



May 9-11, 2023 | Wyndham Philadelphia Historic District

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## 2023 SPONSOR PROSPECTUS

### Why Sponsor?

- Our event's intimate setting provides opportunities for connections that larger conferences do not provide.
- The lower price point for registration, rooms, etc. enables local and regional hospitals and health systems that do not have the budget for national events to attend, learn, and meet new solutions partners.

### Historical Attendance Data

- Our conference provides a relatively even mix of attendees from healthcare provider organizations, advertising/marketing agencies, and other vendors.  
Data based on 2022 registrations:
  - 40% Advertising / Marketing Agencies
  - 31% Hospitals / Health Systems / Provider Organizations included:
    - Atlantic General Hospital
    - Augusta Health
    - Johns Hopkins Hospital
    - Mary Washington Healthcare
    - Quest Diagnostics
    - The Guthrie Clinic (Guthrie Healthcare)
    - UPMC
    - VCU Health
  - 29% Vendors (e.g. MarTech) / Other
- Our members and attendees come from throughout the Mid-Atlantic region and beyond, primarily: Delaware, Maryland, Pennsylvania, and Virginia.
- Past years' attendee numbers
  - 2022 Conference (National Harbour, Maryland) – 78 registrants
  - 2021 Conference (Virtual event): 65 registrants
  - 2020 Conference (canceled due to COVID-19)
  - 2019 Conference (Harrisburg, Pennsylvania) – approx. 95 registrants



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## SPONSORSHIP OPPORTUNITIES

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### Sponsorship details

There is one title sponsorship available and up to 15 supporting sponsorships. Title and Supporting Sponsors also have the opportunity to purchase upgrades/add-ons to activate their sponsorships and increase brand awareness and engagement. Some add-on/upgrade opportunities are available without sponsorship.

*Note: Invoicing can be arranged in either calendar year 2022 or 2023.*

*Payment in full for all sponsorship fees is due by March 15, 2023.*

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### Title Sponsor – *renewal deadline: 12/1/2022*

- One opportunity available
- Pricing:
  - \$3,750 early bird (confirmed by 1/1/2023) + any selected add-ons/upgrades
  - \$5,000 regular rate (after 1/2/2023) + any selected add-ons/upgrades
- Title Sponsor Benefits:
  - Naming rights: *MASHSMD 2023 Annual Conference presented by [Company]*
  - Company logo prominent on all event materials created after sign-on date, including event logo, on-site signage, attendee badges, etc.
  - Two complimentary conference attendees
  - Discounted registration for additional sponsor representatives at individual early bird rate at any time (\$425 each)
  - Minimum of two, exclusive sponsor recognition posts with tag on MASHSMD social media channels (Facebook, LinkedIn, Twitter)
  - Name listing (or logo, if space allows) on event attendee marketing materials
  - Logo with hyperlink on MASHSMD.org sponsorship and conference web pages
  - Rotating logo, run-of-site on MASHSMD.org website
  - Logo recognition on sponsor page of print program
  - Full-page, 4-color program ad
  - Opportunity to provide up to two items in attendee bags
  - Two display table spaces at conference
  - Opportunity to provide pull-up signage at conference opening/welcome
  - Opportunity to provide 3-minute remarks during conference (schedule TBD) OR submit a 3-minute video to be shared on MASHSMD's social media channels
  - Post-conference attendee list including attendees' professional addresses and emails (where not opted-out by registrant)
  - One-year MASHSMD corporate membership including up to three members
  - Opportunity to purchase sponsorship upgrade(s)/add-ons from pages 4-7 at the discounted "upgrade" rate.



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### Supporting Sponsors

- Up to 15 opportunities available
- Pricing:
  - \$1,800 early bird (by 1/1/2023) + *any selected add-ons/upgrades*
  - \$2,000 regular rate (after 1/2/2023) + *any selected add-ons/upgrades*
- Supporting Sponsor Benefits:
  - One complimentary conference attendee
  - Discounted registration for additional sponsor representatives at individual early bird rate at any time (\$425 each)
  - One dedicated sponsor recognition post with tag on MASHSMD social media channels (Facebook, LinkedIn, Twitter)
  - Name listing (or logo, if space allows) on event attendee marketing materials
  - Logo with hyperlink on MASHSMD.org sponsorship and conference web pages
  - Logo recognition on sponsor page of print program
  - Half-page, 4-color program ad
  - Opportunity to provide up to two items in attendee bags
  - One display table space at conference
  - Opportunity to provide 2-minute remarks during conference (schedule TBD) OR submit a 2-minute video to be shared on MASHSMD's social media channels
  - Post-conference attendee list including attendees' professional addresses and emails (where not opted-out by registrant)
  - One-year MASHSMD corporate membership including up to three members
  - *Opportunity to purchase sponsorship upgrade(s)/add-ons from pages 4-7 at the discounted "upgrade" rate.*

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### Sponsorship Options without Title/Supporting Recognition

*(see descriptions and pricing on following pages):*

- Contributions to the Provider Organization Attendee Scholarship Fund
- Breakfast
- Coffee/Snack Breaks
- Awards Luncheons
- Reception
- Video Recording
- Event Trivia
- Name Badge Lanyards
- Conference Swag Bags
- Notebooks
- Photo Booth
- Professional Headshots
- Luggage Storage
- Attendee Parking
- Program Ads



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### **Sponsorship Upgrades/Add-On Options**

*\* Denotes an option that cannot be coordinated after 3/1/2023, or after which there may be additional rush production fees.*

- **Contribution to the Provider Organization Attendee Scholarship Fund**
  - **Commitment deadline: 1/31/2023**
  - Opportunity to underwrite the conference registration of a hospital, health system, or other provider organization, selected from qualified applicants.
  - Sponsor recognition as a contributing organization with introduction to and/or networking time with scholarship attendees
  - Pricing (per scholarship):
    - Title/Supporting Sponsor Upgrade: +\$450
    - Standalone Sponsorship Sponsorship (no other sponsor benefits): \$550
- **Video Recording**
  - One sponsorship available
  - Recording of conference sessions for future replay by registered attendees
  - Sponsor recognition on post-event video page
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$1,000
    - Standalone Sponsorship (no other sponsor benefits): \$2,500
    - *In-kind sponsorship may also be considered.*
- **Breakfast**
  - Two available (select one): Wednesday or Thursday
  - Sponsor name and/or logo (as space allows) on table signage at sponsored breakfast
  - Option to provide branded promotional drinkware
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$1,000 (one day) / \$1,500 (both days)
    - Standalone Sponsorship (no other sponsor benefits): \$1,500 (one day) / \$3,000 (both days)
- **Coffee/Snack Breaks**
  - Two available (select one): Wednesday or Thursday
  - Sponsor name and/or logo (as space allows) on signage at coffee/snack stations at sponsored break
  - Option to provide branded promotional drinkware
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$500 (one day) / \$750 (both days)
    - Standalone Sponsorship (no other sponsor benefits): \$750 (one day) / \$1,250 (both days)



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- **Awards Luncheons**

- Two available (select one):
  - Lifetime Excellence Award for Dedication (LEAD) - Wednesday
  - MASHSMD Marketing Excellence Awards - Thursday
- Sponsor name and/or logo (as space allows) on table signage at sponsored luncheon
- Option to provide branded promotional party supplies or winner gift(s)
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$1,000
  - Standalone Sponsorship (no other sponsor benefits): N/A

- **Reception\***

- One sponsorship available
- Sponsor name and/or logo (as space allows) on table signs or cocktail napkins at networking reception (Wednesday)
- Option to provide branded promotional drinkware
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$1,000
  - Standalone Sponsorship (no other sponsor benefits): \$1,500

- **Event Trivia**

- One sponsorship available
- Test attendees' conference knowledge with an end-of-conference quiz featuring questions from throughout the 2023 event.
- Option to provide prize(s) for winner(s)
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$750
  - Standalone Sponsorship (no other sponsor benefits): \$1,500

- **Name Badge Lanyards\***

- One sponsorship available
- Sponsor name and/or logo (as space allows) on attendee lanyards for name badges
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$1,000
  - Standalone Sponsorship (no other sponsor benefits): \$1,750

- **Conference Swag Bags\***

- One sponsorship available
- Sponsor name and/or logo (as space allows) on attendee conference swag bags given to each attendee at registration
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$1,000
  - Standalone Sponsorship (no other sponsor benefits): \$1,750
  - *In-kind sponsorship may also be considered.*



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- **Notebooks\***
  - One sponsorship available
  - Sponsor name and/or logo (as space allows) on notebooks for conference takeaways/ideas (to be distributed in attendee swag bags)
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$1,000
    - Standalone Sponsorship (no other sponsor benefits): \$1,750
- **Photo Booth\***
  - One sponsorship available
  - Sponsor name and/or logo (as space allows) on digital photos and/or photo strips at networking reception (Wednesday)
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$1,000
    - Standalone Sponsorship (no other sponsor benefits): \$1,500
- **Professional Headshots\***
  - One sponsorship available
  - Underwrite hiring of a photographer to take professional headshot photos for attendees at TBD time(s) during the conference.
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$1,000
    - Standalone Sponsorship (no other sponsor benefits): \$1,500
    - *In-kind sponsorship may also be considered.*
- **Hotel Room Key Card Holders\***
  - One sponsorship available
  - Custom envelopes with a branded welcome message for conference attendees
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$750
    - Standalone Sponsorship (no other sponsor benefits): N/A
- **Room Gift Drop**
  - Limited to two sponsors
  - Sponsor-provided gifts delivered to conference attendees' hotel rooms
  - Pricing:
    - Title/Supporting Sponsor Upgrade: +\$750
    - Standalone Sponsorship (no other sponsor benefits): N/A



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- **Luggage Storage**

- One sponsorship available
- Sponsor covers the cost of secure luggage storage on final day of the conference with custom disposable luggage tags
- Option to provide branded, reusable luggage tags
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$500
  - Standalone Sponsorship (no other sponsor benefits): \$750

- **Attendee Parking**

- One sponsorship available
- Sponsor covers the cost of parking for conference attendees
- Pricing:
  - Title/Supporting Sponsor Upgrade: +\$5,000
  - Standalone Sponsorship (no other sponsor benefits): \$7,500

- **Program Ads**

- Full-color display ad(s) in our conference printed program featuring the event schedule, session details, and other event information.
- Full-page (5.5" x 8"), 4-color print ad in the conference print program given to all attendees
  - Pricing:
    - Title/Supporting Sponsor Upgrade (from half-page to full-page): +\$250
    - Standalone Sponsorship (no other sponsor benefits): \$350
- Half-page (5.5" x 4"), 4-color print ad in the conference print program given to all attendees
  - Pricing:
    - Title/Supporting Sponsor Upgrade (from half-page to full-page): +\$250
    - Standalone Sponsorship (no other sponsor benefits): \$500

**The following sponsorships may become available; details are pending:**

- Welcome Event
- Wellness Event
- Historical Tour

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### **Have another idea for activating your brand?**

If you have a sponsorship idea not listed here and want to discuss options, please contact Colleen Jones at [colleen@mc-martin.com](mailto:colleen@mc-martin.com) (or [contact@mashsmd.com](mailto:contact@mashsmd.com)).