



2024
PROSPECTUS
102ND ~~MHA~~ ANNUAL CONVENTION
NOVEMBER 13-15, 2024 | SHERATON KANSAS CITY HOTEL AT CROWN CENTER | KANSAS CITY, MISSOURI

FOR MORE INFORMATION | Sarah Bennett | 573-893-3700 | sbennett@mhanet.com | mhanet.com



ALL EDUCATION PARTNERS RECEIVE:

- » registered attendee list before and after convention
- » complimentary food and beverages in the Education Partner Marketplace
- » partner logo linked on MHA's website

DISPLAY OPPORTUNITIES

Includes: 6' skirted table, two chairs, a trash can, and pipe and drape; additional display needs are available through Fern Convention Services

SPEC GUIDELINES

Booth - 10'x10' (136 available) - \$3,000

- » Two complimentary full-conference registrations (including all general audience meals, breaks and educational sessions as capacity allows)

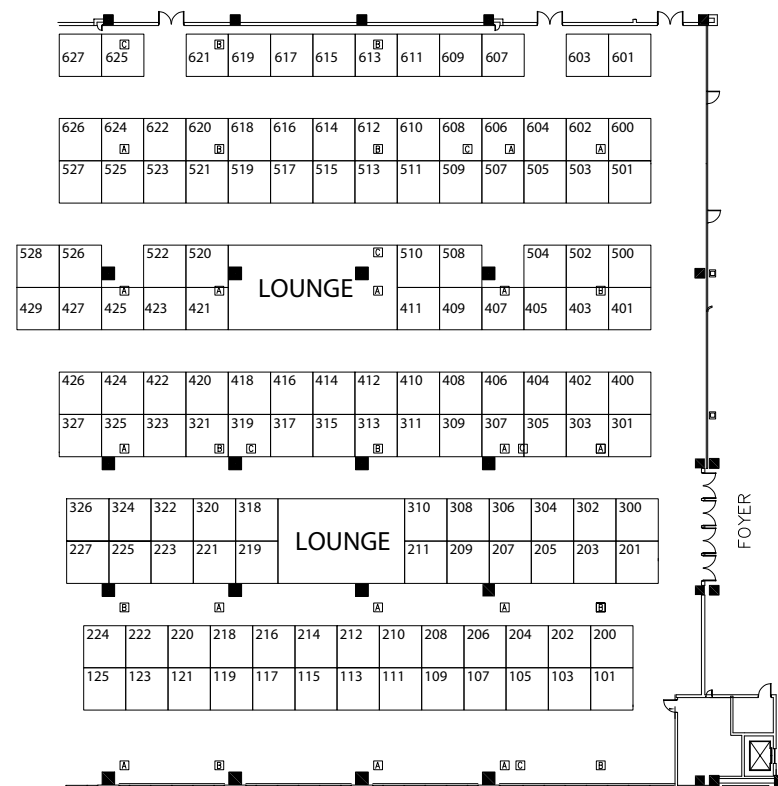
Drive engagement to your display by adding:

Education Partner Marketplace Emcee Announcement - \$1,000

- » Dedicated announcement directing attendees to your booth and providing information on your services during the social on Wednesday, Nov. 13.
 - o Content deadline - Oct. 23; MHA reserves the right to edit with partner approval.

Rolling Housekeeping Slide - \$250

- » Opportunity to design/brand 16:9 PPT slide to run in housekeeping slides on general session stage.
 - o Design submission deadline - Oct. 23



APPLY NOW!



CUSTOMIZED PARTNERSHIP OPPORTUNITIES

Each customized partnership includes two complimentary full-conference registrations (including all general audience meals, breaks and educational sessions as capacity allows), recognition on the event website and convention app, a push notification from the Convention Mobile App to all attendees, and a customized slide in the rotating housekeeping slides.

Complimentary Meals Partner* - \$6,000 - (6 available)

- » This partnership provides underwriting for the complimentary breakfast and lunch for all convention attendees
- » Signage throughout the event, logo on tabletop tent cards
- » A 10x10 booth in the Education Partner Marketplace
- » Display area available during meals on Thursday, if desired, with the opportunity to provide company swag or information

Breakfast Coffee Partner* - \$6,000 - (1 available)

- » Sponsor of breakfast coffee stations
- » Coffee sleeves with partner logo at every coffee station

Celebration of Achievement Dinner Partner* - \$4,000 - (6 available)

- » Partner logo on signage at each dinner table
- » Customized slide in the dinner slideshow
- » Approved ½ page display (3.75 x 4.5 inches) in the Celebration of Achievement Dinner program
 - Content deadline - Oct. 16
- » Two complimentary Celebration of Achievement Dinner tickets

Recharge Wellness Lounge* - \$3,000 - (2 available)

- » Lounge environment for attendees to relax their minds and recharge their electronics
- » Partner logo displayed on custom-designed electronic charging stations
- » Complimentary chair massages for convention attendees

Energy Break Partner* - \$3,000 - (6 available)

- » Partner logo on signage at energy break stations
- » Up to a one-minute partner video with sound shown on the general session stage

Registration Partner* - \$3,000 - (1 available)

- » Partner logo displayed on the registration desk
- » Pop-up banner displayed at the registration desk (provided by Partner)
- » Exclusive sponsorship of branded conference lanyards

*These Education Partners will be featured on all MHA convention-related marketing emails.

APPLY NOW!





Dates to Remember:

- Celebration of Achievement Dinner Program Display Due – Oct. 16
- Emcee Announcement Due – Oct. 23
- Rolling Housekeeping Slide Due – Oct. 23
- Convention Mobile App Banner Due – Oct. 23
- Video Due – Oct. 23
- All Fees Due – Nov. 1
- Representative Registration Due – Nov. 1
- Education Partner Set-Up – Nov. 13 at 8 a.m. – 2 p.m.
Education Partner Marketplace Schedule
 - Nov. 13 - Education Partner Marketplace Social 5:30 – 8 p.m.
 - Nov. 14 - Education Partner Marketplace 7 a.m. – 2 p.m.
- Education Partner Teardown – Nov. 14 at 2 p.m.

CONVENTION MOBILE APP OPTIONS

Convention Mobile App Gamification - \$500

- » Education partners select their unique passcode. Attendees must visit the partner display to receive the passcode. Attendees enter the passcode in the Convention Mobile App to receive points. Top three attendees with the greatest number of points win a gift card valued at \$300, \$200, and \$100.

Convention Mobile App Gamification Prize Partner – N/C

- » Provide a gift card valued at \$100, \$200 or \$300 for the Convention Mobile App Game winners. Partner will receive logo visibility on a slide shown on general session stage.

Convention Mobile App Banner - \$250

- » Make your presence stand out with a Banner on the Convention Mobile App. Banners will appear for the duration of convention.
 - Banner design deadline - Oct. 23

A LA CARTE

Wi-Fi Partner - \$2,500 - (1 available)

- » Partner chooses preferred Wi-Fi password
- » Convention signage includes partner logo and Wi-Fi password

Welcome Gift - \$2,500

- » Opportunity to display partner logo on an item given to all convention attendees
- » Education partner provides proof to MHA Communications for review and approval
- » Education partner pays cost of item and for delivery to MHA
- » Welcome gifts are given to every attendee at MHA convention registration booth

Conference Area Banners & Clings

- » Showcase your logo throughout the convention space
- » The Sheraton Kansas City Hotel at Crown Center includes multiple promotional banners, escalator clings, window clings, and carpet cling options.
- » Please contact Sarah Bennett at sbennett@mhanet.com or at 573-644-7417 for specifics.

APPLY NOW!

