) non-profit. Your sponsorship may be tax deductible as a charitable contribution. We are unaware of a fair market value for sponsoring the seminar. Please consult with your tax expert.



BRIDGES TO BETTER HEALTH ATTENDEE PACKAGE

Since our attendees won't be meeting together in person, we're bringing conference materials directly to them with our Bridges to Better Health Attendee Package, containing printed materials and other items related to the conference theme. Sponsors at the Silver, Gold, and Platinum level can add literature or small items to the box. Below are some important details.

If you have printed materials or other items (e.g. pen, notepad, greeting card) already on hand, you need simply ship 300 to our printing partner by January 22, 2021.

If you need assistance designing, printing, or ordering gift box materials, we can connect you with our printing partner, who can coordinate the ordering and printing of a variety of promotional items.

Gift box items must be received by January 22, 2021 at:

**Engage/NCG, Inc.
ATTN: Ruth Neuger
1000 5th Street West
Northfield, MN 55057**